



Market Profile

5922 US Highway 51, Mc Farland, Wisconsin, 53558
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.01427
 Longitude: -89.30257

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	1,960	6,939	23,620
2010 Total Population	2,288	8,942	26,339
2019 Total Population	2,545	10,049	29,606
2019 Group Quarters	1	5	155
2024 Total Population	2,712	10,816	31,559
2019-2024 Annual Rate	1.28%	1.48%	1.29%
2019 Total Daytime Population	2,091	6,847	36,268
Workers	1,056	2,328	22,419
Residents	1,035	4,519	13,849
Household Summary			
2000 Households	876	2,653	9,701
2000 Average Household Size	2.23	2.61	2.42
2010 Households	1,012	3,504	11,109
2010 Average Household Size	2.26	2.55	2.36
2019 Households	1,122	3,929	12,451
2019 Average Household Size	2.27	2.56	2.37
2024 Households	1,194	4,231	13,266
2024 Average Household Size	2.27	2.56	2.37
2019-2024 Annual Rate	1.25%	1.49%	1.28%
2010 Families	645	2,527	7,143
2010 Average Family Size	2.75	2.96	2.88
2019 Families	705	2,808	7,947
2019 Average Family Size	2.76	2.97	2.88
2024 Families	746	3,015	8,452
2024 Average Family Size	2.77	2.96	2.89
2019-2024 Annual Rate	1.14%	1.43%	1.24%
Housing Unit Summary			
2000 Housing Units	919	2,709	10,185
Owner Occupied Housing Units	56.1%	72.9%	67.5%
Renter Occupied Housing Units	39.2%	25.0%	27.7%
Vacant Housing Units	4.7%	2.1%	4.8%
2010 Housing Units	1,102	3,632	11,870
Owner Occupied Housing Units	50.4%	72.2%	67.3%
Renter Occupied Housing Units	41.5%	24.3%	26.3%
Vacant Housing Units	8.2%	3.5%	6.4%
2019 Housing Units	1,216	4,048	13,199
Owner Occupied Housing Units	48.8%	71.1%	66.4%
Renter Occupied Housing Units	43.4%	26.0%	27.9%
Vacant Housing Units	7.7%	2.9%	5.7%
2024 Housing Units	1,289	4,343	14,014
Owner Occupied Housing Units	49.6%	72.0%	67.6%
Renter Occupied Housing Units	43.1%	25.4%	27.0%
Vacant Housing Units	7.4%	2.6%	5.3%
Median Household Income			
2019	\$65,207	\$85,524	\$77,275
2024	\$75,609	\$100,152	\$86,168
Median Home Value			
2019	\$282,432	\$277,341	\$244,188
2024	\$319,776	\$296,940	\$263,915
Per Capita Income			
2019	\$38,446	\$41,594	\$39,862
2024	\$44,191	\$47,892	\$45,849
Median Age			
2010	37.6	38.5	40.5
2019	39.9	40.5	42.0
2024	40.9	41.1	42.6

