



Market Profile

3034 Fish Hatchery Rd, Madison, Wisconsin, 53713 3
 3034 Fish Hatchery Rd, Madison, Wisconsin, 53713
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.02541
 Longitude: -89.41379

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	5,041	15,457	71,348
2010 Total Population	6,123	17,069	75,905
2019 Total Population	6,817	19,005	87,174
2019 Group Quarters	4	9	3,432
2024 Total Population	7,218	20,128	93,241
2019-2024 Annual Rate	1.15%	1.15%	1.35%
2019 Total Daytime Population	9,779	26,248	106,467
Workers	6,432	17,028	65,911
Residents	3,347	9,220	40,556
Household Summary			
2000 Households	2,433	6,462	28,974
2000 Average Household Size	2.06	2.37	2.31
2010 Households	2,764	7,200	31,040
2010 Average Household Size	2.21	2.37	2.33
2019 Households	3,009	7,980	35,885
2019 Average Household Size	2.26	2.38	2.33
2024 Households	3,186	8,463	38,547
2024 Average Household Size	2.26	2.38	2.33
2019-2024 Annual Rate	1.15%	1.18%	1.44%
2010 Families	1,483	4,197	15,774
2010 Average Family Size	2.88	3.00	2.97
2019 Families	1,606	4,600	17,766
2019 Average Family Size	2.94	3.01	2.97
2024 Families	1,697	4,862	18,914
2024 Average Family Size	2.94	3.00	2.97
2019-2024 Annual Rate	1.11%	1.11%	1.26%
Housing Unit Summary			
2000 Housing Units	2,519	6,808	30,392
Owner Occupied Housing Units	23.4%	34.5%	41.1%
Renter Occupied Housing Units	73.2%	60.5%	54.2%
Vacant Housing Units	3.4%	5.1%	4.7%
2010 Housing Units	3,017	7,822	33,155
Owner Occupied Housing Units	28.9%	40.2%	43.3%
Renter Occupied Housing Units	62.7%	51.9%	50.3%
Vacant Housing Units	8.4%	8.0%	6.4%
2019 Housing Units	3,272	8,644	38,266
Owner Occupied Housing Units	26.9%	38.2%	40.7%
Renter Occupied Housing Units	65.0%	54.1%	53.1%
Vacant Housing Units	8.0%	7.7%	6.2%
2024 Housing Units	3,456	9,143	40,984
Owner Occupied Housing Units	28.1%	39.2%	41.3%
Renter Occupied Housing Units	64.1%	53.4%	52.8%
Vacant Housing Units	7.8%	7.4%	5.9%
Median Household Income			
2019	\$53,121	\$60,673	\$58,529
2024	\$63,309	\$71,609	\$66,797
Median Home Value			
2019	\$278,696	\$317,290	\$270,817
2024	\$298,381	\$334,130	\$289,460
Per Capita Income			
2019	\$30,301	\$38,163	\$33,984
2024	\$35,964	\$43,609	\$38,581
Median Age			
2010	28.8	31.6	28.9
2019	29.9	33.4	29.8
2024	29.6	33.2	29.6

