Market Profile

6030 Gemini Dr, Madison, Wisconsin, 53718   Prepared by Esri
Drive Time: 3, 5, 10 minute radii   Latitude: 43.08615
                                                                            Longitude: -89.27824

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	2,175	9,771	49,928
2010 Total Population	4,128	13,874	58,457
2019 Total Population	5,052	15,974	64,941
2019 Group Quarters	98	221	462
2024 Total Population	5,561	17,213	69,088
2019-2024 Annual Rate	1.94%	1.51%	1.25%
2019 Total Daytime Population	3,444	11,006	59,444
Workers	970	3,352	30,042
Residents	2,474	7,654	29,402
Household Summary			
2000 Households	801	3,878	20,962
2000 Average Household Size	2.71	2.50	2.36
2010 Households	1,668	5,734	24,936
2010 Average Household Size	2.42	2.38	2.33
2019 Households	2,059	6,654	27,813
2019 Average Household Size	2.41	2.37	2.32
2024 Households	2,280	7,192	29,638
2024 Average Household Size	2.40	2.36	2.32
2019-2024 Annual Rate	2.06%	1.57%	1.28%
2010 Families	999	3,629	14,663
2010 Average Family Size	3.04	2.91	2.92
2019 Families	1,196	4,105	16,160
2019 Average Family Size	3.05	2.92	2.91
2024 Families	1,311	4,397	17,143
2024 Average Family Size	3.05	2.92	2.91
2019-2024 Annual Rate	1.85%	1.38%	1.19%
Housing Unit Summary			
2000 Housing Units	822	3,977	21,586
Owner Occupied Housing Units	73.5%	76.6%	64.3%
Renter Occupied Housing Units	24.0%	20.9%	32.8%
Vacant Housing Units	2.6%	2.5%	2.9%
2010 Housing Units	1,739	6,009	26,226
Owner Occupied Housing Units	69.2%	72.1%	62.3%
Renter Occupied Housing Units	26.7%	23.4%	32.8%
Vacant Housing Units	4.1%	4.6%	4.9%
2019 Housing Units	2,176	6,982	29,160
Owner Occupied Housing Units	66.0%	69.8%	61.1%
Renter Occupied Housing Units	28.5%	25.5%	34.3%
Vacant Housing Units	5.4%	4.7%	4.6%
2024 Housing Units	2,406	7,530	30,960
Owner Occupied Housing Units	66.6%	70.2%	61.8%
Renter Occupied Housing Units	28.1%	25.3%	33.9%
Vacant Housing Units	5.2%	4.5%	4.3%
Median Household Income			
2019	$82,878	$81,249	$74,047
2024	$91,950	$89,842	$81,421
Median Home Value			
2019	$228,842	$218,590	$217,371
2024	$242,495	$231,172	$231,471
Per Capita Income			
2019	$40,717	$38,656	$36,170
2024	$46,473	$44,142	$41,519
Median Age			
2010	39.0	39.8	37.2
2019	39.5	40.7	38.8
2024	38.7	40.4	39.2

