



# Market Profile

3360 Milton Ave, Janesville, Wisconsin, 53545  
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri  
 Latitude: 42.72171  
 Longitude: -88.99544

	3 minutes	5 minutes	10 minutes
<b>Population Summary</b>			
2000 Total Population	1,057	7,711	49,402
2010 Total Population	1,050	8,883	52,395
2019 Total Population	1,072	9,151	53,267
2019 Group Quarters	6	24	565
2024 Total Population	1,086	9,318	53,989
2019-2024 Annual Rate	0.26%	0.36%	0.27%
2019 Total Daytime Population	5,538	14,626	56,792
Workers	5,005	9,988	30,525
Residents	533	4,638	26,267
<b>Household Summary</b>			
2000 Households	494	3,257	19,624
2000 Average Household Size	2.12	2.35	2.46
2010 Households	481	3,703	21,384
2010 Average Household Size	2.17	2.39	2.42
2019 Households	494	3,843	22,012
2019 Average Household Size	2.16	2.37	2.39
2024 Households	503	3,922	22,388
2024 Average Household Size	2.15	2.37	2.39
2019-2024 Annual Rate	0.36%	0.41%	0.34%
2010 Families	295	2,422	13,977
2010 Average Family Size	2.68	2.90	2.94
2019 Families	298	2,489	14,230
2019 Average Family Size	2.67	2.88	2.91
2024 Families	300	2,531	14,424
2024 Average Family Size	2.68	2.87	2.90
2019-2024 Annual Rate	0.13%	0.34%	0.27%
<b>Housing Unit Summary</b>			
2000 Housing Units	563	3,384	20,635
Owner Occupied Housing Units	42.5%	57.3%	63.4%
Renter Occupied Housing Units	45.3%	38.9%	31.7%
Vacant Housing Units	12.3%	3.8%	4.9%
2010 Housing Units	584	3,971	23,256
Owner Occupied Housing Units	39.9%	58.8%	61.8%
Renter Occupied Housing Units	42.5%	34.5%	30.1%
Vacant Housing Units	17.6%	6.7%	8.0%
2019 Housing Units	592	4,078	23,819
Owner Occupied Housing Units	32.9%	52.6%	55.4%
Renter Occupied Housing Units	50.7%	41.6%	37.0%
Vacant Housing Units	16.6%	5.8%	7.6%
2024 Housing Units	601	4,158	24,231
Owner Occupied Housing Units	34.3%	53.8%	56.1%
Renter Occupied Housing Units	49.4%	40.5%	36.3%
Vacant Housing Units	16.3%	5.7%	7.6%
<b>Median Household Income</b>			
2019	\$41,125	\$54,045	\$56,488
2024	\$44,485	\$57,659	\$60,845
<b>Median Home Value</b>			
2019	\$128,462	\$156,453	\$158,331
2024	\$131,783	\$166,976	\$174,741
<b>Per Capita Income</b>			
2019	\$21,029	\$27,964	\$29,359
2024	\$23,405	\$31,385	\$33,079
<b>Median Age</b>			
2010	36.5	37.7	37.8
2019	38.5	39.4	39.6
2024	39.5	40.4	40.6

**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.



# Market Profile

3360 Milton Ave, Janesville, Wisconsin, 53545  
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri  
 Latitude: 42.72171  
 Longitude: -88.99544

