



Market Profile

4706 E Washington Ave, Madison, Wisconsin, 53704
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.13136
 Longitude: -89.30417

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	1,442	8,137	54,140
2010 Total Population	1,379	9,407	62,983
2019 Total Population	1,528	10,453	71,688
2019 Group Quarters	5	20	575
2024 Total Population	1,630	11,182	77,194
2019-2024 Annual Rate	1.30%	1.36%	1.49%
2019 Total Daytime Population	3,553	12,394	89,940
Workers	2,952	8,067	58,095
Residents	601	4,327	31,845
Household Summary			
2000 Households	708	3,548	23,490
2000 Average Household Size	2.03	2.28	2.28
2010 Households	686	4,137	27,561
2010 Average Household Size	2.00	2.27	2.26
2019 Households	766	4,617	31,665
2019 Average Household Size	1.99	2.26	2.25
2024 Households	818	4,947	34,190
2024 Average Household Size	1.99	2.26	2.24
2019-2024 Annual Rate	1.32%	1.39%	1.55%
2010 Families	345	2,233	15,176
2010 Average Family Size	2.64	2.93	2.91
2019 Families	379	2,463	17,291
2019 Average Family Size	2.61	2.91	2.88
2024 Families	402	2,626	18,620
2024 Average Family Size	2.61	2.90	2.88
2019-2024 Annual Rate	1.19%	1.29%	1.49%
Housing Unit Summary			
2000 Housing Units	731	3,650	24,285
Owner Occupied Housing Units	28.0%	37.4%	54.2%
Renter Occupied Housing Units	68.8%	59.9%	42.5%
Vacant Housing Units	3.1%	2.8%	3.3%
2010 Housing Units	733	4,424	29,131
Owner Occupied Housing Units	32.6%	44.5%	53.2%
Renter Occupied Housing Units	61.0%	49.0%	41.4%
Vacant Housing Units	6.4%	6.5%	5.4%
2019 Housing Units	791	4,862	33,322
Owner Occupied Housing Units	32.0%	43.7%	50.6%
Renter Occupied Housing Units	64.9%	51.2%	44.4%
Vacant Housing Units	3.2%	5.0%	5.0%
2024 Housing Units	842	5,184	35,811
Owner Occupied Housing Units	32.7%	44.2%	50.8%
Renter Occupied Housing Units	64.4%	51.3%	44.7%
Vacant Housing Units	2.9%	4.6%	4.5%
Median Household Income			
2019	\$55,254	\$64,206	\$63,949
2024	\$62,684	\$74,323	\$75,281
Median Home Value			
2019	\$187,366	\$201,312	\$198,605
2024	\$198,656	\$212,803	\$214,288
Per Capita Income			
2019	\$30,766	\$32,885	\$34,096
2024	\$35,947	\$37,760	\$39,646
Median Age			
2010	32.1	31.7	34.5
2019	34.0	34.1	36.4
2024	33.3	34.3	36.8