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	3,009	7,980	35,875
<\$15,000	14.8%	9.6%	12.6%
\$15,000 - \$24,999	6.4%	7.8%	8.6%
\$25,000 - \$34,999	11.7%	10.1%	9.1%
\$35,000 - \$49,999	13.8%	13.6%	12.4%
\$50,000 - \$74,999	19.0%	17.1%	16.9%
\$75,000 - \$99,999	13.3%	12.1%	12.7%
\$100,000 - \$149,999	10.7%	12.6%	13.8%
\$150,000 - \$199,999	4.4%	7.9%	7.6%
\$200,000+	5.9%	9.2%	6.3%
Average Household Income	\$76,782	\$93,254	\$83,523
2024 Households by Income			
Household Income Base	3,186	8,463	38,537
<\$15,000	10.0%	6.8%	10.0%
\$15,000 - \$24,999	4.9%	6.3%	7.6%
\$25,000 - \$34,999	9.7%	8.7%	8.2%
\$35,000 - \$49,999	12.9%	12.9%	11.9%
\$50,000 - \$74,999	19.8%	17.1%	16.6%
\$75,000 - \$99,999	15.8%	13.3%	13.3%
\$100,000 - \$149,999	14.0%	14.7%	15.8%
\$150,000 - \$199,999	5.8%	9.9%	9.8%
\$200,000+	7.0%	10.3%	6.9%
Average Household Income	\$90,957	\$106,578	\$94,497
2019 Owner Occupied Housing Units by Value			
Total	881	3,306	15,577
<\$50,000	0.0%	0.2%	1.4%
\$50,000 - \$99,999	7.3%	4.4%	2.2%
\$100,000 - \$149,999	10.9%	6.1%	5.1%
\$150,000 - \$199,999	13.1%	8.8%	14.0%
\$200,000 - \$249,999	11.4%	12.8%	19.8%
\$250,000 - \$299,999	13.1%	13.1%	18.2%
\$300,000 - \$399,999	21.1%	26.7%	21.2%
\$400,000 - \$499,999	12.9%	15.9%	9.1%
\$500,000 - \$749,999	9.5%	10.5%	7.2%
\$750,000 - \$999,999	0.9%	1.5%	1.5%
\$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%	0.1%
Average Home Value	\$302,664	\$335,145	\$307,158
2024 Owner Occupied Housing Units by Value			
Total	970	3,585	16,913
<\$50,000	0.0%	0.2%	0.9%
\$50,000 - \$99,999	6.6%	3.8%	1.7%
\$100,000 - \$149,999	9.5%	4.8%	3.8%
\$150,000 - \$199,999	10.6%	7.2%	11.3%
\$200,000 - \$249,999	9.4%	10.6%	17.6%
\$250,000 - \$299,999	14.3%	13.4%	18.7%
\$300,000 - \$399,999	23.4%	29.2%	24.5%
\$400,000 - \$499,999	15.4%	17.9%	10.8%
\$500,000 - \$749,999	10.0%	11.4%	8.6%
\$750,000 - \$999,999	0.7%	1.5%	1.8%
\$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%	0.2%
Average Home Value	\$316,073	\$349,637	\$327,699

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	6,122	17,070	75,905
0 - 4	9.6%	7.9%	6.6%
5 - 9	7.8%	7.0%	5.6%
10 - 14	5.4%	6.2%	4.9%
15 - 24	16.0%	14.5%	25.0%
25 - 34	24.4%	19.9%	17.6%
35 - 44	12.3%	12.7%	11.4%
45 - 54	10.7%	12.9%	11.3%
55 - 64	7.4%	10.8%	9.9%
65 - 74	3.4%	4.8%	4.4%
75 - 84	2.1%	2.4%	2.3%
85 +	0.8%	0.9%	0.9%
18 +	73.9%	75.0%	79.9%
2019 Population by Age			
Total	6,815	19,006	87,173
0 - 4	8.6%	7.2%	5.8%
5 - 9	7.1%	6.4%	5.3%
10 - 14	5.8%	6.0%	5.1%
15 - 24	16.8%	14.6%	25.1%
25 - 34	21.3%	18.5%	15.9%
35 - 44	14.4%	13.8%	11.9%
45 - 54	9.7%	10.8%	9.8%
55 - 64	8.1%	10.7%	9.8%
65 - 74	5.1%	7.8%	7.2%
75 - 84	2.3%	3.1%	2.9%
85 +	0.9%	1.0%	1.1%
18 +	75.1%	76.8%	80.5%
2024 Population by Age			
Total	7,218	20,126	93,239
0 - 4	8.8%	7.3%	5.9%
5 - 9	6.8%	6.3%	5.2%
10 - 14	5.2%	5.5%	4.8%
15 - 24	17.4%	14.5%	25.4%
25 - 34	21.9%	19.4%	16.4%
35 - 44	13.3%	13.5%	11.1%
45 - 54	9.7%	10.4%	9.6%
55 - 64	7.8%	9.7%	9.1%
65 - 74	5.5%	8.2%	7.5%
75 - 84	2.8%	4.1%	3.9%
85 +	0.8%	1.1%	1.1%
18 +	76.1%	77.6%	80.9%
2010 Population by Sex			
Males	3,066	8,557	38,265
Females	3,057	8,512	37,640
2019 Population by Sex			
Males	3,465	9,559	44,086
Females	3,352	9,446	43,088
2024 Population by Sex			
Males	3,667	10,107	47,058
Females	3,551	10,021	46,183