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	2,059	6,654	27,813
<$15,000	1.8%	2.1%	5.5%
$15,000 - $24,999	5.9%	5.5%	6.0%
$25,000 - $34,999	7.7%	7.0%	6.9%
$35,000 - $49,999	7.7%	9.1%	12.2%
$50,000 - $74,999	18.6%	19.5%	19.9%
$75,000 - $99,999	20.7%	20.9%	19.1%
$100,000 - $149,999	21.3%	21.9%	20.0%
$150,000 - $199,999	13.0%	11.2%	7.4%
$200,000+	3.3%	2.8%	2.9%
Average Household Income	$94,746	$92,031	$84,240
2024 Households by Income			
Household Income Base	2,280	7,192	29,638
<$15,000	1.3%	1.5%	4.0%
$15,000 - $24,999	5.0%	4.4%	4.8%
$25,000 - $34,999	6.5%	5.8%	5.7%
$35,000 - $49,999	6.5%	7.7%	10.9%
$50,000 - $74,999	16.2%	17.1%	18.3%
$75,000 - $99,999	19.5%	20.0%	19.1%
$100,000 - $149,999	23.1%	24.4%	23.1%
$150,000 - $199,999	18.0%	15.6%	10.4%
$200,000+	3.9%	3.4%	3.6%
Average Household Income	$107,690	$104,779	$96,521
2019 Owner Occupied Housing Units by Value			
Total	1,437	4,871	17,806
<$50,000	1.0%	1.0%	1.6%
$50,000 - $99,999	1.3%	1.3%	1.3%
$100,000 - $149,999	9.7%	8.0%	10.2%
$150,000 - $199,999	18.4%	27.7%	28.3%
$200,000 - $249,999	34.0%	32.1%	24.8%
$250,000 - $299,999	14.8%	12.7%	14.0%
$300,000 - $399,999	14.6%	12.2%	12.9%
$400,000 - $499,999	4.9%	3.3%	4.4%
$500,000 - $749,999	1.1%	1.0%	1.5%
$750,000 - $999,999	0.1%	0.1%	0.5%
$1,000,000 - $1,499,999	0.0%	0.0%	0.3%
$1,500,000 - $1,999,999	0.1%	0.3%	0.1%
$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	$245,355	$241,378	$247,339
2024 Owner Occupied Housing Units by Value			
Total	1,603	5,289	19,147
<$50,000	0.6%	0.7%	1.3%
$50,000 - $99,999	0.8%	0.8%	0.9%
$100,000 - $149,999	6.0%	5.4%	7.8%
$150,000 - $199,999	14.8%	23.4%	24.8%
$200,000 - $249,999	32.6%	31.7%	24.1%
$250,000 - $299,999	16.9%	14.8%	15.4%
$300,000 - $399,999	18.7%	15.9%	16.1%
$400,000 - $499,999	7.8%	5.3%	6.3%
$500,000 - $749,999	1.4%	1.3%	2.0%
$750,000 - $999,999	0.1%	0.1%	0.6%
$1,000,000 - $1,499,999	0.0%	0.0%	0.3%
$1,500,000 - $1,999,999	0.1%	0.3%	0.1%
$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	$266,968	$261,202	$265,787

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.

August 07, 2019

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	3 minutes	5 minutes	10 minutes
2010 Population by Age			
Total	4,129	13,876	58,458
0 - 4	7.0%	6.7%	6.7%
5 - 9	5.9%	5.8%	6.1%
10 - 14	5.0%	5.1%	5.5%
15 - 24	9.3%	9.8%	11.3%
25 - 34	16.7%	15.6%	17.1%
35 - 44	14.2%	13.9%	14.6%
45 - 54	13.4%	14.5%	15.2%
55 - 64	12.0%	13.2%	12.4%
65 - 74	7.5%	7.9%	5.8%
75 - 84	5.6%	5.0%	3.7%
85 +	3.4%	2.3%	1.8%
18 +	78.8%	78.9%	78.2%
2019 Population by Age			
Total	5,054	15,976	64,941
0 - 4	6.3%	6.1%	6.1%
5 - 9	6.2%	5.9%	5.8%
10 - 14	6.2%	6.0%	5.9%
15 - 24	10.8%	10.3%	10.9%
25 - 34	13.5%	13.2%	15.2%
35 - 44	15.2%	14.6%	15.1%
45 - 54	12.5%	12.6%	13.1%
55 - 64	11.8%	13.0%	13.1%
65 - 74	9.2%	10.3%	8.9%
75 - 84	5.3%	5.6%	4.0%
85 +	3.1%	2.5%	1.9%
18 +	77.6%	78.6%	78.9%
2024 Population by Age			
Total	5,563	17,212	69,087
0 - 4	6.6%	6.2%	6.1%
5 - 9	5.9%	5.6%	5.6%
10 - 14	5.7%	5.6%	5.6%
15 - 24	10.9%	10.5%	10.9%
25 - 34	16.2%	15.0%	15.6%
35 - 44	13.5%	13.5%	14.6%
45 - 54	12.6%	12.6%	12.8%
55 - 64	10.9%	11.7%	12.1%
65 - 74	9.1%	10.4%	9.7%
75 - 84	5.8%	6.4%	5.1%
85 +	2.9%	2.5%	1.9%
18 +	78.0%	79.0%	79.3%
2010 Population by Sex			
Males	1,950	6,654	28,463
Females	2,178	7,220	29,994
2019 Population by Sex			
Males	2,402	7,662	31,624
Females	2,650	8,312	33,317
2024 Population by Sex			
Males	2,648	8,255	33,607
Females	2,914	8,958	35,481

