Market Profile

690 S Whitney Way, Madison, Wisconsin, 53711
Drive Time: 3, 5, 10 minute radii

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	3,338	22,245	108,940
2010 Total Population	3,238	21,770	118,821
2019 Total Population	3,596	23,339	134,224
2019 Group Quarters	12	149	1,055
2024 Total Population	3,825	24,396	142,407
2019-2024 Annual Rate	1.24%	0.89%	1.19%
2019 Total Daytime Population	6,743	33,430	167,300
Workers	5,019	22,342	106,224
Residents	1,724	11,088	61,076
Household Summary			
2000 Households	1,483	9,930	48,204
2000 Average Household Size	2.24	2.20	2.23
2010 Households	1,450	9,949	53,457
2010 Average Household Size	2.22	2.17	2.20
2019 Households	1,615	10,697	60,439
2019 Average Household Size	2.22	2.17	2.20
2024 Households	1,719	11,192	64,278
2024 Average Household Size	2.22	2.17	2.20
2019-2024 Annual Rate	1.26%	0.91%	1.24%
2010 Families	967	5,622	28,721
2010 Average Family Size	2.68	2.82	2.89
2019 Families	1,068	6,008	32,266
2019 Average Family Size	2.67	2.81	2.88
2024 Families	1,134	6,279	34,198
2024 Average Family Size	2.67	2.80	2.88
2019-2024 Annual Rate	1.21%	0.89%	1.17%
Housing Unit Summary			
2000 Housing Units	1,494	10,211	50,158
Owner Occupied Housing Units	78.3%	62.7%	49.6%
Renter Occupied Housing Units	21.0%	34.6%	46.5%
Vacant Housing Units	0.7%	2.8%	3.9%
2010 Housing Units	1,500	10,560	56,897
Owner Occupied Housing Units	75.1%	60.0%	49.6%
Renter Occupied Housing Units	21.6%	34.2%	44.3%
Vacant Housing Units	3.3%	5.8%	6.0%
2019 Housing Units	1,664	11,330	64,195
Owner Occupied Housing Units	71.9%	59.2%	48.6%
Renter Occupied Housing Units	25.1%	35.2%	45.6%
Vacant Housing Units	2.9%	5.6%	5.9%
2024 Housing Units	1,766	11,819	68,075
Owner Occupied Housing Units	72.8%	60.5%	49.7%
Renter Occupied Housing Units	24.5%	34.2%	44.7%
Vacant Housing Units	2.7%	5.3%	5.6%
Median Household Income			
2019	$90,919	$79,377	$75,749
2024	$101,758	$87,486	$84,664
Median Home Value			
2019	$258,203	$270,693	$297,720
2024	$273,592	$287,847	$324,223
Per Capita Income			
2019	$46,430	$46,554	$45,488
2024	$52,126	$52,328	$51,444
Median Age			
2010	43.4	41.8	34.1
2019	45.1	43.7	36.4
2024	45.6	44.5	36.5

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.

