



# Market Profile

4100 Monona Dr, Madison, Wisconsin, 53716 2  
 4100 Monona Dr, Madison, Wisconsin, 53716  
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri  
 Latitude: 43.07915  
 Longitude: -89.32429

	3 minutes	5 minutes	10 minutes
<b>Population Summary</b>			
2000 Total Population	5,612	18,617	66,073
2010 Total Population	5,473	18,146	71,382
2019 Total Population	5,931	19,401	79,189
2019 Group Quarters	36	123	649
2024 Total Population	6,240	20,294	83,902
2019-2024 Annual Rate	1.02%	0.90%	1.16%
2019 Total Daytime Population	4,939	16,254	87,848
Workers	2,261	7,334	54,015
Residents	2,678	8,920	33,833
<b>Household Summary</b>			
2000 Households	2,740	8,459	29,775
2000 Average Household Size	2.03	2.19	2.20
2010 Households	2,719	8,507	32,574
2010 Average Household Size	2.00	2.12	2.17
2019 Households	2,978	9,184	36,398
2019 Average Household Size	1.98	2.10	2.16
2024 Households	3,146	9,639	38,667
2024 Average Household Size	1.97	2.09	2.15
2019-2024 Annual Rate	1.10%	0.97%	1.22%
2010 Families	1,406	4,587	16,519
2010 Average Family Size	2.64	2.75	2.84
2019 Families	1,519	4,884	18,083
2019 Average Family Size	2.61	2.73	2.83
2024 Families	1,597	5,102	19,083
2024 Average Family Size	2.60	2.72	2.82
2019-2024 Annual Rate	1.01%	0.88%	1.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,846	8,690	30,768
Owner Occupied Housing Units	70.3%	68.9%	55.4%
Renter Occupied Housing Units	25.9%	28.4%	41.3%
Vacant Housing Units	3.8%	2.7%	3.2%
2010 Housing Units	2,906	9,007	34,352
Owner Occupied Housing Units	66.4%	64.8%	54.0%
Renter Occupied Housing Units	27.2%	29.7%	40.8%
Vacant Housing Units	6.4%	5.6%	5.2%
2019 Housing Units	3,173	9,690	38,259
Owner Occupied Housing Units	65.2%	63.5%	52.1%
Renter Occupied Housing Units	28.6%	31.2%	43.1%
Vacant Housing Units	6.1%	5.2%	4.9%
2024 Housing Units	3,342	10,141	40,519
Owner Occupied Housing Units	66.5%	64.8%	53.0%
Renter Occupied Housing Units	27.6%	30.2%	42.4%
Vacant Housing Units	5.9%	5.0%	4.6%
<b>Median Household Income</b>			
2019	\$67,520	\$67,209	\$64,440
2024	\$77,639	\$77,244	\$75,745
<b>Median Home Value</b>			
2019	\$191,123	\$194,363	\$210,980
2024	\$201,478	\$206,052	\$225,598
<b>Per Capita Income</b>			
2019	\$40,141	\$38,757	\$37,195
2024	\$46,891	\$44,778	\$43,079
<b>Median Age</b>			
2010	41.8	41.6	36.0
2019	43.3	43.2	37.7
2024	43.5	43.6	38.0