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	766	4,617	31,665
<\$15,000	8.1%	6.9%	7.1%
\$15,000 - \$24,999	7.6%	6.2%	6.6%
\$25,000 - \$34,999	6.9%	7.1%	8.1%
\$35,000 - \$49,999	20.0%	15.2%	14.1%
\$50,000 - \$74,999	24.5%	21.9%	21.5%
\$75,000 - \$99,999	16.1%	18.8%	16.7%
\$100,000 - \$149,999	12.0%	16.5%	17.3%
\$150,000 - \$199,999	3.0%	4.9%	6.0%
\$200,000+	1.7%	2.4%	2.5%
Average Household Income	\$66,837	\$76,364	\$77,680
2024 Households by Income			
Household Income Base	818	4,947	34,190
<\$15,000	5.4%	4.9%	5.1%
\$15,000 - \$24,999	5.7%	4.9%	5.2%
\$25,000 - \$34,999	5.6%	5.9%	6.7%
\$35,000 - \$49,999	18.0%	13.6%	12.5%
\$50,000 - \$74,999	24.8%	21.1%	20.1%
\$75,000 - \$99,999	18.2%	19.7%	17.5%
\$100,000 - \$149,999	15.6%	19.9%	20.9%
\$150,000 - \$199,999	4.5%	7.1%	8.7%
\$200,000+	2.1%	2.9%	3.2%
Average Household Income	\$77,960	\$87,519	\$90,069
2019 Owner Occupied Housing Units by Value			
Total	253	2,125	16,865
<\$50,000	1.6%	2.0%	2.1%
\$50,000 - \$99,999	11.5%	5.7%	2.1%
\$100,000 - \$149,999	9.9%	9.8%	14.3%
\$150,000 - \$199,999	36.8%	31.6%	32.4%
\$200,000 - \$249,999	30.4%	32.3%	21.0%
\$250,000 - \$299,999	7.1%	10.4%	13.6%
\$300,000 - \$399,999	3.6%	6.5%	10.0%
\$400,000 - \$499,999	0.0%	1.3%	3.2%
\$500,000 - \$749,999	0.0%	0.0%	0.7%
\$750,000 - \$999,999	0.0%	0.1%	0.3%
\$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	\$184,706	\$205,179	\$223,641
2024 Owner Occupied Housing Units by Value			
Total	275	2,289	18,190
<\$50,000	1.1%	1.7%	1.8%
\$50,000 - \$99,999	8.4%	4.3%	1.5%
\$100,000 - \$149,999	7.6%	7.5%	11.3%
\$150,000 - \$199,999	33.8%	27.7%	29.3%
\$200,000 - \$249,999	34.5%	34.2%	21.5%
\$250,000 - \$299,999	9.5%	12.8%	15.3%
\$300,000 - \$399,999	5.1%	9.5%	13.0%
\$400,000 - \$499,999	0.0%	1.9%	4.6%
\$500,000 - \$749,999	0.0%	0.0%	0.9%
\$750,000 - \$999,999	0.0%	0.1%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$196,818	\$219,157	\$240,697

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	1,382	9,406	62,984
0 - 4	7.2%	7.7%	7.3%
5 - 9	5.2%	6.2%	6.1%
10 - 14	3.8%	4.9%	5.3%
15 - 24	15.6%	15.2%	12.2%
25 - 34	23.7%	22.9%	19.8%
35 - 44	12.7%	13.8%	14.6%
45 - 54	13.0%	12.9%	14.0%
55 - 64	11.0%	10.0%	11.0%
65 - 74	4.6%	4.0%	4.7%
75 - 84	2.2%	1.9%	3.0%
85 +	0.6%	0.7%	1.7%
18 +	81.2%	78.4%	78.0%
2019 Population by Age			
Total	1,527	10,453	71,688
0 - 4	6.4%	6.8%	6.6%
5 - 9	5.7%	6.3%	5.9%
10 - 14	5.2%	5.9%	5.8%
15 - 24	13.6%	12.7%	11.5%
25 - 34	21.1%	20.0%	17.7%
35 - 44	16.2%	16.8%	15.6%
45 - 54	10.5%	11.2%	12.5%
55 - 64	9.8%	10.1%	11.8%
65 - 74	7.6%	6.9%	7.7%
75 - 84	3.0%	2.5%	3.3%
85 +	0.9%	0.8%	1.7%
18 +	80.0%	77.9%	78.5%
2024 Population by Age			
Total	1,630	11,183	77,194
0 - 4	6.7%	7.0%	6.7%
5 - 9	5.4%	6.0%	5.8%
10 - 14	4.8%	5.5%	5.6%
15 - 24	16.6%	14.2%	11.8%
25 - 34	19.3%	18.5%	17.1%
35 - 44	15.3%	16.4%	15.6%
45 - 54	10.7%	11.5%	12.2%
55 - 64	9.0%	9.4%	11.0%
65 - 74	7.4%	7.3%	8.3%
75 - 84	3.8%	3.3%	4.1%
85 +	1.0%	0.8%	1.7%
18 +	80.1%	78.3%	78.7%
2010 Population by Sex			
Males	698	4,707	30,787
Females	681	4,700	32,196
2019 Population by Sex			
Males	782	5,237	35,072
Females	745	5,216	36,616
2024 Population by Sex			
Males	819	5,521	37,658
Females	811	5,661	39,535

