



Market Profile

411 Prairie Heights Dr, Verona, Wisconsin, 53593 2
 411 Prairie Heights Dr, Verona, Wisconsin, 53593
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.97467
 Longitude: -89.52733

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	1,791	3,918	22,197
2010 Total Population	2,831	5,650	31,393
2019 Total Population	3,939	6,826	36,223
2019 Group Quarters	44	60	350
2024 Total Population	4,369	7,553	38,972
2019-2024 Annual Rate	2.09%	2.04%	1.47%
2019 Total Daytime Population	3,266	7,025	36,570
Workers	1,555	4,067	20,870
Residents	1,711	2,958	15,700
Household Summary			
2000 Households	667	1,505	8,649
2000 Average Household Size	2.60	2.52	2.52
2010 Households	1,183	2,382	12,631
2010 Average Household Size	2.36	2.35	2.46
2019 Households	1,674	2,923	14,748
2019 Average Household Size	2.33	2.31	2.43
2024 Households	1,864	3,250	15,929
2024 Average Household Size	2.32	2.31	2.42
2019-2024 Annual Rate	2.17%	2.14%	1.55%
2010 Families	752	1,487	8,267
2010 Average Family Size	2.97	2.99	3.02
2019 Families	1,045	1,809	9,559
2019 Average Family Size	2.94	2.95	2.99
2024 Families	1,161	2,003	10,291
2024 Average Family Size	2.93	2.94	2.98
2019-2024 Annual Rate	2.13%	2.06%	1.49%
Housing Unit Summary			
2000 Housing Units	692	1,543	8,902
Owner Occupied Housing Units	69.8%	64.8%	64.3%
Renter Occupied Housing Units	26.6%	32.8%	32.9%
Vacant Housing Units	3.6%	2.4%	2.8%
2010 Housing Units	1,272	2,530	13,309
Owner Occupied Housing Units	63.7%	60.9%	66.1%
Renter Occupied Housing Units	29.3%	33.2%	28.8%
Vacant Housing Units	7.0%	5.8%	5.1%
2019 Housing Units	1,785	3,106	15,495
Owner Occupied Housing Units	61.5%	60.4%	64.2%
Renter Occupied Housing Units	32.2%	33.7%	31.0%
Vacant Housing Units	6.2%	5.9%	4.8%
2024 Housing Units	1,982	3,444	16,684
Owner Occupied Housing Units	62.9%	61.6%	65.0%
Renter Occupied Housing Units	31.1%	32.7%	30.5%
Vacant Housing Units	6.0%	5.6%	4.5%
Median Household Income			
2019	\$90,698	\$89,189	\$94,965
2024	\$98,752	\$97,870	\$104,574
Median Home Value			
2019	\$316,582	\$309,913	\$283,622
2024	\$339,184	\$338,643	\$306,462
Per Capita Income			
2019	\$46,090	\$45,676	\$44,966
2024	\$51,698	\$51,528	\$50,750
Median Age			
2010	35.8	36.8	34.4
2019	37.1	37.9	37.1
2024	37.7	38.5	37.5