**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	2,978	9,184	36,398
<\$15,000	4.3%	5.6%	7.6%
\$15,000 - \$24,999	6.3%	7.2%	7.2%
\$25,000 - \$34,999	6.0%	6.3%	8.3%
\$35,000 - \$49,999	16.5%	14.9%	13.6%
\$50,000 - \$74,999	21.6%	21.0%	19.9%
\$75,000 - \$99,999	20.0%	18.3%	16.6%
\$100,000 - \$149,999	15.3%	16.9%	16.9%
\$150,000 - \$199,999	6.8%	6.7%	6.3%
\$200,000+	3.1%	3.3%	3.6%
Average Household Income	\$81,958	\$81,944	\$80,508
<b>2024 Households by Income</b>			
Household Income Base	3,146	9,639	38,667
<\$15,000	3.0%	4.0%	5.5%
\$15,000 - \$24,999	4.9%	5.7%	5.7%
\$25,000 - \$34,999	4.8%	5.2%	6.9%
\$35,000 - \$49,999	14.5%	13.2%	12.3%
\$50,000 - \$74,999	19.8%	19.4%	18.8%
\$75,000 - \$99,999	20.5%	18.7%	17.2%
\$100,000 - \$149,999	18.4%	20.0%	20.2%
\$150,000 - \$199,999	10.2%	9.6%	9.0%
\$200,000+	3.9%	4.0%	4.3%
Average Household Income	\$95,362	\$94,380	\$93,012
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,070	6,155	19,927
<\$50,000	0.6%	1.3%	1.7%
\$50,000 - \$99,999	1.0%	1.4%	2.0%
\$100,000 - \$149,999	14.3%	11.4%	11.6%
\$150,000 - \$199,999	41.5%	40.4%	29.7%
\$200,000 - \$249,999	16.1%	17.3%	22.9%
\$250,000 - \$299,999	8.6%	10.4%	12.5%
\$300,000 - \$399,999	10.0%	10.4%	11.8%
\$400,000 - \$499,999	2.9%	3.0%	3.7%
\$500,000 - \$749,999	4.1%	2.3%	2.2%
\$750,000 - \$999,999	0.4%	1.2%	1.0%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.5%	0.4%	0.3%
Average Home Value	\$240,983	\$242,979	\$250,194
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,223	6,575	21,472
<\$50,000	0.5%	1.0%	1.4%
\$50,000 - \$99,999	0.7%	1.0%	1.5%
\$100,000 - \$149,999	11.3%	9.1%	9.1%
\$150,000 - \$199,999	37.0%	36.8%	26.3%
\$200,000 - \$249,999	16.7%	17.8%	22.8%
\$250,000 - \$299,999	9.5%	11.8%	14.1%
\$300,000 - \$399,999	13.0%	12.9%	14.7%
\$400,000 - \$499,999	4.3%	4.2%	5.0%
\$500,000 - \$749,999	5.8%	3.2%	2.9%
\$750,000 - \$999,999	0.5%	1.6%	1.2%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.4%	0.4%	0.4%
Average Home Value	\$260,970	\$261,095	\$268,672

**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	5,474	18,146	71,381
0 - 4	5.7%	5.9%	6.2%
5 - 9	4.4%	4.7%	5.1%
10 - 14	4.1%	4.4%	4.6%
15 - 24	9.0%	9.6%	12.2%
25 - 34	16.4%	16.1%	20.4%
35 - 44	15.0%	13.8%	13.9%
45 - 54	16.6%	16.1%	14.5%
55 - 64	14.9%	14.1%	12.4%
65 - 74	6.7%	7.1%	5.4%
75 - 84	4.9%	5.5%	3.5%
85 +	2.2%	2.5%	1.7%
18 +	83.2%	82.0%	81.1%
<b>2019 Population by Age</b>			
Total	5,932	19,401	79,189
0 - 4	5.0%	5.2%	5.6%
5 - 9	4.7%	4.9%	5.0%
10 - 14	4.9%	5.0%	5.0%
15 - 24	8.9%	9.0%	11.2%
25 - 34	13.6%	14.2%	18.7%
35 - 44	15.4%	14.2%	15.1%
45 - 54	13.9%	13.4%	12.3%
55 - 64	15.6%	15.0%	12.9%
65 - 74	10.6%	10.6%	8.6%
75 - 84	5.2%	5.7%	3.8%
85 +	2.3%	2.9%	1.8%
18 +	82.8%	82.3%	81.7%
<b>2024 Population by Age</b>			
Total	6,238	20,294	83,901
0 - 4	4.9%	5.2%	5.6%
5 - 9	4.5%	4.7%	4.8%
10 - 14	4.7%	4.9%	4.8%
15 - 24	9.5%	9.3%	11.3%
25 - 34	14.4%	14.5%	18.8%
35 - 44	14.2%	13.4%	14.9%
45 - 54	13.6%	13.0%	12.0%
55 - 64	14.0%	13.5%	11.7%
65 - 74	11.7%	11.9%	9.4%
75 - 84	6.3%	6.9%	4.8%
85 +	2.2%	2.9%	1.8%
18 +	83.2%	82.6%	81.9%
<b>2010 Population by Sex</b>			
Males	2,586	8,683	34,911
Females	2,887	9,463	36,471
<b>2019 Population by Sex</b>			
Males	2,830	9,316	38,814
Females	3,101	10,085	40,375
<b>2024 Population by Sex</b>			
Males	3,004	9,775	41,075
Females	3,237	10,519	42,827