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	1,379	9,407	62,984
White Alone	72.2%	70.7%	80.3%
Black Alone	9.9%	10.8%	8.4%
American Indian Alone	0.7%	0.6%	0.4%
Asian Alone	6.8%	7.6%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	6.4%	6.0%	3.4%
Two or More Races	4.0%	4.2%	3.4%
Hispanic Origin	12.5%	11.9%	7.7%
Diversity Index	58.2	59.1	43.9
2019 Population by Race/Ethnicity			
Total	1,528	10,453	71,688
White Alone	67.3%	65.9%	77.2%
Black Alone	10.3%	11.2%	8.7%
American Indian Alone	0.7%	0.6%	0.4%
Asian Alone	9.3%	10.3%	5.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	7.4%	7.0%	3.8%
Two or More Races	4.8%	5.1%	4.1%
Hispanic Origin	14.5%	13.7%	8.7%
Diversity Index	64.4	65.1	49.0
2024 Population by Race/Ethnicity			
Total	1,631	11,182	77,193
White Alone	64.0%	62.7%	74.9%
Black Alone	10.7%	11.5%	9.0%
American Indian Alone	0.7%	0.6%	0.4%
Asian Alone	10.9%	11.9%	6.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	8.2%	7.8%	4.2%
Two or More Races	5.4%	5.6%	4.6%
Hispanic Origin	16.0%	15.2%	9.7%
Diversity Index	68.3	68.8	52.7
2010 Population by Relationship and Household Type			
Total	1,379	9,407	62,983
In Households	99.6%	99.8%	99.1%
In Family Households	68.4%	72.3%	72.8%
Householder	23.3%	23.3%	24.0%
Spouse	16.3%	16.2%	16.9%
Child	22.9%	25.8%	26.4%
Other relative	3.6%	4.2%	2.9%
Nonrelative	2.4%	2.8%	2.7%
In Nonfamily Households	31.3%	27.5%	26.2%
In Group Quarters	0.4%	0.2%	0.9%
Institutionalized Population	0.4%	0.2%	0.6%
Noninstitutionalized Population	0.0%	0.0%	0.3%

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	1,056	7,133	50,293
Less than 9th Grade	2.1%	2.7%	2.0%
9th - 12th Grade, No Diploma	3.9%	4.7%	3.1%
High School Graduate	18.5%	17.6%	17.2%
GED/Alternative Credential	1.0%	1.7%	2.3%
Some College, No Degree	19.9%	22.1%	20.4%
Associate Degree	17.1%	14.4%	12.4%
Bachelor's Degree	28.7%	27.1%	28.2%
Graduate/Professional Degree	8.8%	9.7%	14.4%
2019 Population 15+ by Marital Status			
Total	1,265	8,464	58,547
Never Married	45.6%	42.0%	40.1%
Married	37.2%	42.2%	42.8%
Widowed	3.9%	3.3%	4.7%
Divorced	13.3%	12.4%	12.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.8%	97.9%	97.3%
Civilian Unemployed (Unemployment Rate)	2.2%	2.1%	2.7%
2019 Employed Population 16+ by Industry			
Total	926	6,238	40,574
Agriculture/Mining	0.0%	0.3%	0.5%
Construction	2.8%	3.0%	3.8%
Manufacturing	5.4%	8.9%	8.3%
Wholesale Trade	8.5%	5.0%	2.9%
Retail Trade	10.5%	10.1%	10.9%
Transportation/Utilities	6.5%	4.4%	3.9%
Information	1.4%	1.3%	2.3%
Finance/Insurance/Real Estate	10.5%	9.5%	10.4%
Services	51.0%	54.0%	51.5%
Public Administration	3.6%	3.6%	5.5%
2019 Employed Population 16+ by Occupation			
Total	925	6,239	40,574
White Collar	56.4%	64.4%	67.9%
Management/Business/Financial	10.5%	14.6%	15.7%
Professional	21.2%	24.1%	27.4%
Sales	9.0%	9.7%	9.9%
Administrative Support	15.8%	16.0%	14.9%
Services	29.5%	22.1%	18.0%
Blue Collar	14.0%	13.5%	14.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.5%	0.9%	2.4%
Installation/Maintenance/Repair	0.9%	2.1%	2.2%
Production	7.1%	6.9%	5.4%
Transportation/Material Moving	4.5%	3.5%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	1,379	9,407	62,983
Population Inside Urbanized Area	100.0%	97.4%	97.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.6%	2.9%

