



# Market Profile

35 Liberty Ave, Hartford, Wisconsin, 53027 2  
 35 Liberty Ave, Hartford, Wisconsin, 53027  
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri  
 Latitude: 43.32456  
 Longitude: -88.40242

	3 minutes	5 minutes	10 minutes
<b>Population Summary</b>			
2000 Total Population	731	5,670	15,620
2010 Total Population	803	6,266	18,270
2019 Total Population	837	6,515	19,395
2019 Group Quarters	0	11	146
2024 Total Population	860	6,678	20,030
2019-2024 Annual Rate	0.54%	0.50%	0.65%
2019 Total Daytime Population	1,565	9,513	18,829
Workers	1,215	6,573	9,672
Residents	350	2,940	9,157
<b>Household Summary</b>			
2000 Households	274	2,225	5,933
2000 Average Household Size	2.67	2.54	2.61
2010 Households	316	2,591	7,225
2010 Average Household Size	2.54	2.41	2.51
2019 Households	330	2,709	7,708
2019 Average Household Size	2.54	2.40	2.50
2024 Households	340	2,784	7,981
2024 Average Household Size	2.53	2.39	2.49
2019-2024 Annual Rate	0.60%	0.55%	0.70%
2010 Families	209	1,661	4,942
2010 Average Family Size	3.11	3.01	3.03
2019 Families	217	1,719	5,220
2019 Average Family Size	3.11	3.00	3.02
2024 Families	223	1,762	5,389
2024 Average Family Size	3.10	2.99	3.02
2019-2024 Annual Rate	0.55%	0.50%	0.64%
<b>Housing Unit Summary</b>			
2000 Housing Units	282	2,315	6,159
Owner Occupied Housing Units	74.8%	64.2%	66.4%
Renter Occupied Housing Units	22.3%	31.9%	29.9%
Vacant Housing Units	2.8%	3.9%	3.7%
2010 Housing Units	328	2,744	7,666
Owner Occupied Housing Units	71.3%	64.9%	68.7%
Renter Occupied Housing Units	25.0%	29.6%	25.6%
Vacant Housing Units	3.7%	5.6%	5.8%
2019 Housing Units	344	2,877	8,196
Owner Occupied Housing Units	70.6%	64.1%	67.8%
Renter Occupied Housing Units	25.3%	30.1%	26.2%
Vacant Housing Units	4.1%	5.8%	6.0%
2024 Housing Units	355	2,967	8,522
Owner Occupied Housing Units	71.3%	64.6%	69.1%
Renter Occupied Housing Units	24.2%	29.2%	24.6%
Vacant Housing Units	4.2%	6.2%	6.3%
<b>Median Household Income</b>			
2019	\$71,014	\$60,166	\$64,106
2024	\$83,071	\$69,365	\$75,468
<b>Median Home Value</b>			
2019	\$196,575	\$181,761	\$209,104
2024	\$213,077	\$193,827	\$225,323
<b>Per Capita Income</b>			
2019	\$40,030	\$31,215	\$30,805
2024	\$46,249	\$36,071	\$35,487
<b>Median Age</b>			
2010	39.4	36.3	37.8
2019	40.1	37.5	38.6
2024	39.8	37.0	38.1