	3 minutes	5 minutes	10 minutes
<b>2019 Households by Income</b>			
Household Income Base	494	3,843	22,012
<\$15,000	10.3%	9.1%	9.6%
\$15,000 - \$24,999	20.0%	14.5%	12.5%
\$25,000 - \$34,999	10.1%	7.0%	6.7%
\$35,000 - \$49,999	19.0%	13.7%	12.8%
\$50,000 - \$74,999	24.9%	24.1%	23.7%
\$75,000 - \$99,999	10.7%	13.7%	14.1%
\$100,000 - \$149,999	4.3%	12.4%	14.2%
\$150,000 - \$199,999	0.6%	3.5%	3.7%
\$200,000+	0.0%	2.1%	2.7%
Average Household Income	\$47,815	\$66,409	\$70,583
<b>2024 Households by Income</b>			
Household Income Base	503	3,922	22,388
<\$15,000	8.5%	7.4%	8.0%
\$15,000 - \$24,999	18.3%	13.1%	11.4%
\$25,000 - \$34,999	9.5%	6.4%	6.1%
\$35,000 - \$49,999	18.9%	13.3%	12.2%
\$50,000 - \$74,999	26.0%	23.8%	22.9%
\$75,000 - \$99,999	12.1%	14.6%	14.7%
\$100,000 - \$149,999	5.4%	14.3%	16.5%
\$150,000 - \$199,999	0.8%	4.7%	5.1%
\$200,000+	0.0%	2.4%	3.2%
Average Household Income	\$52,912	\$74,365	\$79,281
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	195	2,145	13,205
<\$50,000	1.5%	1.0%	2.2%
\$50,000 - \$99,999	10.3%	8.3%	12.9%
\$100,000 - \$149,999	66.7%	37.7%	31.1%
\$150,000 - \$199,999	12.3%	22.9%	23.0%
\$200,000 - \$249,999	3.1%	11.2%	10.5%
\$250,000 - \$299,999	1.0%	8.9%	8.3%
\$300,000 - \$399,999	3.1%	7.1%	8.0%
\$400,000 - \$499,999	0.5%	1.9%	2.1%
\$500,000 - \$749,999	0.0%	0.7%	1.4%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	1.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$149,356	\$183,590	\$189,754
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	206	2,235	13,583
<\$50,000	1.5%	0.9%	1.8%
\$50,000 - \$99,999	8.7%	7.3%	11.1%
\$100,000 - \$149,999	62.6%	34.9%	26.8%
\$150,000 - \$199,999	13.6%	20.5%	20.6%
\$200,000 - \$249,999	3.9%	11.3%	11.0%
\$250,000 - \$299,999	1.5%	10.9%	10.4%
\$300,000 - \$399,999	5.3%	10.2%	11.5%
\$400,000 - \$499,999	1.5%	2.9%	3.5%
\$500,000 - \$749,999	0.5%	1.1%	2.5%
\$750,000 - \$999,999	0.5%	0.1%	0.1%
\$1,000,000 - \$1,499,999	0.5%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$160,316	\$198,134	\$213,857

**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.



# Market Profile

3360 Milton Ave, Janesville, Wisconsin, 53545  
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri  
 Latitude: 42.72171  
 Longitude: -88.99544

	3 minutes	5 minutes	10 minutes
<b>2010 Population by Age</b>			
Total	1,051	8,883	52,394
0 - 4	6.9%	6.9%	6.4%
5 - 9	7.2%	7.5%	6.9%
10 - 14	5.8%	6.5%	7.0%
15 - 24	12.1%	11.0%	12.4%
25 - 34	16.0%	14.3%	13.6%
35 - 44	12.0%	13.7%	13.8%
45 - 54	13.2%	13.4%	14.4%
55 - 64	10.8%	11.9%	11.7%
65 - 74	8.2%	7.8%	7.3%
75 - 84	5.9%	5.2%	4.8%
85 +	1.8%	1.8%	1.7%
18 +	76.7%	75.5%	75.4%
<b>2019 Population by Age</b>			
Total	1,074	9,150	53,268
0 - 4	6.4%	6.3%	5.9%
5 - 9	6.1%	6.4%	6.1%
10 - 14	6.1%	6.5%	6.4%
15 - 24	12.2%	11.7%	12.1%
25 - 34	13.8%	12.7%	13.1%
35 - 44	13.8%	13.4%	13.2%
45 - 54	11.9%	12.8%	13.3%
55 - 64	11.7%	12.4%	13.2%
65 - 74	9.9%	10.1%	9.8%
75 - 84	5.8%	5.6%	5.0%
85 +	2.3%	2.1%	2.0%
18 +	77.5%	76.9%	77.7%
<b>2024 Population by Age</b>			
Total	1,087	9,320	53,990
0 - 4	6.3%	6.3%	5.9%
5 - 9	6.3%	6.3%	6.0%
10 - 14	6.1%	6.4%	6.3%
15 - 24	12.7%	11.8%	11.7%
25 - 34	12.7%	12.6%	13.0%
35 - 44	13.9%	12.9%	13.1%
45 - 54	11.6%	12.2%	12.5%
55 - 64	11.9%	12.2%	12.8%
65 - 74	9.5%	10.4%	10.7%
75 - 84	6.8%	6.7%	6.1%
85 +	2.3%	2.2%	2.0%
18 +	77.6%	77.2%	78.0%
<b>2010 Population by Sex</b>			
Males	499	4,282	25,675
Females	551	4,601	26,720
<b>2019 Population by Sex</b>			
Males	515	4,429	26,129
Females	556	4,722	27,137
<b>2024 Population by Sex</b>			
Males	527	4,520	26,535
Females	559	4,798	27,454

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



# Market Profile

3360 Milton Ave, Janesville, Wisconsin, 53545  
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri  
 Latitude: 42.72171  
 Longitude: -88.99544

