



Market Profile

S Legacy Way, Sun Prairie, Wisconsin, 53590
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.16926
 Longitude: -89.27022

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	415	4,202	36,462
2010 Total Population	1,168	7,999	49,701
2019 Total Population	1,810	11,790	57,982
2019 Group Quarters	8	131	285
2024 Total Population	2,058	13,504	63,363
2019-2024 Annual Rate	2.60%	2.75%	1.79%
2019 Total Daytime Population	7,166	15,635	65,006
Workers	6,285	9,830	37,958
Residents	881	5,805	27,048
Household Summary			
2000 Households	149	1,645	14,437
2000 Average Household Size	2.79	2.54	2.51
2010 Households	428	3,239	20,150
2010 Average Household Size	2.70	2.43	2.45
2019 Households	658	4,978	23,879
2019 Average Household Size	2.74	2.34	2.42
2024 Households	752	5,743	26,213
2024 Average Household Size	2.72	2.33	2.41
2019-2024 Annual Rate	2.71%	2.90%	1.88%
2010 Families	293	2,065	12,603
2010 Average Family Size	3.18	2.98	3.03
2019 Families	461	3,065	14,801
2019 Average Family Size	3.18	2.91	2.99
2024 Families	526	3,526	16,197
2024 Average Family Size	3.16	2.89	2.98
2019-2024 Annual Rate	2.67%	2.84%	1.82%
Housing Unit Summary			
2000 Housing Units	153	1,768	15,001
Owner Occupied Housing Units	82.4%	60.1%	55.4%
Renter Occupied Housing Units	15.0%	33.0%	40.9%
Vacant Housing Units	2.6%	6.9%	3.8%
2010 Housing Units	438	3,476	21,420
Owner Occupied Housing Units	69.2%	57.2%	56.3%
Renter Occupied Housing Units	28.5%	36.0%	37.8%
Vacant Housing Units	2.3%	6.8%	5.9%
2019 Housing Units	677	5,295	25,228
Owner Occupied Housing Units	65.3%	47.9%	53.6%
Renter Occupied Housing Units	31.9%	46.1%	41.1%
Vacant Housing Units	2.8%	6.0%	5.3%
2024 Housing Units	763	6,053	27,531
Owner Occupied Housing Units	59.2%	45.6%	53.3%
Renter Occupied Housing Units	39.3%	49.3%	42.0%
Vacant Housing Units	1.4%	5.1%	4.8%
Median Household Income			
2019	\$94,161	\$76,086	\$75,273
2024	\$108,539	\$89,601	\$84,688
Median Home Value			
2019	\$276,136	\$259,187	\$238,701
2024	\$289,696	\$271,950	\$258,225
Per Capita Income			
2019	\$40,685	\$38,036	\$36,733
2024	\$47,869	\$44,453	\$42,617
Median Age			
2010	34.0	33.8	33.8
2019	35.9	35.9	35.8
2024	36.4	36.4	36.3