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2010 Population by Race/Ethnicity			
Total	4,129	13,874	58,457
White Alone	85.7%	86.5%	83.7%
Black Alone	6.4%	5.7%	6.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.8%	2.4%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.9%	2.8%
Two or More Races	3.5%	3.1%	3.1%
Hispanic Origin	4.4%	5.4%	6.5%
Diversity Index	32.2	32.5	38.0
2019 Population by Race/Ethnicity			
Total	5,053	15,973	64,939
White Alone	82.7%	83.6%	80.9%
Black Alone	7.0%	6.2%	7.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.2%	3.6%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	2.2%	3.2%
Two or More Races	4.3%	3.9%	3.9%
Hispanic Origin	5.2%	6.3%	7.6%
Diversity Index	37.7	37.8	43.1
2024 Population by Race/Ethnicity			
Total	5,562	17,214	69,087
White Alone	80.5%	81.6%	78.9%
Black Alone	7.5%	6.6%	7.6%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	5.1%	4.4%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	2.4%	3.6%
Two or More Races	4.9%	4.5%	4.4%
Hispanic Origin	5.9%	7.1%	8.5%
Diversity Index	41.5	41.6	46.7
2010 Population by Relationship and Household Type			
Total	4,128	13,874	58,457
In Households	97.6%	98.4%	99.2%
In Family Households	75.7%	78.4%	75.7%
Householder	25.4%	26.4%	25.1%
Spouse	20.5%	21.2%	18.8%
Child	25.5%	26.3%	26.7%
Other relative	2.1%	2.3%	2.6%
Nonrelative	2.2%	2.2%	2.4%
In Nonfamily Households	21.9%	20.0%	23.5%
In Group Quarters	2.4%	1.6%	0.8%
Institutionalized Population	0.7%	0.8%	0.4%
Noninstitutionalized Population	1.6%	0.8%	0.4%

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	3,562	11,461	46,301
Less than 9th Grade	3.1%	2.3%	2.1%
9th - 12th Grade, No Diploma	1.4%	2.3%	3.0%
High School Graduate	13.3%	16.6%	17.0%
GED/Alternative Credential	2.1%	2.8%	2.5%
Some College, No Degree	14.9%	15.2%	18.8%
Associate Degree	14.3%	13.8%	12.1%
Bachelor's Degree	34.1%	31.4%	29.2%
Graduate/Professional Degree	16.8%	15.5%	15.4%
2019 Population 15+ by Marital Status			
Total	4,108	13,113	53,366
Never Married	30.4%	31.4%	36.8%
Married	51.5%	52.1%	46.8%
Widowed	7.1%	5.7%	3.9%
Divorced	11.0%	10.8%	12.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.4%	97.6%	96.9%
Civilian Unemployed (Unemployment Rate)	1.6%	2.4%	3.1%
2019 Employed Population 16+ by Industry			
Total	2,625	8,507	36,217
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	3.5%	3.9%	4.7%
Manufacturing	6.1%	6.1%	8.4%
Wholesale Trade	2.9%	2.3%	2.4%
Retail Trade	7.4%	8.6%	8.9%
Transportation/Utilities	4.8%	4.7%	3.8%
Information	2.1%	2.7%	2.3%
Finance/Insurance/Real Estate	13.9%	11.7%	9.6%
Services	50.4%	51.0%	53.0%
Public Administration	8.5%	8.7%	6.8%
2019 Employed Population 16+ by Occupation			
Total	2,627	8,508	36,219
White Collar	75.4%	73.1%	69.9%
Management/Business/Financial	21.0%	18.7%	16.8%
Professional	30.4%	29.3%	29.5%
Sales	7.5%	8.9%	9.1%
Administrative Support	16.6%	16.2%	14.6%
Services	13.8%	14.1%	16.0%
Blue Collar	10.9%	12.8%	14.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	1.9%	2.6%	2.7%
Installation/Maintenance/Repair	2.5%	2.9%	2.8%
Production	2.2%	2.9%	4.5%
Transportation/Material Moving	4.3%	4.4%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	4,128	13,874	58,457
Population Inside Urbanized Area	99.1%	99.3%	95.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.9%	0.7%	4.8%