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	1,122	3,929	12,451
<\$15,000	2.0%	3.0%	5.5%
\$15,000 - \$24,999	4.4%	2.6%	4.7%
\$25,000 - \$34,999	14.3%	7.0%	6.7%
\$35,000 - \$49,999	15.6%	11.4%	12.2%
\$50,000 - \$74,999	19.8%	18.9%	18.7%
\$75,000 - \$99,999	11.9%	14.6%	17.3%
\$100,000 - \$149,999	16.7%	23.3%	20.0%
\$150,000 - \$199,999	9.7%	10.7%	8.9%
\$200,000+	5.7%	8.6%	6.0%
Average Household Income	\$89,926	\$106,544	\$94,490
2024 Households by Income			
Household Income Base	1,194	4,231	13,266
<\$15,000	1.4%	2.2%	4.0%
\$15,000 - \$24,999	3.4%	2.0%	3.8%
\$25,000 - \$34,999	12.3%	5.9%	5.6%
\$35,000 - \$49,999	14.1%	9.8%	10.7%
\$50,000 - \$74,999	18.3%	16.3%	16.9%
\$75,000 - \$99,999	11.8%	13.7%	17.2%
\$100,000 - \$149,999	18.8%	25.0%	22.3%
\$150,000 - \$199,999	12.8%	14.3%	12.2%
\$200,000+	7.0%	10.8%	7.4%
Average Household Income	\$103,277	\$122,662	\$108,734
2019 Owner Occupied Housing Units by Value			
Total	594	2,879	8,763
<\$50,000	0.5%	1.0%	1.6%
\$50,000 - \$99,999	0.0%	0.0%	1.1%
\$100,000 - \$149,999	1.3%	1.4%	3.4%
\$150,000 - \$199,999	14.1%	11.9%	22.1%
\$200,000 - \$249,999	21.9%	23.0%	24.6%
\$250,000 - \$299,999	18.7%	23.0%	18.2%
\$300,000 - \$399,999	18.2%	20.9%	14.8%
\$400,000 - \$499,999	13.3%	11.4%	6.6%
\$500,000 - \$749,999	8.9%	5.3%	5.7%
\$750,000 - \$999,999	2.9%	1.7%	1.1%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$333,586	\$313,864	\$290,120
2024 Owner Occupied Housing Units by Value			
Total	639	3,127	9,478
<\$50,000	0.3%	0.6%	0.9%
\$50,000 - \$99,999	0.0%	0.0%	0.7%
\$100,000 - \$149,999	0.6%	0.8%	2.4%
\$150,000 - \$199,999	8.9%	7.7%	17.9%
\$200,000 - \$249,999	17.8%	19.3%	22.7%
\$250,000 - \$299,999	18.0%	23.0%	19.1%
\$300,000 - \$399,999	21.0%	24.2%	17.7%
\$400,000 - \$499,999	17.8%	15.4%	9.1%
\$500,000 - \$749,999	11.9%	6.8%	7.4%
\$750,000 - \$999,999	3.1%	2.0%	1.2%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$364,600	\$337,796	\$312,511

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	2,288	8,941	26,340
0 - 4	6.4%	6.6%	6.2%
5 - 9	6.5%	7.0%	5.9%
10 - 14	7.0%	8.0%	6.3%
15 - 24	11.5%	10.4%	10.4%
25 - 34	15.2%	13.2%	13.8%
35 - 44	13.4%	14.2%	13.6%
45 - 54	14.8%	16.9%	16.6%
55 - 64	13.8%	13.6%	14.2%
65 - 74	6.4%	6.0%	7.0%
75 - 84	3.4%	2.9%	4.2%
85 +	1.5%	1.2%	1.7%
18 +	75.7%	73.7%	77.6%
2019 Population by Age			
Total	2,546	10,050	29,607
0 - 4	5.7%	5.9%	5.6%
5 - 9	5.9%	6.6%	6.0%
10 - 14	6.3%	7.3%	6.4%
15 - 24	12.0%	10.9%	10.0%
25 - 34	12.8%	11.3%	12.2%
35 - 44	14.2%	14.3%	13.9%
45 - 54	12.8%	14.1%	13.5%
55 - 64	13.3%	14.5%	15.0%
65 - 74	10.8%	9.8%	10.8%
75 - 84	4.5%	4.0%	4.7%
85 +	1.7%	1.3%	2.0%
18 +	78.6%	76.3%	78.7%
2024 Population by Age			
Total	2,713	10,816	31,556
0 - 4	5.7%	5.9%	5.5%
5 - 9	5.8%	6.5%	5.9%
10 - 14	5.9%	7.1%	6.3%
15 - 24	11.6%	10.4%	10.0%
25 - 34	13.9%	12.6%	12.6%
35 - 44	12.9%	13.3%	13.1%
45 - 54	12.5%	13.4%	12.9%
55 - 64	12.2%	13.1%	13.4%
65 - 74	11.2%	10.8%	12.0%
75 - 84	6.5%	5.7%	6.3%
85 +	1.8%	1.4%	2.0%
18 +	79.1%	76.7%	78.8%
2010 Population by Sex			
Males	1,115	4,398	12,908
Females	1,173	4,544	13,431
2019 Population by Sex			
Males	1,235	4,938	14,525
Females	1,311	5,111	15,081
2024 Population by Sex			
Males	1,307	5,312	15,492
Females	1,404	5,505	16,067