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	1,674	2,923	14,748
<\$15,000	2.8%	3.8%	3.5%
\$15,000 - \$24,999	4.7%	5.3%	4.0%
\$25,000 - \$34,999	3.5%	4.1%	3.9%
\$35,000 - \$49,999	6.7%	6.6%	7.4%
\$50,000 - \$74,999	15.5%	16.3%	16.8%
\$75,000 - \$99,999	23.8%	21.5%	17.1%
\$100,000 - \$149,999	21.7%	22.1%	25.3%
\$150,000 - \$199,999	12.6%	12.3%	14.0%
\$200,000+	8.7%	8.1%	8.0%
Average Household Income	\$110,631	\$107,511	\$110,791
2024 Households by Income			
Household Income Base	1,864	3,250	15,929
<\$15,000	2.1%	2.8%	2.5%
\$15,000 - \$24,999	4.0%	4.4%	3.2%
\$25,000 - \$34,999	3.0%	3.4%	3.2%
\$35,000 - \$49,999	5.8%	5.8%	6.4%
\$50,000 - \$74,999	13.7%	14.5%	14.7%
\$75,000 - \$99,999	22.2%	20.4%	16.1%
\$100,000 - \$149,999	22.9%	23.4%	26.6%
\$150,000 - \$199,999	16.5%	16.0%	18.1%
\$200,000+	9.9%	9.2%	9.2%
Average Household Income	\$123,514	\$120,661	\$124,566
2019 Owner Occupied Housing Units by Value			
Total	1,098	1,875	9,949
<\$50,000	0.4%	0.3%	0.8%
\$50,000 - \$99,999	0.7%	0.6%	1.0%
\$100,000 - \$149,999	1.5%	1.7%	3.0%
\$150,000 - \$199,999	6.3%	7.7%	9.3%
\$200,000 - \$249,999	12.4%	13.9%	22.4%
\$250,000 - \$299,999	22.8%	22.8%	20.1%
\$300,000 - \$399,999	35.7%	30.7%	26.2%
\$400,000 - \$499,999	14.9%	16.8%	11.7%
\$500,000 - \$749,999	5.2%	5.5%	4.5%
\$750,000 - \$999,999	0.0%	0.0%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$329,151	\$328,215	\$311,137
2024 Owner Occupied Housing Units by Value			
Total	1,247	2,123	10,840
<\$50,000	0.2%	0.1%	0.4%
\$50,000 - \$99,999	0.4%	0.3%	0.5%
\$100,000 - \$149,999	0.8%	0.8%	1.8%
\$150,000 - \$199,999	3.8%	4.7%	6.5%
\$200,000 - \$249,999	9.2%	10.5%	19.3%
\$250,000 - \$299,999	20.3%	20.4%	19.5%
\$300,000 - \$399,999	39.3%	34.0%	30.4%
\$400,000 - \$499,999	19.4%	21.8%	14.7%
\$500,000 - \$749,999	6.7%	7.3%	5.9%
\$750,000 - \$999,999	0.0%	0.0%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$351,162	\$352,533	\$332,380

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	2,829	5,649	31,390
0 - 4	7.1%	6.9%	8.0%
5 - 9	8.8%	8.3%	7.5%
10 - 14	7.2%	7.1%	6.8%
15 - 24	9.8%	10.1%	10.6%
25 - 34	15.9%	14.9%	18.3%
35 - 44	15.7%	15.4%	15.8%
45 - 54	15.3%	15.9%	14.9%
55 - 64	9.9%	10.2%	10.4%
65 - 74	5.4%	5.5%	4.2%
75 - 84	3.0%	3.4%	2.3%
85 +	1.9%	2.3%	1.2%
18 +	73.0%	73.5%	73.9%
2019 Population by Age			
Total	3,939	6,824	36,222
0 - 4	6.5%	6.3%	6.8%
5 - 9	8.1%	7.7%	7.2%
10 - 14	6.8%	6.7%	7.2%
15 - 24	8.9%	9.5%	11.8%
25 - 34	16.4%	15.4%	13.5%
35 - 44	14.8%	14.4%	16.0%
45 - 54	13.5%	13.7%	13.6%
55 - 64	11.3%	11.9%	12.0%
65 - 74	7.9%	8.3%	7.6%
75 - 84	3.6%	3.8%	2.9%
85 +	2.2%	2.3%	1.4%
18 +	75.0%	75.8%	74.9%
2024 Population by Age			
Total	4,369	7,553	38,970
0 - 4	6.5%	6.3%	6.7%
5 - 9	8.0%	7.5%	6.7%
10 - 14	6.7%	6.5%	6.7%
15 - 24	8.4%	9.0%	11.9%
25 - 34	16.1%	15.5%	14.8%
35 - 44	15.5%	14.7%	14.0%
45 - 54	12.8%	12.9%	13.5%
55 - 64	10.6%	11.2%	11.5%
65 - 74	8.8%	9.4%	8.8%
75 - 84	4.5%	4.7%	4.0%
85 +	2.2%	2.4%	1.4%
18 +	75.3%	76.2%	76.0%
2010 Population by Sex			
Males	1,372	2,731	15,448
Females	1,459	2,919	15,945
2019 Population by Sex			
Males	1,907	3,299	17,795
Females	2,032	3,527	18,428
2024 Population by Sex			
Males	2,118	3,655	19,097
Females	2,251	3,898	19,875