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2010 Population by Race/Ethnicity			
Total	6,123	17,069	75,905
White Alone	59.0%	66.2%	73.1%
Black Alone	17.8%	13.7%	10.0%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	4.3%	5.7%	6.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.0%	9.7%	6.8%
Two or More Races	4.3%	4.1%	3.3%
Hispanic Origin	27.4%	19.5%	13.7%
Diversity Index	77.0	68.4	58.1
2019 Population by Race/Ethnicity			
Total	6,818	19,004	87,173
White Alone	55.6%	62.3%	69.7%
Black Alone	17.6%	13.8%	9.9%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	5.7%	7.6%	8.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	15.6%	10.9%	7.5%
Two or More Races	5.0%	4.8%	3.9%
Hispanic Origin	30.0%	21.6%	15.0%
Diversity Index	80.1	72.7	62.5
2024 Population by Race/Ethnicity			
Total	7,217	20,130	93,241
White Alone	53.2%	59.9%	67.4%
Black Alone	17.5%	13.9%	9.9%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	6.6%	8.7%	9.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	16.9%	11.8%	8.1%
Two or More Races	5.3%	5.2%	4.3%
Hispanic Origin	32.1%	23.3%	16.1%
Diversity Index	82.0	75.2	65.5
2010 Population by Relationship and Household Type			
Total	6,123	17,069	75,905
In Households	99.9%	99.9%	95.5%
In Family Households	73.7%	76.9%	64.0%
Householder	22.7%	24.1%	20.5%
Spouse	13.1%	16.7%	14.7%
Child	28.7%	28.6%	23.3%
Other relative	5.3%	4.3%	3.2%
Nonrelative	3.9%	3.2%	2.2%
In Nonfamily Households	26.2%	23.1%	31.5%
In Group Quarters	0.1%	0.1%	4.5%
Institutionalized Population	0.1%	0.0%	0.4%
Noninstitutionalized Population	0.0%	0.0%	4.1%

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	4,208	12,504	51,068
Less than 9th Grade	2.2%	3.2%	3.0%
9th - 12th Grade, No Diploma	4.5%	3.7%	3.5%
High School Graduate	19.4%	15.7%	12.8%
GED/Alternative Credential	1.0%	1.3%	2.0%
Some College, No Degree	21.3%	16.9%	16.3%
Associate Degree	10.0%	9.6%	8.6%
Bachelor's Degree	27.4%	29.4%	30.1%
Graduate/Professional Degree	14.0%	20.3%	23.7%
2019 Population 15+ by Marital Status			
Total	5,355	15,276	72,974
Never Married	52.2%	43.7%	51.3%
Married	34.5%	43.4%	37.7%
Widowed	2.6%	3.0%	2.6%
Divorced	10.7%	10.0%	8.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	92.4%	95.0%	96.8%
Civilian Unemployed (Unemployment Rate)	7.5%	5.0%	3.2%
2019 Employed Population 16+ by Industry			
Total	3,535	9,977	47,924
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	5.1%	3.7%	3.3%
Manufacturing	8.9%	8.4%	8.0%
Wholesale Trade	3.3%	2.2%	1.9%
Retail Trade	13.1%	10.1%	9.7%
Transportation/Utilities	2.5%	2.5%	2.2%
Information	3.2%	3.3%	3.0%
Finance/Insurance/Real Estate	4.3%	6.1%	6.0%
Services	56.2%	58.1%	61.0%
Public Administration	3.3%	5.4%	4.5%
2019 Employed Population 16+ by Occupation			
Total	3,534	9,976	47,923
White Collar	66.3%	68.4%	68.7%
Management/Business/Financial	17.8%	17.2%	15.1%
Professional	30.0%	32.8%	33.7%
Sales	11.5%	8.9%	8.8%
Administrative Support	6.9%	9.6%	11.1%
Services	18.8%	19.3%	19.3%
Blue Collar	14.9%	12.3%	12.0%
Farming/Forestry/Fishing	0.4%	0.2%	0.3%
Construction/Extraction	4.1%	2.8%	2.3%
Installation/Maintenance/Repair	2.3%	2.1%	1.6%
Production	4.4%	3.6%	4.4%
Transportation/Material Moving	3.7%	3.5%	3.5%
2010 Population By Urban/ Rural Status			
Total Population	6,123	17,069	75,905
Population Inside Urbanized Area	100.0%	98.9%	97.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.1%	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	2,765	7,199	31,039
Households with 1 Person	34.2%	30.1%	31.9%
Households with 2+ People	65.8%	69.9%	68.1%
Family Households	53.6%	58.3%	50.8%
Husband-wife Families	32.1%	40.5%	36.6%
With Related Children	16.0%	18.6%	16.5%
Other Family (No Spouse Present)	21.5%	17.8%	14.3%
Other Family with Male Householder	6.2%	5.3%	4.3%
With Related Children	3.3%	3.0%	2.4%
Other Family with Female Householder	15.3%	12.5%	10.0%
With Related Children	12.3%	9.7%	7.3%
Nonfamily Households	12.2%	11.6%	17.3%
All Households with Children	32.3%	31.9%	26.6%
Multigenerational Households	1.9%	1.9%	1.7%
Unmarried Partner Households	11.7%	10.1%	8.8%
Male-female	10.3%	8.9%	7.6%
Same-sex	1.3%	1.3%	1.3%
2010 Households by Size			
Total	2,764	7,198	31,038
1 Person Household	34.2%	30.1%	31.9%
2 Person Household	31.6%	34.1%	33.3%
3 Person Household	14.3%	15.0%	14.7%
4 Person Household	11.1%	12.0%	12.0%
5 Person Household	5.5%	5.5%	5.1%
6 Person Household	2.1%	2.2%	1.8%
7 + Person Household	1.2%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	2,764	7,200	31,040
Owner Occupied	31.5%	43.7%	46.2%
Owned with a Mortgage/Loan	26.6%	34.8%	35.4%
Owned Free and Clear	5.0%	8.9%	10.8%
Renter Occupied	68.5%	56.3%	53.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,017	7,822	33,155
Housing Units Inside Urbanized Area	100.0%	98.8%	97.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.2%	3.0%