August 07, 2019

Market Profile

690 S Whitney Way, Madison, Wisconsin, 53711
Drive Time: 3, 5, 10 minute radii

Prepared by Esri
Latitude: 43.05090
Longitude: -89.47365

	3 minutes	5 minutes	10 minutes
2019 Households by Income			
Household Income Base	1,615	10,697	60,439
<$15,000	4.3%	5.4%	7.2%
$15,000 - $24,999	3.5%	5.1%	6.1%
$25,000 - $34,999	5.0%	6.4%	7.0%
$35,000 - $49,999	9.0%	12.1%	11.4%
$50,000 - $74,999	16.8%	17.2%	17.7%
$75,000 - $99,999	16.3%	17.0%	14.3%
$100,000 - $149,999	24.5%	19.8%	18.1%
$150,000 - $199,999	12.6%	9.3%	8.7%
$200,000+	8.0%	7.8%	9.5%
Average Household Income	$109,340	$101,311	$102,048
2024 Households by Income			
Household Income Base	1,719	11,192	64,278
<$15,000	3.1%	4.0%	5.3%
$15,000 - $24,999	2.7%	4.1%	5.0%
$25,000 - $34,999	4.1%	5.5%	6.0%
$35,000 - $49,999	7.8%	10.8%	10.3%
$50,000 - $74,999	14.9%	15.7%	16.6%
$75,000 - $99,999	15.9%	17.1%	14.7%
$100,000 - $149,999	26.5%	22.0%	20.2%
$150,000 - $199,999	16.1%	12.1%	11.4%
$200,000+	9.1%	8.7%	10.5%
Average Household Income	$122,751	$113,791	$115,175
2019 Owner Occupied Housing Units by Value			
Total	1,196	6,703	31,172
<$50,000	1.0%	1.0%	0.6%
$50,000 - $99,999	0.4%	1.0%	1.9%
$100,000 - $149,999	2.4%	3.4%	4.6%
$150,000 - $199,999	10.3%	13.0%	11.1%
$200,000 - $249,999	31.5%	22.6%	16.4%
$250,000 - $299,999	26.8%	21.7%	16.1%
$300,000 - $399,999	18.3%	25.0%	24.8%
$400,000 - $499,999	6.2%	6.8%	11.6%
$500,000 - $749,999	3.2%	4.7%	10.0%
$750,000 - $999,999	0.0%	0.6%	2.2%
$1,000,000 - $1,499,999	0.0%	0.1%	0.6%
$1,500,000 - $1,999,999	0.0%	0.0%	0.2%
$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	$277,652	$292,674	$339,164
2024 Owner Occupied Housing Units by Value			
Total	1,286	7,146	33,816
<$50,000	0.5%	0.6%	0.4%
$50,000 - $99,999	0.2%	0.6%	1.4%
$100,000 - $149,999	1.6%	2.3%	3.2%
$150,000 - $199,999	7.4%	10.3%	8.5%
$200,000 - $249,999	27.2%	19.8%	14.2%
$250,000 - $299,999	27.6%	21.7%	15.7%
$300,000 - $399,999	22.3%	29.2%	27.7%
$400,000 - $499,999	8.6%	8.8%	13.9%
$500,000 - $749,999	4.5%	6.1%	12.0%
$750,000 - $999,999	0.0%	0.6%	2.3%
$1,000,000 - $1,499,999	0.0%	0.1%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.2%
$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	$297,354	$311,368	$361,260

August 07, 2019

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	3 minutes	5 minutes	10 minutes
2010 Population by Age			
Total	3,238	21,768	118,822
0 - 4	5.8%	5.8%	6.7%
5 - 9	5.7%	5.5%	5.9%
10 - 14	5.7%	5.3%	5.5%
15 - 24	9.5%	9.9%	14.2%
25 - 34	13.0%	15.0%	19.2%
35 - 44	12.2%	12.3%	12.6%
45 - 54	14.8%	13.4%	12.5%
55 - 64	15.8%	14.2%	12.0%
65 - 74	8.8%	8.0%	5.8%
75 - 84	6.4%	6.5%	3.7%
85 +	2.2%	3.9%	2.0%
18 +	78.9%	80.1%	78.7%
2019 Population by Age			
Total	3,595	23,339	134,224
0 - 4	5.3%	5.1%	5.9%
5 - 9	5.3%	5.2%	5.6%
10 - 14	5.7%	5.6%	5.6%
15 - 24	10.1%	10.5%	14.2%
25 - 34	10.7%	12.1%	16.6%
35 - 44	12.9%	13.1%	13.8%
45 - 54	12.3%	11.8%	11.2%
55 - 64	14.9%	13.1%	11.9%
65 - 74	12.9%	12.0%	9.0%
75 - 84	7.0%	7.0%	4.1%
85 +	3.0%	4.4%	2.1%
18 +	80.2%	80.9%	79.6%
2024 Population by Age			
Total	3,824	24,396	142,405
0 - 4	5.2%	5.0%	6.0%
5 - 9	5.3%	5.1%	5.4%
10 - 14	5.5%	5.4%	5.2%
15 - 24	9.8%	10.4%	14.0%
25 - 34	11.4%	12.5%	17.5%
35 - 44	12.0%	12.3%	13.3%
45 - 54	12.3%	11.9%	11.0%
55 - 64	13.1%	12.0%	11.0%
65 - 74	13.8%	12.5%	9.5%
75 - 84	8.4%	8.5%	5.2%
85 +	3.1%	4.3%	2.0%
18 +	80.4%	81.3%	80.2%
2010 Population by Sex			
Males	1,556	10,269	57,612
Females	1,682	11,501	61,209
2019 Population by Sex			
Males	1,722	11,037	65,491
Females	1,875	12,302	68,734
2024 Population by Sex			
Males	1,835	11,573	69,522
Females	1,990	12,823	72,886

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Drive Time: 3, 5, 10 minute radii   Latitude: 43.05090
                                                                                Longitude: -89.47365