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	2,829	5,652	31,392
White Alone	93.1%	93.0%	85.9%
Black Alone	1.4%	1.4%	4.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.2%	2.3%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.1%	1.0%	2.5%
Two or More Races	1.9%	2.0%	2.3%
Hispanic Origin	2.4%	2.6%	5.5%
Diversity Index	17.5	17.7	33.5
2019 Population by Race/Ethnicity			
Total	3,938	6,826	36,223
White Alone	91.2%	91.1%	82.9%
Black Alone	1.5%	1.5%	4.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.1%	3.2%	6.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.3%	1.2%	2.9%
Two or More Races	2.5%	2.5%	2.9%
Hispanic Origin	3.0%	3.2%	6.3%
Diversity Index	21.7	21.9	38.8
2024 Population by Race/Ethnicity			
Total	4,369	7,553	38,971
White Alone	89.7%	89.7%	80.8%
Black Alone	1.7%	1.7%	4.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.8%	3.9%	8.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.5%	1.4%	3.2%
Two or More Races	2.9%	2.9%	3.2%
Hispanic Origin	3.5%	3.7%	7.0%
Diversity Index	24.8	25.1	42.4
2010 Population by Relationship and Household Type			
Total	2,831	5,650	31,393
In Households	98.6%	98.9%	98.9%
In Family Households	80.3%	80.0%	80.9%
Householder	25.7%	26.0%	26.2%
Spouse	21.1%	20.8%	21.6%
Child	30.6%	30.4%	29.8%
Other relative	1.4%	1.4%	1.8%
Nonrelative	1.4%	1.4%	1.5%
In Nonfamily Households	18.3%	18.9%	17.9%
In Group Quarters	1.4%	1.1%	1.1%
Institutionalized Population	1.4%	1.1%	1.1%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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	2,745	4,768	24,273
Less than 9th Grade	0.7%	0.5%	0.4%
9th - 12th Grade, No Diploma	1.8%	1.6%	1.6%
High School Graduate	15.1%	16.2%	12.2%
GED/Alternative Credential	1.1%	0.9%	1.1%
Some College, No Degree	12.6%	12.4%	12.9%
Associate Degree	12.1%	11.5%	10.7%
Bachelor's Degree	31.7%	31.1%	36.8%
Graduate/Professional Degree	25.0%	25.7%	24.2%
2019 Population 15+ by Marital Status			
Total	3,094	5,417	28,561
Never Married	32.7%	32.7%	32.8%
Married	55.4%	54.1%	56.7%
Widowed	3.7%	4.1%	3.1%
Divorced	8.1%	9.1%	7.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	99.3%	99.0%	98.7%
Civilian Unemployed (Unemployment Rate)	0.7%	1.0%	1.3%
2019 Employed Population 16+ by Industry			
Total	2,271	3,949	20,823
Agriculture/Mining	0.0%	0.0%	0.6%
Construction	3.9%	3.9%	3.8%
Manufacturing	7.4%	6.6%	7.6%
Wholesale Trade	3.7%	3.4%	2.7%
Retail Trade	9.6%	9.6%	9.7%
Transportation/Utilities	3.7%	3.6%	2.4%
Information	5.7%	5.5%	4.5%
Finance/Insurance/Real Estate	8.0%	7.8%	6.9%
Services	51.5%	53.3%	57.5%
Public Administration	6.6%	6.2%	4.4%
2019 Employed Population 16+ by Occupation			
Total	2,272	3,947	20,826
White Collar	74.5%	74.4%	77.5%
Management/Business/Financial	15.6%	16.4%	18.7%
Professional	33.2%	34.1%	38.1%
Sales	11.5%	10.4%	8.2%
Administrative Support	14.1%	13.5%	12.5%
Services	13.8%	14.3%	13.8%
Blue Collar	11.7%	11.2%	8.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.0%	3.8%	2.1%
Installation/Maintenance/Repair	1.2%	1.4%	1.4%
Production	2.3%	2.1%	2.1%
Transportation/Material Moving	4.2%	4.0%	3.0%
2010 Population By Urban/ Rural Status			
Total Population	2,831	5,650	31,393
Population Inside Urbanized Area	94.9%	94.9%	88.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.4%
Rural Population	5.1%	5.1%	10.8%