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



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2010 Households by Type			
Total	685	4,136	27,561
Households with 1 Person	35.2%	32.2%	32.4%
Households with 2+ People	64.8%	67.8%	67.6%
Family Households	50.4%	54.0%	55.1%
Husband-wife Families	35.3%	37.7%	38.9%
With Related Children	13.4%	16.5%	16.9%
Other Family (No Spouse Present)	15.2%	16.3%	16.1%
Other Family with Male Householder	5.0%	5.0%	4.6%
With Related Children	2.5%	2.6%	2.7%
Other Family with Female Householder	10.2%	11.3%	11.5%
With Related Children	6.4%	7.7%	8.2%
Nonfamily Households	14.5%	13.8%	12.5%
All Households with Children	22.7%	27.2%	28.2%
Multigenerational Households	2.2%	2.6%	2.0%
Unmarried Partner Households	9.8%	10.3%	10.4%
Male-female	8.6%	9.2%	8.9%
Same-sex	1.2%	1.1%	1.5%
2010 Households by Size			
Total	686	4,138	27,563
1 Person Household	35.1%	32.2%	32.4%
2 Person Household	36.3%	35.2%	35.4%
3 Person Household	15.2%	15.7%	15.2%
4 Person Household	7.9%	9.4%	10.6%
5 Person Household	3.5%	4.3%	4.1%
6 Person Household	1.5%	1.9%	1.4%
7 + Person Household	0.6%	1.4%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	686	4,137	27,561
Owner Occupied	34.8%	47.6%	56.3%
Owned with a Mortgage/Loan	28.4%	40.1%	45.1%
Owned Free and Clear	6.4%	7.5%	11.2%
Renter Occupied	65.2%	52.4%	43.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	733	4,424	29,131
Housing Units Inside Urbanized Area	100.0%	96.8%	97.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	3.2%	2.7%

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)	Bright Young Professionals	Bright Young Professionals
2.	Bright Young Professionals (8C)	Young and Restless (11B)	Emerald City (8B)
3.	Enterprising Professionals (2D)	Enterprising Professionals	Parks and Rec (5C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,398,009	\$9,230,679	\$62,091,964
Average Spent	\$1,825.08	\$1,999.28	\$1,960.90
Spending Potential Index	85	93	92
Education: Total \$	\$887,534	\$6,162,365	\$43,427,950
Average Spent	\$1,158.66	\$1,334.71	\$1,371.48
Spending Potential Index	73	84	86
Entertainment/Recreation: Total \$	\$1,881,361	\$12,907,873	\$90,871,733
Average Spent	\$2,456.08	\$2,795.73	\$2,869.78
Spending Potential Index	75	86	88
Food at Home: Total \$	\$3,291,096	\$21,687,446	\$147,470,632
Average Spent	\$4,296.47	\$4,697.30	\$4,657.21
Spending Potential Index	83	91	90
Food Away from Home: Total \$	\$2,409,257	\$15,911,249	\$106,761,246
Average Spent	\$3,145.24	\$3,446.23	\$3,371.59
Spending Potential Index	86	94	92
Health Care: Total \$	\$3,271,400	\$22,528,853	\$161,651,453
Average Spent	\$4,270.76	\$4,879.54	\$5,105.05
Spending Potential Index	72	82	86
HH Furnishings & Equipment: Total \$	\$1,285,680	\$8,720,641	\$60,930,532
Average Spent	\$1,678.43	\$1,888.81	\$1,924.22
Spending Potential Index	79	89	90
Personal Care Products & Services: Total \$	\$557,316	\$3,744,588	\$25,610,496
Average Spent	\$727.57	\$811.04	\$808.80
Spending Potential Index	82	91	91
Shelter: Total \$	\$11,510,273	\$77,844,781	\$533,796,575
Average Spent	\$15,026.47	\$16,860.47	\$16,857.62
Spending Potential Index	81	91	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,358,381	\$9,409,531	\$68,170,655
Average Spent	\$1,773.34	\$2,038.02	\$2,152.87
Spending Potential Index	72	82	87
Travel: Total \$	\$1,196,310	\$8,675,766	\$62,331,807
Average Spent	\$1,561.76	\$1,879.09	\$1,968.48
Spending Potential Index	70	84	88
Vehicle Maintenance & Repairs: Total \$	\$746,725	\$4,845,797	\$33,414,659
Average Spent	\$974.84	\$1,049.56	\$1,055.26
Spending Potential Index	85	92	92

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.