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	2,288	8,942	26,339
White Alone	91.8%	92.1%	89.7%
Black Alone	2.4%	2.3%	3.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.6%	2.2%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.6%	1.0%	1.6%
Two or More Races	2.0%	1.9%	2.3%
Hispanic Origin	4.1%	2.9%	4.4%
Diversity Index	22.2	19.9	26.0
2019 Population by Race/Ethnicity			
Total	2,545	10,049	29,605
White Alone	89.7%	89.9%	87.1%
Black Alone	2.8%	2.7%	4.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.4%	3.3%	3.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.9%	1.3%	2.0%
Two or More Races	2.6%	2.4%	2.9%
Hispanic Origin	5.0%	3.6%	5.3%
Diversity Index	27.2	24.7	31.6
2024 Population by Race/Ethnicity			
Total	2,712	10,818	31,559
White Alone	88.1%	88.3%	85.3%
Black Alone	3.1%	2.9%	4.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.9%	4.0%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.2%	1.5%	2.3%
Two or More Races	3.0%	2.8%	3.4%
Hispanic Origin	5.9%	4.2%	6.1%
Diversity Index	30.7	28.1	35.2
2010 Population by Relationship and Household Type			
Total	2,288	8,942	26,339
In Households	100.0%	99.9%	99.4%
In Family Households	79.9%	85.5%	80.1%
Householder	27.2%	28.2%	27.1%
Spouse	19.6%	22.6%	21.4%
Child	28.8%	31.2%	27.6%
Other relative	1.9%	1.6%	1.9%
Nonrelative	2.4%	1.9%	2.1%
In Nonfamily Households	20.1%	14.5%	19.3%
In Group Quarters	0.0%	0.1%	0.6%
Institutionalized Population	0.0%	0.0%	0.4%
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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2019 Population 25+ by Educational Attainment			
Total	1,787	6,957	21,319
Less than 9th Grade	0.9%	0.6%	0.9%
9th - 12th Grade, No Diploma	2.1%	1.8%	2.4%
High School Graduate	18.3%	16.6%	17.4%
GED/Alternative Credential	1.3%	2.3%	2.4%
Some College, No Degree	20.0%	18.0%	19.4%
Associate Degree	14.7%	13.9%	12.8%
Bachelor's Degree	27.5%	30.7%	28.7%
Graduate/Professional Degree	15.2%	16.1%	16.2%
2019 Population 15+ by Marital Status			
Total	2,091	8,051	24,280
Never Married	33.7%	28.1%	30.6%
Married	54.8%	60.4%	54.5%
Widowed	1.2%	2.1%	3.6%
Divorced	10.3%	9.4%	11.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.7%	98.1%	97.2%
Civilian Unemployed (Unemployment Rate)	1.3%	1.9%	2.8%
2019 Employed Population 16+ by Industry			
Total	1,527	5,608	16,014
Agriculture/Mining	2.1%	1.9%	1.2%
Construction	8.7%	6.9%	6.3%
Manufacturing	8.4%	10.2%	9.7%
Wholesale Trade	3.7%	4.9%	3.2%
Retail Trade	8.2%	10.4%	10.6%
Transportation/Utilities	2.2%	3.5%	4.2%
Information	0.9%	2.1%	2.3%
Finance/Insurance/Real Estate	8.8%	7.7%	8.3%
Services	52.1%	47.9%	48.2%
Public Administration	4.9%	4.6%	6.0%
2019 Employed Population 16+ by Occupation			
Total	1,529	5,609	16,013
White Collar	70.5%	71.5%	70.7%
Management/Business/Financial	21.7%	20.9%	19.4%
Professional	26.2%	28.7%	28.4%
Sales	8.6%	9.5%	9.2%
Administrative Support	14.0%	12.5%	13.7%
Services	15.5%	13.0%	13.7%
Blue Collar	14.1%	15.5%	15.6%
Farming/Forestry/Fishing	1.2%	0.7%	0.5%
Construction/Extraction	4.0%	3.0%	3.0%
Installation/Maintenance/Repair	1.0%	2.1%	2.7%
Production	2.0%	4.3%	4.6%
Transportation/Material Moving	6.0%	5.2%	4.8%
2010 Population By Urban/ Rural Status			
Total Population	2,288	8,942	26,339
Population Inside Urbanized Area	98.4%	95.1%	93.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	1.6%	4.9%	6.7%