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2010 Households by Type			
Total	1,668	5,734	24,935
Households with 1 Person	30.9%	27.6%	30.0%
Households with 2+ People	69.1%	72.4%	70.0%
Family Households	59.9%	63.3%	58.8%
Husband-wife Families	48.4%	50.8%	44.0%
With Related Children	19.5%	19.5%	18.3%
Other Family (No Spouse Present)	11.5%	12.5%	14.8%
Other Family with Male Householder	2.8%	3.4%	4.2%
With Related Children	1.7%	2.0%	2.4%
Other Family with Female Householder	8.6%	9.1%	10.6%
With Related Children	6.0%	6.0%	7.2%
Nonfamily Households	9.2%	9.1%	11.2%
All Households with Children	27.7%	28.0%	28.4%
Multigenerational Households	1.6%	1.8%	2.0%
Unmarried Partner Households	8.6%	8.5%	9.9%
Male-female	7.3%	7.1%	8.2%
Same-sex	1.3%	1.4%	1.6%
2010 Households by Size			
Total	1,668	5,734	24,937
1 Person Household	30.9%	27.6%	30.0%
2 Person Household	36.1%	38.0%	36.6%
3 Person Household	15.5%	16.0%	15.5%
4 Person Household	11.0%	11.7%	11.4%
5 Person Household	4.3%	4.4%	4.1%
6 Person Household	1.4%	1.3%	1.4%
7 + Person Household	0.8%	0.9%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,668	5,734	24,936
Owner Occupied	72.2%	75.5%	65.5%
Owned with a Mortgage/Loan	59.5%	59.8%	51.7%
Owned Free and Clear	12.7%	15.7%	13.8%
Renter Occupied	27.8%	24.5%	34.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,739	6,009	26,226
Housing Units Inside Urbanized Area	99.0%	99.1%	95.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.0%	0.9%	4.3%

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.

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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Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals	Parks and Rec (5C)
2.	Parks and Rec (5C)	Parks and Rec (5C)	Emerald City (8B)
3.	Emerald City (8B)	Emerald City (8B)	Enterprising Professionals
2019 Consumer Spending			
Apparel & Services: Total $	$4,811,025	$14,868,992	$57,719,173
Average Spent	$2,336.58	$2,234.59	$2,075.26
Spending Potential Index	109	104	97
Education: Total $	$3,626,036	$11,378,813	$42,559,818
Average Spent	$1,761.07	$1,710.07	$1,530.21
Spending Potential Index	111	107	96
Entertainment/Recreation: Total $	$7,081,740	$22,444,606	$86,367,160
Average Spent	$3,439.41	$3,373.10	$3,105.28
Spending Potential Index	105	103	95
Food at Home: Total $	$11,230,463	$35,200,921	$137,204,490
Average Spent	$5,454.33	$5,290.19	$4,933.11
Spending Potential Index	105	102	95
Food Away from Home: Total $	$8,262,607	$25,485,556	$99,082,964
Average Spent	$4,012.92	$3,830.11	$3,562.47
Spending Potential Index	109	104	97
Health Care: Total $	$12,258,032	$39,603,429	$153,879,218
Average Spent	$5,953.39	$5,951.82	$5,532.64
Spending Potential Index	100	100	93
HH Furnishings & Equipment: Total $	$4,653,270	$14,737,566	$57,349,206
Average Spent	$2,259.97	$2,214.84	$2,061.96
Spending Potential Index	106	104	97
Personal Care Products & Services: Total $	$1,963,864	$6,128,578	$23,942,311
Average Spent	$953.80	$921.04	$860.83
Spending Potential Index	108	104	97
Shelter: Total $	$42,650,198	$132,772,875	$506,089,938
Average Spent	$20,714.03	$19,953.84	$18,196.17
Spending Potential Index	112	108	98
Support Payments/Cash Contributions/Gifts in Kind: Total $	$5,116,210	$16,571,592	$64,786,426
Average Spent	$2,484.80	$2,490.47	$2,329.36
Spending Potential Index	100	100	94
Travel: Total $	$5,096,173	$16,060,786	$60,600,097
Average Spent	$2,475.07	$2,413.70	$2,178.84
Spending Potential Index	110	108	97
Vehicle Maintenance & Repairs: Total $	$2,420,959	$7,742,591	$30,867,117
Average Spent	$1,175.79	$1,163.60	$1,109.81
Spending Potential Index	103	102	97

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.

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