	3 minutes	5 minutes	10 minutes
2010 Population by Race/Ethnicity			
Total	3,237	21,769	118,821
White Alone	81.6%	82.0%	76.3%
Black Alone	6.3%	6.9%	8.0%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	5.5%	5.3%	7.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.0%	2.4%	4.3%
Two or More Races	2.9%	2.8%	3.1%
Hispanic Origin	6.3%	5.8%	9.3%
Diversity Index	40.7	39.4	50.5
2019 Population by Race/Ethnicity			
Total	3,596	23,339	134,224
White Alone	77.5%	78.6%	72.6%
Black Alone	6.7%	7.2%	7.9%
American Indian Alone	0.8%	0.5%	0.4%
Asian Alone	7.8%	7.3%	10.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.6%	2.8%	4.7%
Two or More Races	3.6%	3.5%	3.7%
Hispanic Origin	7.5%	6.7%	10.2%
Diversity Index	47.3	45.1	55.5
2024 Population by Race/Ethnicity			
Total	3,824	24,395	142,408
White Alone	74.8%	76.3%	70.0%
Black Alone	7.0%	7.4%	8.0%
American Indian Alone	0.8%	0.5%	0.4%
Asian Alone	9.2%	8.6%	12.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.1%	3.2%	5.2%
Two or More Races	4.0%	3.9%	4.0%
Hispanic Origin	8.5%	7.5%	11.1%
Diversity Index	51.6	48.8	58.9
2010 Population by Relationship and Household Type			
Total	3,238	21,770	118,821
In Households	99.6%	99.3%	99.1%
In Family Households	81.4%	74.5%	71.6%
Householder	28.2%	25.9%	23.9%
Spouse	23.1%	20.7%	18.4%
Child	26.1%	24.1%	24.8%
Other relative	2.5%	2.2%	2.6%
Nonrelative	1.5%	1.6%	1.9%
In Nonfamily Households	18.2%	24.8%	27.5%
In Group Quarters	0.4%	0.7%	0.9%
Institutionalized Population	0.0%	0.6%	0.3%
Noninstitutionalized Population	0.3%	0.1%	0.6%

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	2,649	17,187	92,218
Less than 9th Grade	0.8%	0.8%	1.7%
9th - 12th Grade, No Diploma	0.5%	0.8%	2.1%
High School Graduate	6.9%	9.4%	10.1%
GED/Alternative Credential	1.2%	1.3%	1.5%
Some College, No Degree	12.2%	13.0%	12.8%
Associate Degree	5.6%	6.4%	7.0%
Bachelor's Degree	34.5%	33.0%	33.5%
Graduate/Professional Degree	38.3%	35.3%	31.2%
2019 Population 15+ by Marital Status			
Total	3,010	19,625	111,307
Never Married	27.0%	32.3%	39.3%
Married	59.2%	51.9%	48.2%
Widowed	3.5%	5.1%	3.8%
Divorced	10.3%	10.7%	8.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.3%	97.9%	97.7%
Civilian Unemployed (Unemployment Rate)	1.7%	2.1%	2.3%
2019 Employed Population 16+ by Industry			
Total	1,898	12,476	74,659
Agriculture/Mining	0.6%	0.4%	0.3%
Construction	1.8%	1.7%	2.8%
Manufacturing	5.6%	6.3%	7.3%
Wholesale Trade	2.8%	1.7%	1.4%
Retail Trade	4.6%	6.8%	8.5%
Transportation/Utilities	1.9%	2.0%	1.9%
Information	3.7%	3.4%	3.4%
Finance/Insurance/Real Estate	8.6%	7.3%	6.8%
Services	65.2%	65.0%	62.7%
Public Administration	5.0%	5.4%	4.8%
2019 Employed Population 16+ by Occupation			
Total	1,898	12,476	74,659
White Collar	82.9%	78.4%	76.4%
Management/Business/Financial	18.7%	17.6%	17.0%
Professional	49.7%	44.8%	41.4%
Sales	6.5%	6.9%	8.0%
Administrative Support	8.0%	9.1%	10.0%
Services	11.4%	13.6%	14.0%
Blue Collar	5.7%	7.9%	9.5%
Farming/Forestry/Fishing	0.0%	0.4%	0.2%
Construction/Extraction	1.3%	1.1%	1.9%
Installation/Maintenance/Repair	0.7%	1.7%	1.4%
Production	2.5%	3.0%	3.6%
Transportation/Material Moving	1.3%	1.7%	2.5%
2010 Population By Urban/ Rural Status			
Total Population	3,238	21,770	118,821
Population Inside Urbanized Area	100.0%	100.0%	99.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.6%