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	658	4,978	23,879
<\$15,000	1.2%	3.2%	5.1%
\$15,000 - \$24,999	4.3%	5.6%	5.5%
\$25,000 - \$34,999	3.3%	6.6%	6.6%
\$35,000 - \$49,999	11.4%	12.9%	12.2%
\$50,000 - \$74,999	17.9%	20.9%	20.3%
\$75,000 - \$99,999	14.6%	14.5%	16.8%
\$100,000 - \$149,999	25.4%	21.3%	20.4%
\$150,000 - \$199,999	16.9%	11.5%	8.8%
\$200,000+	5.0%	3.7%	4.2%
Average Household Income	\$105,731	\$91,264	\$89,245
2024 Households by Income			
Household Income Base	752	5,743	26,213
<\$15,000	0.8%	2.3%	3.6%
\$15,000 - \$24,999	3.1%	4.3%	4.3%
\$25,000 - \$34,999	2.5%	5.3%	5.4%
\$35,000 - \$49,999	8.1%	10.4%	10.5%
\$50,000 - \$74,999	13.3%	18.0%	18.3%
\$75,000 - \$99,999	14.4%	14.8%	16.8%
\$100,000 - \$149,999	29.5%	25.2%	23.6%
\$150,000 - \$199,999	21.3%	14.9%	12.0%
\$200,000+	6.9%	4.8%	5.3%
Average Household Income	\$123,680	\$105,911	\$103,077
2019 Owner Occupied Housing Units by Value			
Total	442	2,538	13,513
<\$50,000	0.7%	0.7%	2.0%
\$50,000 - \$99,999	0.5%	0.4%	1.5%
\$100,000 - \$149,999	4.5%	6.2%	8.2%
\$150,000 - \$199,999	11.3%	19.0%	22.6%
\$200,000 - \$249,999	14.9%	18.5%	20.3%
\$250,000 - \$299,999	34.8%	28.1%	19.5%
\$300,000 - \$399,999	25.6%	20.3%	16.1%
\$400,000 - \$499,999	7.5%	6.4%	7.2%
\$500,000 - \$749,999	0.5%	0.4%	2.1%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$280,643	\$262,569	\$260,193
2024 Owner Occupied Housing Units by Value			
Total	452	2,759	14,664
<\$50,000	0.4%	0.4%	1.7%
\$50,000 - \$99,999	0.2%	0.2%	1.0%
\$100,000 - \$149,999	2.7%	4.2%	5.8%
\$150,000 - \$199,999	8.4%	15.9%	18.7%
\$200,000 - \$249,999	12.4%	17.4%	19.5%
\$250,000 - \$299,999	32.7%	27.0%	20.0%
\$300,000 - \$399,999	31.9%	24.9%	19.8%
\$400,000 - \$499,999	10.8%	9.5%	9.9%
\$500,000 - \$749,999	0.7%	0.5%	2.8%
\$750,000 - \$999,999	0.0%	0.0%	0.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$300,000	\$279,476	\$281,451

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	1,169	7,999	49,701
0 - 4	9.0%	8.6%	7.8%
5 - 9	8.5%	7.9%	7.4%
10 - 14	6.5%	6.2%	6.6%
15 - 24	9.4%	10.9%	12.3%
25 - 34	18.5%	18.7%	18.0%
35 - 44	16.9%	15.6%	14.8%
45 - 54	12.6%	12.4%	13.9%
55 - 64	9.8%	9.7%	10.3%
65 - 74	4.1%	4.3%	4.6%
75 - 84	2.6%	3.1%	2.7%
85 +	2.1%	2.6%	1.6%
18 +	72.5%	73.8%	74.5%
2019 Population by Age			
Total	1,814	11,791	57,981
0 - 4	7.8%	7.3%	7.0%
5 - 9	8.1%	7.3%	6.8%
10 - 14	7.8%	7.0%	6.8%
15 - 24	11.1%	11.4%	12.2%
25 - 34	13.5%	15.5%	15.8%
35 - 44	17.0%	15.9%	15.4%
45 - 54	13.3%	12.4%	12.6%
55 - 64	10.1%	10.1%	11.3%
65 - 74	7.4%	7.5%	7.6%
75 - 84	2.5%	3.2%	3.0%
85 +	1.3%	2.4%	1.5%
18 +	72.2%	74.9%	75.6%
2024 Population by Age			
Total	2,057	13,504	63,361
0 - 4	7.9%	7.4%	7.0%
5 - 9	8.0%	7.2%	6.6%
10 - 14	7.8%	7.0%	6.5%
15 - 24	10.7%	11.5%	12.3%
25 - 34	13.0%	14.6%	15.5%
35 - 44	17.9%	16.8%	15.5%
45 - 54	12.7%	12.0%	12.1%
55 - 64	9.7%	9.8%	10.8%
65 - 74	8.3%	8.0%	8.4%
75 - 84	3.0%	3.8%	3.8%
85 +	1.1%	2.0%	1.4%
18 +	72.5%	74.8%	76.1%
2010 Population by Sex			
Males	568	3,876	24,310
Females	600	4,123	25,391
2019 Population by Sex			
Males	877	5,704	28,420
Females	933	6,086	29,562
2024 Population by Sex			
Males	1,002	6,563	31,025
Females	1,056	6,941	32,338