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.	Young and Restless (11B)	Young and Restless (11B)	In Style (5B)
2.	Emerald City (8B)	In Style (5B)	Young and Restless (11B)
3.	In Style (5B)	Emerald City (8B)	Dorms to Diplomas (14C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,156,979	\$19,242,076	\$77,564,988
Average Spent	\$2,046.19	\$2,411.29	\$2,161.49
Spending Potential Index	96	113	101
Education: Total \$	\$4,120,160	\$13,553,731	\$58,265,194
Average Spent	\$1,369.28	\$1,698.46	\$1,623.66
Spending Potential Index	86	107	102
Entertainment/Recreation: Total \$	\$8,478,309	\$27,234,548	\$110,223,231
Average Spent	\$2,817.65	\$3,412.85	\$3,071.57
Spending Potential Index	86	104	94
Food at Home: Total \$	\$14,480,179	\$45,094,678	\$181,301,720
Average Spent	\$4,812.29	\$5,650.96	\$5,052.30
Spending Potential Index	93	109	98
Food Away from Home: Total \$	\$10,602,251	\$33,044,285	\$134,464,244
Average Spent	\$3,523.51	\$4,140.89	\$3,747.09
Spending Potential Index	96	113	102
Health Care: Total \$	\$14,746,861	\$47,523,154	\$192,667,425
Average Spent	\$4,900.92	\$5,955.28	\$5,369.02
Spending Potential Index	83	100	90
HH Furnishings & Equipment: Total \$	\$5,754,843	\$18,343,266	\$74,103,256
Average Spent	\$1,912.54	\$2,298.65	\$2,065.02
Spending Potential Index	90	108	97
Personal Care Products & Services: Total \$	\$2,467,583	\$7,785,495	\$31,438,749
Average Spent	\$820.07	\$975.63	\$876.10
Spending Potential Index	92	110	99
Shelter: Total \$	\$51,510,561	\$163,562,506	\$662,713,738
Average Spent	\$17,118.83	\$20,496.55	\$18,467.71
Spending Potential Index	93	111	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,244,741	\$20,290,300	\$81,904,407
Average Spent	\$2,075.35	\$2,542.64	\$2,282.41
Spending Potential Index	84	103	92
Travel: Total \$	\$5,518,555	\$18,449,779	\$74,105,574
Average Spent	\$1,834.02	\$2,312.00	\$2,065.08
Spending Potential Index	82	103	92
Vehicle Maintenance & Repairs: Total \$	\$3,333,559	\$10,255,517	\$42,020,062
Average Spent	\$1,107.86	\$1,285.15	\$1,170.96
Spending Potential Index	97	112	102

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.