	3 minutes	5 minutes	10 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	1,049	8,883	52,395
White Alone	89.9%	92.3%	92.8%
Black Alone	2.9%	2.0%	2.2%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	2.7%	1.8%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.7%	1.5%
Two or More Races	2.7%	2.0%	1.9%
Hispanic Origin	6.7%	5.1%	4.4%
Diversity Index	29.2	22.9	21.0
<b>2019 Population by Race/Ethnicity</b>			
Total	1,071	9,150	53,268
White Alone	87.7%	90.5%	91.1%
Black Alone	3.1%	2.2%	2.4%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	3.5%	2.3%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.2%	1.9%
Two or More Races	3.5%	2.6%	2.5%
Hispanic Origin	8.5%	6.5%	5.7%
Diversity Index	35.0	28.0	25.8
<b>2024 Population by Race/Ethnicity</b>			
Total	1,086	9,318	53,989
White Alone	86.0%	89.1%	89.9%
Black Alone	3.2%	2.3%	2.5%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	4.0%	2.7%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.5%	2.7%	2.3%
Two or More Races	4.1%	3.0%	2.9%
Hispanic Origin	10.0%	7.7%	6.8%
Diversity Index	39.2	31.8	29.3
<b>2010 Population by Relationship and Household Type</b>			
Total	1,050	8,883	52,395
In Households	99.3%	99.7%	98.8%
In Family Households	78.7%	81.8%	81.3%
Householder	26.7%	27.3%	26.8%
Spouse	17.8%	20.4%	20.0%
Child	28.0%	29.2%	29.8%
Other relative	3.0%	2.1%	2.0%
Nonrelative	3.2%	2.8%	2.7%
In Nonfamily Households	20.7%	17.9%	17.5%
In Group Quarters	0.7%	0.3%	1.2%
Institutionalized Population	0.0%	0.1%	1.0%
Noninstitutionalized Population	0.7%	0.1%	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.



# Market Profile

3360 Milton Ave, Janesville, Wisconsin, 53545  
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri  
 Latitude: 42.72171  
 Longitude: -88.99544

	3 minutes	5 minutes	10 minutes
<b>2019 Population 25+ by Educational Attainment</b>			
Total	741	6,318	37,029
Less than 9th Grade	4.2%	2.3%	1.7%
9th - 12th Grade, No Diploma	5.0%	4.7%	4.5%
High School Graduate	26.9%	28.3%	27.9%
GED/Alternative Credential	3.6%	5.0%	5.1%
Some College, No Degree	25.9%	20.4%	20.6%
Associate Degree	13.8%	11.5%	12.1%
Bachelor's Degree	18.8%	19.5%	18.3%
Graduate/Professional Degree	1.9%	8.3%	9.7%
<b>2019 Population 15+ by Marital Status</b>			
Total	872	7,391	43,466
Never Married	33.9%	29.3%	30.0%
Married	36.1%	50.7%	51.3%
Widowed	10.1%	6.3%	5.7%
Divorced	19.8%	13.7%	13.1%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.5%	96.9%	96.5%
Civilian Unemployed (Unemployment Rate)	4.5%	3.1%	3.5%
<b>2019 Employed Population 16+ by Industry</b>			
Total	547	4,589	27,215
Agriculture/Mining	0.0%	0.7%	1.2%
Construction	6.2%	6.0%	6.9%
Manufacturing	22.1%	19.0%	18.5%
Wholesale Trade	4.9%	5.6%	5.3%
Retail Trade	13.0%	12.6%	11.6%
Transportation/Utilities	6.0%	4.7%	4.8%
Information	1.1%	1.9%	2.4%
Finance/Insurance/Real Estate	5.1%	4.7%	3.8%
Services	38.6%	40.9%	42.0%
Public Administration	3.1%	3.9%	3.6%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	549	4,589	27,215
White Collar	48.4%	57.7%	56.6%
Management/Business/Financial	4.8%	12.9%	13.0%
Professional	14.3%	19.3%	20.9%
Sales	9.0%	8.7%	9.3%
Administrative Support	20.5%	16.8%	13.5%
Services	19.2%	17.4%	17.5%
Blue Collar	32.7%	24.9%	25.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	3.1%	2.8%	4.2%
Installation/Maintenance/Repair	4.9%	3.9%	3.6%
Production	16.6%	12.0%	11.0%
Transportation/Material Moving	8.0%	6.1%	6.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,050	8,883	52,395
Population Inside Urbanized Area	99.0%	91.4%	91.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	1.0%	8.6%	8.9%

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



# Market Profile

3360 Milton Ave, Janesville, Wisconsin, 53545  
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri  
 Latitude: 42.72171  
 Longitude: -88.99544