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	5,473	18,145	71,382
White Alone	91.9%	89.3%	83.2%
Black Alone	2.6%	4.0%	7.1%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	0.8%	1.5%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	2.0%	3.0%
Two or More Races	2.5%	2.7%	3.2%
Hispanic Origin	4.7%	5.2%	6.9%
Diversity Index	23.0	27.9	39.2
<b>2019 Population by Race/Ethnicity</b>			
Total	5,930	19,401	79,188
White Alone	90.2%	87.2%	80.2%
Black Alone	2.9%	4.3%	7.6%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	1.2%	2.2%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	2.4%	3.4%
Two or More Races	3.2%	3.4%	4.0%
Hispanic Origin	5.7%	6.2%	8.1%
Diversity Index	27.3	32.6	44.6
<b>2024 Population by Race/Ethnicity</b>			
Total	6,239	20,295	83,903
White Alone	88.9%	85.6%	78.1%
Black Alone	3.2%	4.6%	8.0%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	1.5%	2.7%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.7%	3.8%
Two or More Races	3.6%	3.9%	4.5%
Hispanic Origin	6.6%	7.1%	9.1%
Diversity Index	30.6	36.1	48.3
<b>2010 Population by Relationship and Household Type</b>			
Total	5,473	18,146	71,382
In Households	99.3%	99.3%	99.1%
In Family Households	70.0%	71.7%	68.3%
Householder	25.1%	25.3%	23.2%
Spouse	18.7%	19.1%	16.8%
Child	22.1%	23.3%	23.2%
Other relative	1.9%	2.0%	2.6%
Nonrelative	2.2%	2.1%	2.5%
In Nonfamily Households	29.3%	27.6%	30.8%
In Group Quarters	0.7%	0.7%	0.9%
Institutionalized Population	0.5%	0.5%	0.4%
Noninstitutionalized Population	0.2%	0.2%	0.5%

**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	4,537	14,723	57,975
Less than 9th Grade	1.1%	1.3%	1.9%
9th - 12th Grade, No Diploma	2.1%	2.5%	2.8%
High School Graduate	16.3%	17.6%	14.8%
GED/Alternative Credential	2.2%	1.7%	2.4%
Some College, No Degree	19.5%	18.0%	18.8%
Associate Degree	12.0%	11.4%	10.8%
Bachelor's Degree	27.9%	28.6%	29.6%
Graduate/Professional Degree	18.9%	18.9%	18.9%
<b>2019 Population 15+ by Marital Status</b>			
Total	5,065	16,476	66,867
Never Married	36.0%	36.1%	42.7%
Married	46.0%	45.4%	41.3%
Widowed	4.1%	4.9%	3.7%
Divorced	13.8%	13.5%	12.3%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.6%	96.5%	97.0%
Civilian Unemployed (Unemployment Rate)	3.4%	3.5%	3.0%
<b>2019 Employed Population 16+ by Industry</b>			
Total	3,296	10,673	46,177
Agriculture/Mining	0.2%	0.2%	0.4%
Construction	5.4%	5.0%	4.0%
Manufacturing	8.5%	7.5%	7.4%
Wholesale Trade	1.7%	1.6%	1.9%
Retail Trade	9.8%	10.7%	9.0%
Transportation/Utilities	5.0%	3.7%	3.6%
Information	2.2%	3.1%	2.6%
Finance/Insurance/Real Estate	10.4%	9.4%	8.7%
Services	50.4%	51.6%	56.1%
Public Administration	6.3%	7.1%	6.2%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	3,298	10,673	46,177
White Collar	73.8%	73.1%	71.0%
Management/Business/Financial	16.0%	16.2%	16.7%
Professional	32.4%	32.5%	32.4%
Sales	9.5%	9.8%	8.5%
Administrative Support	15.8%	14.6%	13.4%
Services	11.5%	13.1%	16.4%
Blue Collar	14.7%	13.8%	12.6%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	2.6%	2.7%	2.2%
Installation/Maintenance/Repair	2.6%	2.2%	2.1%
Production	4.6%	4.6%	4.3%
Transportation/Material Moving	4.7%	4.3%	3.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,473	18,146	71,382
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