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	1,167	7,999	49,701
White Alone	85.3%	84.4%	81.9%
Black Alone	4.8%	5.9%	7.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	6.4%	5.8%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.0%	2.5%
Two or More Races	2.5%	2.7%	3.1%
Hispanic Origin	2.5%	3.8%	6.0%
Diversity Index	30.2	33.4	39.8
2019 Population by Race/Ethnicity			
Total	1,810	11,791	57,981
White Alone	81.4%	81.4%	78.7%
Black Alone	5.4%	5.8%	7.3%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	8.9%	8.2%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.1%	2.8%
Two or More Races	3.3%	3.2%	3.8%
Hispanic Origin	3.0%	4.4%	6.8%
Diversity Index	36.6	38.4	45.1
2024 Population by Race/Ethnicity			
Total	2,057	13,506	63,362
White Alone	78.8%	78.9%	76.4%
Black Alone	5.6%	6.1%	7.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	10.6%	9.8%	8.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.3%	3.1%
Two or More Races	3.6%	3.6%	4.2%
Hispanic Origin	3.4%	4.9%	7.6%
Diversity Index	40.7	42.3	48.8
2010 Population by Relationship and Household Type			
Total	1,168	7,999	49,701
In Households	98.9%	98.5%	99.4%
In Family Households	82.0%	79.3%	79.3%
Householder	26.0%	25.4%	25.3%
Spouse	21.6%	20.1%	19.1%
Child	30.4%	29.5%	29.8%
Other relative	2.1%	2.1%	2.7%
Nonrelative	2.1%	2.3%	2.3%
In Nonfamily Households	17.0%	19.2%	20.1%
In Group Quarters	1.1%	1.5%	0.6%
Institutionalized Population	0.4%	0.8%	0.4%
Noninstitutionalized Population	0.7%	0.7%	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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2019 Population 25+ by Educational Attainment			
Total	1,178	7,900	38,984
Less than 9th Grade	0.4%	0.6%	1.4%
9th - 12th Grade, No Diploma	1.4%	2.3%	2.9%
High School Graduate	11.8%	15.5%	16.8%
GED/Alternative Credential	1.0%	1.5%	2.0%
Some College, No Degree	18.7%	18.2%	19.9%
Associate Degree	11.5%	11.3%	13.3%
Bachelor's Degree	32.5%	31.9%	29.8%
Graduate/Professional Degree	22.6%	18.7%	13.9%
2019 Population 15+ by Marital Status			
Total	1,381	9,242	46,039
Never Married	22.4%	27.1%	34.3%
Married	64.0%	55.5%	49.9%
Widowed	6.2%	8.0%	4.9%
Divorced	7.5%	9.3%	10.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	99.2%	98.4%	98.1%
Civilian Unemployed (Unemployment Rate)	0.8%	1.6%	1.9%
2019 Employed Population 16+ by Industry			
Total	948	6,103	31,489
Agriculture/Mining	0.7%	0.6%	0.7%
Construction	4.2%	3.8%	4.1%
Manufacturing	9.7%	9.5%	9.7%
Wholesale Trade	1.6%	2.8%	3.1%
Retail Trade	10.3%	11.9%	10.8%
Transportation/Utilities	3.7%	3.2%	4.0%
Information	1.9%	2.0%	2.0%
Finance/Insurance/Real Estate	14.7%	13.8%	11.6%
Services	50.1%	48.2%	48.6%
Public Administration	3.0%	4.3%	5.3%
2019 Employed Population 16+ by Occupation			
Total	949	6,101	31,490
White Collar	72.9%	70.7%	68.7%
Management/Business/Financial	19.5%	16.6%	17.8%
Professional	32.8%	30.4%	25.4%
Sales	10.5%	10.1%	10.3%
Administrative Support	10.0%	13.5%	15.3%
Services	16.7%	15.8%	16.8%
Blue Collar	10.5%	13.5%	14.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	1.7%	1.8%	2.3%
Installation/Maintenance/Repair	2.5%	2.6%	2.4%
Production	4.9%	5.4%	5.6%
Transportation/Material Moving	1.5%	3.6%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	1,168	7,999	49,701
Population Inside Urbanized Area	94.8%	96.0%	93.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	5.2%	4.0%	6.3%