	3 minutes	5 minutes	10 minutes
<b>2010 Households by Type</b>			
Total	480	3,704	21,384
Households with 1 Person	30.8%	27.6%	27.9%
Households with 2+ People	69.2%	72.4%	72.1%
Family Households	61.5%	65.4%	65.4%
Husband-wife Families	41.0%	48.8%	48.7%
With Related Children	15.6%	20.0%	20.1%
Other Family (No Spouse Present)	20.4%	16.6%	16.6%
Other Family with Male Householder	5.8%	5.1%	5.1%
With Related Children	3.3%	3.2%	3.4%
Other Family with Female Householder	14.6%	11.6%	11.5%
With Related Children	10.8%	8.4%	8.4%
Nonfamily Households	7.7%	7.0%	6.8%
All Households with Children	30.1%	32.2%	32.5%
Multigenerational Households	2.3%	1.9%	2.2%
Unmarried Partner Households	10.0%	8.2%	8.3%
Male-female	9.1%	7.7%	7.7%
Same-sex	0.8%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	481	3,702	21,382
1 Person Household	30.8%	27.6%	27.9%
2 Person Household	36.4%	36.9%	35.8%
3 Person Household	16.0%	15.5%	15.6%
4 Person Household	10.2%	12.4%	12.5%
5 Person Household	4.6%	5.3%	5.5%
6 Person Household	1.5%	1.7%	1.9%
7 + Person Household	0.6%	0.6%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	481	3,703	21,384
Owner Occupied	48.4%	63.0%	67.2%
Owned with a Mortgage/Loan	32.0%	45.0%	48.7%
Owned Free and Clear	16.4%	18.0%	18.6%
Renter Occupied	51.6%	37.0%	32.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	584	3,971	23,256
Housing Units Inside Urbanized Area	99.5%	92.6%	92.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	0.5%	7.4%	7.9%

**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.

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



# Market Profile

3360 Milton Ave, Janesville, Wisconsin, 53545  
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri  
 Latitude: 42.72171  
 Longitude: -88.99544

	3 minutes	5 minutes	10 minutes
<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Rustbelt Traditions (5D)
2.	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
3.	Heartland Communities (6F)	Soccer Moms (4A)	Green Acres (6A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$584,655	\$6,258,127	\$37,943,269
Average Spent	\$1,183.51	\$1,628.45	\$1,723.75
Spending Potential Index	55	76	80
Education: Total \$	\$405,610	\$4,336,640	\$27,194,081
Average Spent	\$821.07	\$1,128.45	\$1,235.42
Spending Potential Index	52	71	78
Entertainment/Recreation: Total \$	\$905,262	\$9,776,333	\$58,838,341
Average Spent	\$1,832.51	\$2,543.93	\$2,673.01
Spending Potential Index	56	78	82
Food at Home: Total \$	\$1,461,521	\$15,580,066	\$93,334,320
Average Spent	\$2,958.54	\$4,054.14	\$4,240.16
Spending Potential Index	57	78	82
Food Away from Home: Total \$	\$1,015,012	\$10,869,156	\$65,752,505
Average Spent	\$2,054.68	\$2,828.30	\$2,987.12
Spending Potential Index	56	77	81
Health Care: Total \$	\$1,731,180	\$18,444,953	\$111,254,932
Average Spent	\$3,504.41	\$4,799.62	\$5,054.29
Spending Potential Index	59	81	85
HH Furnishings & Equipment: Total \$	\$591,767	\$6,364,196	\$38,801,808
Average Spent	\$1,197.91	\$1,656.05	\$1,762.76
Spending Potential Index	56	78	83
Personal Care Products & Services: Total \$	\$247,212	\$2,648,511	\$16,211,342
Average Spent	\$500.43	\$689.18	\$736.48
Spending Potential Index	56	78	83
Shelter: Total \$	\$4,964,418	\$52,744,791	\$322,263,249
Average Spent	\$10,049.43	\$13,724.90	\$14,640.34
Spending Potential Index	54	74	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$690,613	\$7,430,583	\$44,936,311
Average Spent	\$1,398.00	\$1,933.54	\$2,041.45
Spending Potential Index	56	78	82
Travel: Total \$	\$579,277	\$6,357,387	\$39,016,691
Average Spent	\$1,172.63	\$1,654.28	\$1,772.52
Spending Potential Index	52	74	79
Vehicle Maintenance & Repairs: Total \$	\$339,109	\$3,545,986	\$21,212,968
Average Spent	\$686.46	\$922.71	\$963.70
Spending Potential Index	60	81	84

**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.