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	1,012	3,503	11,108
Households with 1 Person	27.8%	20.8%	27.3%
Households with 2+ People	72.2%	79.2%	72.7%
Family Households	63.7%	72.1%	64.3%
Husband-wife Families	45.9%	57.8%	50.6%
With Related Children	19.0%	26.8%	20.5%
Other Family (No Spouse Present)	17.7%	14.4%	13.7%
Other Family with Male Householder	5.5%	4.4%	4.0%
With Related Children	4.0%	3.1%	2.6%
Other Family with Female Householder	12.2%	10.0%	9.7%
With Related Children	10.0%	7.6%	6.5%
Nonfamily Households	8.5%	7.1%	8.4%
All Households with Children	33.5%	38.0%	30.0%
Multigenerational Households	2.1%	1.9%	1.8%
Unmarried Partner Households	8.3%	7.2%	7.9%
Male-female	7.7%	6.6%	6.7%
Same-sex	0.6%	0.6%	1.2%
2010 Households by Size			
Total	1,012	3,504	11,109
1 Person Household	27.8%	20.8%	27.3%
2 Person Household	37.3%	37.5%	38.1%
3 Person Household	16.9%	18.0%	15.7%
4 Person Household	12.0%	16.0%	12.7%
5 Person Household	4.5%	5.7%	4.4%
6 Person Household	1.1%	1.3%	1.1%
7 + Person Household	0.5%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	1,012	3,504	11,109
Owner Occupied	54.8%	74.8%	71.9%
Owned with a Mortgage/Loan	43.3%	60.7%	54.9%
Owned Free and Clear	11.6%	14.1%	17.0%
Renter Occupied	45.2%	25.2%	28.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,102	3,632	11,870
Housing Units Inside Urbanized Area	98.9%	95.1%	93.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	1.1%	4.9%	6.2%

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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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Soccer Moms (4A)	Soccer Moms (4A)
2.	In Style (5B)	In Style (5B)	Parks and Rec (5C)
3.	Soccer Moms (4A)	Old and Newcomers (8F)	In Style (5B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,472,548	\$10,152,302	\$28,457,912
Average Spent	\$2,203.70	\$2,583.94	\$2,285.59
Spending Potential Index	103	121	107
Education: Total \$	\$1,756,331	\$7,395,357	\$20,960,440
Average Spent	\$1,565.36	\$1,882.25	\$1,683.43
Spending Potential Index	98	118	106
Entertainment/Recreation: Total \$	\$3,782,430	\$15,579,139	\$43,829,806
Average Spent	\$3,371.15	\$3,965.17	\$3,520.18
Spending Potential Index	103	121	108
Food at Home: Total \$	\$5,991,537	\$24,141,473	\$68,594,294
Average Spent	\$5,340.05	\$6,144.43	\$5,509.14
Spending Potential Index	103	119	106
Food Away from Home: Total \$	\$4,275,690	\$17,563,696	\$49,080,582
Average Spent	\$3,810.78	\$4,470.27	\$3,941.90
Spending Potential Index	104	122	107
Health Care: Total \$	\$6,987,596	\$28,453,644	\$80,264,920
Average Spent	\$6,227.80	\$7,241.96	\$6,446.46
Spending Potential Index	105	122	109
HH Furnishings & Equipment: Total \$	\$2,525,125	\$10,503,991	\$29,179,507
Average Spent	\$2,250.56	\$2,673.45	\$2,343.55
Spending Potential Index	106	125	110
Personal Care Products & Services: Total \$	\$1,057,692	\$4,390,355	\$12,143,015
Average Spent	\$942.68	\$1,117.42	\$975.26
Spending Potential Index	106	126	110
Shelter: Total \$	\$21,268,331	\$86,440,204	\$248,816,443
Average Spent	\$18,955.73	\$22,000.56	\$19,983.65
Spending Potential Index	102	119	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,022,669	\$12,213,746	\$34,298,247
Average Spent	\$2,694.00	\$3,108.61	\$2,754.66
Spending Potential Index	109	125	111
Travel: Total \$	\$2,596,966	\$11,002,034	\$30,777,516
Average Spent	\$2,314.59	\$2,800.21	\$2,471.89
Spending Potential Index	103	125	110
Vehicle Maintenance & Repairs: Total \$	\$1,430,723	\$5,618,842	\$15,963,293
Average Spent	\$1,275.15	\$1,430.09	\$1,282.09
Spending Potential Index	111	125	112

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.