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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2010 Households by Type			
Total	428	3,240	20,150
Households with 1 Person	22.4%	26.8%	27.5%
Households with 2+ People	77.6%	73.2%	72.5%
Family Households	68.5%	63.7%	62.5%
Husband-wife Families	57.0%	50.6%	47.2%
With Related Children	28.7%	24.6%	22.4%
Other Family (No Spouse Present)	11.4%	13.1%	15.3%
Other Family with Male Householder	3.5%	3.8%	4.3%
With Related Children	2.6%	2.7%	2.8%
Other Family with Female Householder	7.9%	9.4%	11.1%
With Related Children	6.1%	7.2%	8.1%
Nonfamily Households	9.1%	9.5%	9.9%
All Households with Children	38.3%	35.3%	33.7%
Multigenerational Households	1.4%	1.5%	2.1%
Unmarried Partner Households	7.9%	8.3%	8.9%
Male-female	7.2%	7.6%	8.1%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	427	3,241	20,150
1 Person Household	22.5%	26.8%	27.5%
2 Person Household	34.9%	34.3%	34.6%
3 Person Household	17.6%	16.5%	16.5%
4 Person Household	15.7%	14.1%	13.0%
5 Person Household	6.1%	5.5%	5.3%
6 Person Household	1.9%	1.7%	1.9%
7 + Person Household	1.4%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	428	3,239	20,150
Owner Occupied	70.8%	61.3%	59.9%
Owned with a Mortgage/Loan	61.0%	50.8%	49.5%
Owned Free and Clear	9.8%	10.6%	10.4%
Renter Occupied	29.2%	38.7%	40.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	438	3,476	21,420
Housing Units Inside Urbanized Area	94.5%	95.6%	94.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	5.5%	4.4%	5.9%

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.	Up and Coming Families (7A)	Up and Coming Families (7A)	Bright Young Professionals
2.	In Style (5B)	Bright Young Professionals	Soccer Moms (4A)
3.	Bright Young Professionals (8C)	In Style (5B)	Up and Coming Families (7A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,764,333	\$11,484,609	\$53,717,499
Average Spent	\$2,681.36	\$2,307.07	\$2,249.57
Spending Potential Index	125	108	105
Education: Total \$	\$1,121,458	\$7,566,136	\$37,099,050
Average Spent	\$1,704.34	\$1,519.91	\$1,553.63
Spending Potential Index	107	95	97
Entertainment/Recreation: Total \$	\$2,605,246	\$16,940,902	\$78,838,093
Average Spent	\$3,959.34	\$3,403.15	\$3,301.57
Spending Potential Index	121	104	101
Food at Home: Total \$	\$4,118,728	\$27,097,534	\$127,066,906
Average Spent	\$6,259.47	\$5,443.46	\$5,321.28
Spending Potential Index	121	105	103
Food Away from Home: Total \$	\$3,047,276	\$19,844,006	\$92,631,815
Average Spent	\$4,631.12	\$3,986.34	\$3,879.22
Spending Potential Index	126	108	106
Health Care: Total \$	\$4,678,709	\$30,517,170	\$140,941,956
Average Spent	\$7,110.50	\$6,130.41	\$5,902.34
Spending Potential Index	120	103	99
HH Furnishings & Equipment: Total \$	\$1,818,755	\$11,632,221	\$53,300,766
Average Spent	\$2,764.07	\$2,336.73	\$2,232.12
Spending Potential Index	130	110	105
Personal Care Products & Services: Total \$	\$753,877	\$4,870,172	\$22,471,538
Average Spent	\$1,145.71	\$978.34	\$941.06
Spending Potential Index	129	110	106
Shelter: Total \$	\$14,361,568	\$95,369,738	\$454,731,988
Average Spent	\$21,826.09	\$19,158.24	\$19,043.18
Spending Potential Index	118	104	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,023,826	\$13,088,366	\$59,326,423
Average Spent	\$3,075.72	\$2,629.24	\$2,484.46
Spending Potential Index	124	106	100
Travel: Total \$	\$1,805,859	\$11,660,303	\$54,369,988
Average Spent	\$2,744.47	\$2,342.37	\$2,276.90
Spending Potential Index	122	104	101
Vehicle Maintenance & Repairs: Total \$	\$933,488	\$6,210,727	\$28,655,291
Average Spent	\$1,418.67	\$1,247.63	\$1,200.02
Spending Potential Index	124	109	105

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.