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	1,183	2,381	12,631
Households with 1 Person	29.5%	31.3%	25.9%
Households with 2+ People	70.5%	68.7%	74.1%
Family Households	63.6%	62.5%	65.5%
Husband-wife Families	52.2%	50.1%	54.0%
With Related Children	27.6%	25.7%	27.5%
Other Family (No Spouse Present)	11.4%	12.3%	11.4%
Other Family with Male Householder	2.8%	3.0%	3.2%
With Related Children	1.8%	2.0%	2.1%
Other Family with Female Householder	8.6%	9.4%	8.2%
With Related Children	6.4%	7.1%	6.1%
Nonfamily Households	6.9%	6.2%	8.6%
All Households with Children	36.3%	35.1%	35.9%
Multigenerational Households	1.1%	1.1%	1.4%
Unmarried Partner Households	6.4%	6.5%	7.2%
Male-female	5.5%	5.6%	6.4%
Same-sex	0.9%	0.9%	0.8%
2010 Households by Size			
Total	1,182	2,383	12,631
1 Person Household	29.5%	31.3%	25.9%
2 Person Household	31.8%	31.8%	34.9%
3 Person Household	15.5%	15.3%	16.2%
4 Person Household	15.1%	14.1%	15.5%
5 Person Household	6.0%	5.7%	5.5%
6 Person Household	1.6%	1.4%	1.4%
7 + Person Household	0.5%	0.4%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1,183	2,382	12,631
Owner Occupied	68.5%	64.7%	69.6%
Owned with a Mortgage/Loan	57.5%	54.0%	58.9%
Owned Free and Clear	11.0%	10.7%	10.7%
Renter Occupied	31.5%	35.3%	30.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,272	2,530	13,309
Housing Units Inside Urbanized Area	95.8%	95.8%	89.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.3%
Rural Housing Units	4.2%	4.2%	9.9%

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.

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Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals
2.	Old and Newcomers (8F)	Old and Newcomers (8F)	Soccer Moms (4A)
3.	Soccer Moms (4A)	Soccer Moms (4A)	Emerald City (8B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,678,433	\$7,875,907	\$40,598,945
Average Spent	\$2,794.76	\$2,694.46	\$2,752.84
Spending Potential Index	130	126	129
Education: Total \$	\$3,404,080	\$5,713,509	\$29,885,513
Average Spent	\$2,033.50	\$1,954.67	\$2,026.41
Spending Potential Index	128	123	127
Entertainment/Recreation: Total \$	\$6,647,145	\$11,390,547	\$59,651,234
Average Spent	\$3,970.82	\$3,896.87	\$4,044.70
Spending Potential Index	121	119	124
Food at Home: Total \$	\$10,750,847	\$18,292,388	\$94,649,198
Average Spent	\$6,422.25	\$6,258.09	\$6,417.76
Spending Potential Index	124	121	124
Food Away from Home: Total \$	\$8,064,235	\$13,585,807	\$70,010,388
Average Spent	\$4,817.34	\$4,647.90	\$4,747.11
Spending Potential Index	131	126	129
Health Care: Total \$	\$11,275,338	\$19,723,611	\$104,640,433
Average Spent	\$6,735.57	\$6,747.73	\$7,095.23
Spending Potential Index	114	114	120
HH Furnishings & Equipment: Total \$	\$4,384,372	\$7,542,625	\$39,793,095
Average Spent	\$2,619.10	\$2,580.44	\$2,698.20
Spending Potential Index	123	121	127
Personal Care Products & Services: Total \$	\$1,893,645	\$3,234,025	\$16,905,888
Average Spent	\$1,131.21	\$1,106.41	\$1,146.32
Spending Potential Index	128	125	129
Shelter: Total \$	\$40,818,126	\$68,386,168	\$349,567,243
Average Spent	\$24,383.59	\$23,395.88	\$23,702.69
Spending Potential Index	132	126	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,697,303	\$8,281,008	\$44,194,407
Average Spent	\$2,806.04	\$2,833.05	\$2,996.64
Spending Potential Index	113	114	121
Travel: Total \$	\$4,797,590	\$8,142,270	\$42,408,245
Average Spent	\$2,865.94	\$2,785.59	\$2,875.53
Spending Potential Index	128	124	128
Vehicle Maintenance & Repairs: Total \$	\$2,265,672	\$3,964,804	\$20,946,941
Average Spent	\$1,353.45	\$1,356.42	\$1,420.32
Spending Potential Index	118	119	124

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.