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	1,450	9,949	53,457
Households with 1 Person	25.4%	34.4%	34.2%
Households with 2+ People	74.6%	65.6%	65.8%
Family Households	66.7%	56.5%	53.7%
Husband-wife Families	54.6%	45.0%	41.4%
With Related Children	19.3%	16.4%	17.5%
Other Family (No Spouse Present)	12.1%	11.5%	12.4%
Other Family with Male Householder	3.0%	2.9%	3.3%
With Related Children	1.9%	1.8%	2.0%
Other Family with Female Householder	9.1%	8.6%	9.1%
With Related Children	5.7%	5.5%	6.4%
Nonfamily Households	7.9%	9.1%	12.1%
All Households with Children	27.0%	23.9%	26.1%
Multigenerational Households	1.9%	1.4%	1.4%
Unmarried Partner Households	6.1%	6.9%	8.1%
Male-female	5.0%	5.5%	7.0%
Same-sex	1.2%	1.3%	1.1%
2010 Households by Size			
Total	1,450	9,947	53,458
1 Person Household	25.4%	34.4%	34.2%
2 Person Household	42.2%	38.0%	35.7%
3 Person Household	14.3%	12.6%	13.5%
4 Person Household	11.7%	9.7%	10.5%
5 Person Household	4.5%	3.5%	4.1%
6 Person Household	1.2%	1.1%	1.3%
7 + Person Household	0.8%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	1,450	9,949	53,457
Owner Occupied	77.7%	63.7%	52.8%
Owned with a Mortgage/Loan	51.3%	43.2%	39.3%
Owned Free and Clear	26.3%	20.5%	13.5%
Renter Occupied	22.3%	36.3%	47.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,500	10,560	56,897
Housing Units Inside Urbanized Area	100.0%	100.0%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.5%

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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	3 minutes	5 minutes	10 minutes
Top 3 Tapestry Segments			
1.	In Style (5B)	In Style (5B)	In Style (5B)
2.	Exurbanites (1E)	Exurbanites (1E)	Emerald City (8B)
3.	Comfortable Empty Nesters (5A)	The Elders (9C)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total $	$4,181,103	$26,056,458	$155,545,169
Average Spent	$2,588.92	$2,435.87	$2,573.59
Spending Potential Index	121	114	120
Education: Total $	$3,204,555	$19,392,326	$113,928,579
Average Spent	$1,984.24	$1,812.88	$1,885.02
Spending Potential Index	125	114	118
Entertainment/Recreation: Total $	$6,582,399	$40,198,345	$226,027,063
Average Spent	$4,075.79	$3,757.91	$3,739.76
Spending Potential Index	125	115	114
Food at Home: Total $	$10,046,193	$62,745,351	$364,709,449
Average Spent	$6,220.55	$5,865.70	$6,034.34
Spending Potential Index	120	113	117
Food Away from Home: Total $	$7,236,517	$45,085,960	$268,362,623
Average Spent	$4,480.82	$4,214.82	$4,440.22
Spending Potential Index	122	115	121
Health Care: Total $	$12,101,857	$73,845,148	$398,045,626
Average Spent	$7,493.41	$6,903.35	$6,585.91
Spending Potential Index	126	116	111
HH Furnishings & Equipment: Total $	$4,387,707	$26,698,151	$150,972,720
Average Spent	$2,716.85	$2,495.85	$2,497.94
Spending Potential Index	127	117	117
Personal Care Products & Services: Total $	$1,815,578	$11,223,317	$63,929,373
Average Spent	$1,124.20	$1,049.20	$1,057.75
Spending Potential Index	127	118	119
Shelter: Total $	$36,584,996	$229,902,474	$1,345,022,827
Average Spent	$22,653.25	$21,492.24	$22,254.22
Spending Potential Index	122	116	120
Support Payments/Cash Contributions/Gifts in Kind: Total $	$5,310,443	$32,214,914	$171,518,116
Average Spent	$3,288.20	$3,011.58	$2,837.87
Spending Potential Index	133	121	114
Travel: Total $	$4,701,240	$28,559,911	$156,820,896
Average Spent	$2,910.98	$2,669.90	$2,594.70
Spending Potential Index	130	119	116
Vehicle Maintenance & Repairs: Total $	$2,421,097	$14,687,644	$83,586,589
Average Spent	$1,499.13	$1,373.06	$1,382.99
Spending Potential Index	131	120	121

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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