**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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<b>2019 Households by Income</b>			
Household Income Base	330	2,709	7,708
<\$15,000	4.8%	7.6%	7.0%
\$15,000 - \$24,999	3.3%	8.2%	7.6%
\$25,000 - \$34,999	6.7%	7.5%	6.3%
\$35,000 - \$49,999	19.1%	16.6%	17.0%
\$50,000 - \$74,999	18.2%	19.9%	18.5%
\$75,000 - \$99,999	13.0%	15.9%	16.9%
\$100,000 - \$149,999	17.9%	15.8%	18.3%
\$150,000 - \$199,999	8.8%	5.9%	5.9%
\$200,000+	8.2%	2.7%	2.6%
Average Household Income	\$96,807	\$75,477	\$77,884
<b>2024 Households by Income</b>			
Household Income Base	340	2,784	7,981
<\$15,000	3.5%	5.9%	5.5%
\$15,000 - \$24,999	2.6%	7.0%	6.4%
\$25,000 - \$34,999	5.6%	6.6%	5.4%
\$35,000 - \$49,999	16.8%	14.9%	15.3%
\$50,000 - \$74,999	16.5%	18.5%	17.0%
\$75,000 - \$99,999	12.9%	16.4%	17.2%
\$100,000 - \$149,999	20.3%	18.5%	21.5%
\$150,000 - \$199,999	12.1%	8.7%	8.6%
\$200,000+	9.7%	3.3%	3.2%
Average Household Income	\$111,350	\$86,996	\$89,488
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	243	1,844	5,560
<\$50,000	0.0%	0.3%	0.7%
\$50,000 - \$99,999	5.8%	2.9%	2.5%
\$100,000 - \$149,999	16.0%	26.2%	16.2%
\$150,000 - \$199,999	30.0%	32.5%	26.2%
\$200,000 - \$249,999	24.7%	21.5%	24.3%
\$250,000 - \$299,999	12.8%	9.5%	14.1%
\$300,000 - \$399,999	9.1%	4.2%	10.2%
\$400,000 - \$499,999	1.2%	1.4%	3.4%
\$500,000 - \$749,999	0.0%	1.1%	1.4%
\$750,000 - \$999,999	0.0%	0.4%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$205,682	\$198,415	\$231,023
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	253	1,918	5,886
<\$50,000	0.0%	0.3%	0.5%
\$50,000 - \$99,999	4.3%	2.1%	1.7%
\$100,000 - \$149,999	12.6%	21.6%	12.6%
\$150,000 - \$199,999	26.5%	29.8%	22.6%
\$200,000 - \$249,999	25.7%	23.5%	25.0%
\$250,000 - \$299,999	15.0%	11.8%	16.2%
\$300,000 - \$399,999	13.8%	6.2%	12.9%
\$400,000 - \$499,999	2.4%	2.2%	5.1%
\$500,000 - \$749,999	0.0%	2.0%	2.1%
\$750,000 - \$999,999	0.0%	0.7%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$222,736	\$216,376	\$251,737

**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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<b>2010 Population by Age</b>			
Total	803	6,265	18,273
0 - 4	6.8%	7.8%	7.4%
5 - 9	5.9%	6.6%	7.0%
10 - 14	6.4%	6.7%	6.9%
15 - 24	12.2%	12.4%	11.7%
25 - 34	13.9%	14.9%	13.4%
35 - 44	12.7%	13.9%	14.0%
45 - 54	15.9%	15.2%	15.7%
55 - 64	11.7%	10.0%	10.8%
65 - 74	8.0%	6.2%	6.6%
75 - 84	4.6%	4.2%	4.5%
85 +	2.1%	2.1%	2.0%
18 +	76.7%	74.7%	74.6%
<b>2019 Population by Age</b>			
Total	836	6,515	19,395
0 - 4	6.2%	7.0%	6.7%
5 - 9	6.2%	7.0%	6.8%
10 - 14	6.1%	6.6%	6.9%
15 - 24	11.4%	11.6%	11.3%
25 - 34	13.6%	14.4%	13.5%
35 - 44	12.4%	13.1%	12.9%
45 - 54	13.2%	13.3%	13.3%
55 - 64	13.6%	12.5%	13.4%
65 - 74	10.2%	8.2%	8.7%
75 - 84	4.8%	4.2%	4.4%
85 +	2.3%	2.1%	2.1%
18 +	78.2%	75.8%	75.7%
<b>2024 Population by Age</b>			
Total	861	6,678	20,030
0 - 4	6.2%	7.1%	6.8%
5 - 9	6.3%	7.0%	6.9%
10 - 14	6.5%	7.1%	7.1%
15 - 24	10.8%	11.5%	11.3%
25 - 34	13.9%	14.6%	13.6%
35 - 44	12.8%	13.5%	13.5%
45 - 54	11.8%	11.7%	11.6%
55 - 64	13.1%	12.4%	12.9%
65 - 74	10.5%	8.8%	9.5%
75 - 84	5.9%	4.6%	4.9%
85 +	2.2%	1.9%	2.0%
18 +	77.4%	75.0%	75.1%
<b>2010 Population by Sex</b>			
Males	406	3,130	9,098
Females	397	3,136	9,172
<b>2019 Population by Sex</b>			
Males	424	3,265	9,676
Females	413	3,249	9,719
<b>2024 Population by Sex</b>			
Males	437	3,352	9,992
Females	423	3,326	10,038