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<b>2010 Households by Type</b>			
Total	2,719	8,507	32,575
Households with 1 Person	37.4%	35.2%	34.9%
Households with 2+ People	62.6%	64.8%	65.1%
Family Households	51.7%	53.9%	50.7%
Husband-wife Families	38.7%	40.7%	36.6%
With Related Children	13.3%	14.4%	14.2%
Other Family (No Spouse Present)	13.1%	13.2%	14.2%
Other Family with Male Householder	3.5%	3.6%	4.0%
With Related Children	2.1%	2.2%	2.3%
Other Family with Female Householder	9.6%	9.6%	10.1%
With Related Children	5.4%	5.9%	6.9%
Nonfamily Households	10.8%	10.8%	14.4%
All Households with Children	21.2%	22.8%	23.7%
Multigenerational Households	1.8%	1.8%	1.6%
Unmarried Partner Households	9.6%	9.2%	10.7%
Male-female	7.4%	7.3%	8.8%
Same-sex	2.2%	2.0%	1.9%
<b>2010 Households by Size</b>			
Total	2,718	8,507	32,572
1 Person Household	37.5%	35.2%	34.9%
2 Person Household	37.5%	37.5%	36.6%
3 Person Household	13.0%	13.8%	14.4%
4 Person Household	8.3%	9.3%	9.2%
5 Person Household	2.6%	2.8%	3.2%
6 Person Household	0.8%	0.8%	1.1%
7 + Person Household	0.4%	0.6%	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,719	8,507	32,574
Owner Occupied	70.9%	68.6%	56.9%
Owned with a Mortgage/Loan	54.0%	50.9%	44.3%
Owned Free and Clear	16.9%	17.7%	12.6%
Renter Occupied	29.1%	31.4%	43.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,906	9,007	34,352
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%

**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.	Parks and Rec (5C)	Parks and Rec (5C)	Emerald City (8B)
2.	Emerald City (8B)	Emerald City (8B)	Parks and Rec (5C)
3.	Comfortable Empty Nesters (5A)	Retirement Communities	Metro Renters (3B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,823,092	\$18,002,518	\$73,620,538
Average Spent	\$1,955.37	\$1,960.20	\$2,022.65
Spending Potential Index	91	92	94
Education: Total \$	\$4,545,245	\$13,823,673	\$52,874,416
Average Spent	\$1,526.27	\$1,505.19	\$1,452.67
Spending Potential Index	96	94	91
Entertainment/Recreation: Total \$	\$9,082,261	\$27,999,703	\$107,793,501
Average Spent	\$3,049.79	\$3,048.75	\$2,961.52
Spending Potential Index	93	93	91
Food at Home: Total \$	\$14,100,993	\$43,775,766	\$174,456,933
Average Spent	\$4,735.05	\$4,766.53	\$4,793.04
Spending Potential Index	92	92	93
Food Away from Home: Total \$	\$9,927,603	\$30,783,719	\$126,535,482
Average Spent	\$3,333.65	\$3,351.89	\$3,476.44
Spending Potential Index	91	91	95
Health Care: Total \$	\$16,368,349	\$51,017,486	\$191,048,365
Average Spent	\$5,496.42	\$5,555.04	\$5,248.87
Spending Potential Index	93	94	88
HH Furnishings & Equipment: Total \$	\$5,936,385	\$18,319,783	\$71,656,636
Average Spent	\$1,993.41	\$1,994.75	\$1,968.70
Spending Potential Index	93	94	92
Personal Care Products & Services: Total \$	\$2,408,200	\$7,515,618	\$30,136,412
Average Spent	\$808.66	\$818.34	\$827.97
Spending Potential Index	91	92	93
Shelter: Total \$	\$52,857,318	\$162,830,490	\$641,838,932
Average Spent	\$17,749.27	\$17,729.80	\$17,633.91
Spending Potential Index	96	96	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,888,216	\$21,570,698	\$80,860,628
Average Spent	\$2,313.03	\$2,348.73	\$2,221.57
Spending Potential Index	93	95	90
Travel: Total \$	\$6,398,795	\$19,623,170	\$74,296,151
Average Spent	\$2,148.69	\$2,136.67	\$2,041.22
Spending Potential Index	96	95	91
Vehicle Maintenance & Repairs: Total \$	\$3,219,690	\$10,101,414	\$39,572,078
Average Spent	\$1,081.16	\$1,099.89	\$1,087.20
Spending Potential Index	95	96	95

**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.