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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<b>2010 Population by Race/Ethnicity</b>			
Total	803	6,266	18,269
White Alone	95.6%	95.9%	95.6%
Black Alone	0.9%	0.7%	0.7%
American Indian Alone	0.1%	0.5%	0.4%
Asian Alone	0.7%	0.7%	0.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.7%	1.4%	1.5%
Two or More Races	0.7%	0.9%	1.1%
Hispanic Origin	4.1%	4.0%	3.9%
Diversity Index	15.7	15.1	15.5
<b>2019 Population by Race/Ethnicity</b>			
Total	837	6,515	19,395
White Alone	93.8%	94.5%	94.0%
Black Alone	1.4%	1.0%	1.1%
American Indian Alone	0.1%	0.5%	0.4%
Asian Alone	1.1%	0.9%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.4%	1.9%	2.0%
Two or More Races	1.1%	1.1%	1.4%
Hispanic Origin	5.5%	5.2%	5.4%
Diversity Index	21.1	19.5	20.6
<b>2024 Population by Race/Ethnicity</b>			
Total	860	6,678	20,029
White Alone	92.4%	93.4%	92.8%
Black Alone	1.9%	1.2%	1.4%
American Indian Alone	0.1%	0.6%	0.5%
Asian Alone	1.3%	1.1%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.0%	2.4%	2.5%
Two or More Races	1.2%	1.3%	1.6%
Hispanic Origin	6.6%	6.3%	6.6%
Diversity Index	25.1	23.1	24.5
<b>2010 Population by Relationship and Household Type</b>			
Total	803	6,266	18,270
In Households	100.0%	99.8%	99.2%
In Family Households	82.8%	82.1%	84.0%
Householder	27.5%	26.3%	26.9%
Spouse	21.8%	20.4%	21.8%
Child	29.9%	31.3%	31.5%
Other relative	1.9%	1.8%	1.8%
Nonrelative	1.9%	2.4%	2.0%
In Nonfamily Households	17.2%	17.7%	15.1%
In Group Quarters	0.0%	0.2%	0.8%
Institutionalized Population	0.0%	0.1%	0.6%
Noninstitutionalized Population	0.0%	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.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	587	4,417	13,239
Less than 9th Grade	1.7%	2.1%	1.8%
9th - 12th Grade, No Diploma	1.9%	3.3%	3.9%
High School Graduate	24.5%	28.9%	31.4%
GED/Alternative Credential	2.9%	4.4%	3.5%
Some College, No Degree	22.7%	22.7%	21.6%
Associate Degree	7.8%	11.4%	12.1%
Bachelor's Degree	32.9%	22.5%	20.2%
Graduate/Professional Degree	5.6%	4.7%	5.4%
<b>2019 Population 15+ by Marital Status</b>			
Total	682	5,169	15,422
Never Married	24.0%	28.9%	26.3%
Married	56.6%	52.9%	56.9%
Widowed	5.9%	5.9%	5.3%
Divorced	13.5%	12.4%	11.6%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	99.4%	97.9%	98.2%
Civilian Unemployed (Unemployment Rate)	0.6%	2.1%	1.8%
<b>2019 Employed Population 16+ by Industry</b>			
Total	496	3,645	10,417
Agriculture/Mining	2.2%	1.1%	1.6%
Construction	4.4%	8.1%	7.7%
Manufacturing	27.0%	28.4%	26.0%
Wholesale Trade	2.4%	3.1%	2.9%
Retail Trade	10.9%	10.0%	10.1%
Transportation/Utilities	9.5%	5.5%	5.6%
Information	1.0%	1.4%	1.9%
Finance/Insurance/Real Estate	4.8%	4.6%	4.7%
Services	33.9%	34.4%	36.8%
Public Administration	3.6%	3.3%	2.7%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	494	3,647	10,418
White Collar	56.2%	52.4%	53.7%
Management/Business/Financial	15.5%	12.2%	13.0%
Professional	14.7%	14.7%	16.7%
Sales	10.3%	9.2%	8.5%
Administrative Support	15.7%	16.3%	15.6%
Services	19.4%	17.2%	16.4%
Blue Collar	24.0%	30.5%	29.9%
Farming/Forestry/Fishing	0.0%	0.3%	0.5%
Construction/Extraction	4.2%	5.4%	5.1%
Installation/Maintenance/Repair	0.2%	2.8%	3.8%
Production	14.7%	16.2%	15.2%
Transportation/Material Moving	4.8%	5.8%	5.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	803	6,266	18,270
Population Inside Urbanized Area	91.8%	92.2%	77.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	8.2%	7.8%	22.3%

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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<b>2010 Households by Type</b>			
Total	317	2,592	7,225
Households with 1 Person	28.4%	29.9%	25.7%
Households with 2+ People	71.6%	70.1%	74.3%
Family Households	65.9%	64.1%	68.4%
Husband-wife Families	52.4%	49.7%	55.3%
With Related Children	21.5%	23.1%	24.8%
Other Family (No Spouse Present)	13.6%	14.4%	13.1%
Other Family with Male Householder	5.7%	5.6%	4.9%
With Related Children	3.5%	3.7%	3.1%
Other Family with Female Householder	7.9%	8.8%	8.1%
With Related Children	5.4%	6.2%	5.7%
Nonfamily Households	5.7%	6.1%	5.9%
All Households with Children	30.7%	33.5%	34.2%
Multigenerational Households	1.9%	1.9%	1.9%
Unmarried Partner Households	6.6%	7.7%	7.0%
Male-female	6.3%	7.4%	6.7%
Same-sex	0.3%	0.3%	0.3%
<b>2010 Households by Size</b>			
Total	316	2,592	7,225
1 Person Household	28.5%	29.9%	25.7%
2 Person Household	36.4%	31.9%	34.6%
3 Person Household	14.6%	16.0%	15.9%
4 Person Household	12.7%	13.2%	14.2%
5 Person Household	6.0%	6.4%	6.7%
6 Person Household	1.3%	1.7%	2.0%
7 + Person Household	0.6%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	316	2,591	7,225
Owner Occupied	74.1%	68.7%	72.8%
Owned with a Mortgage/Loan	54.1%	53.1%	54.8%
Owned Free and Clear	19.9%	15.7%	18.0%
Renter Occupied	25.9%	31.3%	27.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	328	2,744	7,666
Housing Units Inside Urbanized Area	92.7%	93.1%	78.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	7.3%	6.9%	21.8%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Home Improvement (4B)	Rustbelt Traditions (5D)	Middleburg (4C)
2.	Middleburg (4C)	Front Porches (8E)	Parks and Rec (5C)
3.	Old and Newcomers (8F)	Old and Newcomers (8F) Up and Coming Families (7A)	
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$786,000	\$5,036,643	\$14,597,875
Average Spent	\$2,381.82	\$1,859.23	\$1,893.86
Spending Potential Index	111	87	88
Education: Total \$	\$539,129	\$3,546,669	\$10,507,963
Average Spent	\$1,633.72	\$1,309.22	\$1,363.25
Spending Potential Index	103	82	86
Entertainment/Recreation: Total \$	\$1,195,814	\$7,645,939	\$22,487,613
Average Spent	\$3,623.68	\$2,822.42	\$2,917.44
Spending Potential Index	111	86	89
Food at Home: Total \$	\$1,892,645	\$12,184,738	\$35,281,799
Average Spent	\$5,735.29	\$4,497.87	\$4,577.30
Spending Potential Index	111	87	88
Food Away from Home: Total \$	\$1,364,071	\$8,693,812	\$25,251,344
Average Spent	\$4,133.55	\$3,209.23	\$3,275.99
Spending Potential Index	112	87	89
Health Care: Total \$	\$2,215,642	\$14,110,525	\$41,550,679
Average Spent	\$6,714.07	\$5,208.76	\$5,390.59
Spending Potential Index	113	88	91
HH Furnishings & Equipment: Total \$	\$807,523	\$5,135,934	\$15,028,808
Average Spent	\$2,447.04	\$1,895.88	\$1,949.77
Spending Potential Index	115	89	91
Personal Care Products & Services: Total \$	\$338,277	\$2,137,202	\$6,240,897
Average Spent	\$1,025.08	\$788.93	\$809.66
Spending Potential Index	116	89	91
Shelter: Total \$	\$6,668,816	\$43,225,943	\$125,075,227
Average Spent	\$20,208.53	\$15,956.42	\$16,226.68
Spending Potential Index	109	86	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$933,637	\$5,864,000	\$17,230,707
Average Spent	\$2,829.20	\$2,164.64	\$2,235.43
Spending Potential Index	114	87	90
Travel: Total \$	\$824,628	\$5,234,732	\$15,516,339
Average Spent	\$2,498.87	\$1,932.35	\$2,013.02
Spending Potential Index	111	86	90
Vehicle Maintenance & Repairs: Total \$	\$433,230	\$2,762,938	\$7,963,689
Average Spent	\$1,312.82	\$1,019.91	\$1,033.17
Spending Potential Index	115	89	90

**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.