Market Profile

700 S Gammon Rd, Madison, Wisconsin, 53719 2
700 S Gammon Rd, Madison, Wisconsin, 53719
Drive Time: 3, 5, 10 minute radii

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	6,340	18,100	87,339
2010 Total Population	6,224	19,182	102,356
2019 Total Population	6,568	20,366	116,382
2019 Group Quarters	7	85	584
2024 Total Population	6,823	21,238	123,966
2019-2024 Annual Rate	0.76%	0.84%	1.27%
2019 Total Daytime Population	7,297	26,762	121,492
Workers	4,672	17,832	68,631
Residents	2,625	8,930	52,861
Household Summary			
2000 Households	3,059	8,282	38,930
2000 Average Household Size	2.07	2.16	2.22
2010 Households	3,018	9,047	46,123
2010 Average Household Size	2.06	2.11	2.21
2019 Households	3,217	9,693	52,518
2019 Average Household Size	2.04	2.09	2.20
2024 Households	3,356	10,146	56,061
2024 Average Household Size	2.03	2.08	2.20
2019-2024 Annual Rate	0.85%	0.92%	1.31%
2010 Families	1,332	4,526	25,636
2010 Average Family Size	2.89	2.87	2.89
2019 Families	1,391	4,775	28,955
2019 Average Family Size	2.86	2.84	2.88
2024 Families	1,439	4,970	30,801
2024 Average Family Size	2.85	2.83	2.88
2019-2024 Annual Rate	0.68%	0.80%	1.24%
Housing Unit Summary			
2000 Housing Units	3,213	8,652	40,462
Owner Occupied Housing Units	33.2%	44.5%	52.1%
Renter Occupied Housing Units	62.1%	51.3%	44.1%
Vacant Housing Units	4.8%	4.3%	3.8%
2010 Housing Units	3,249	9,708	49,148
Owner Occupied Housing Units	34.5%	42.7%	52.5%
Renter Occupied Housing Units	58.4%	50.5%	41.3%
Vacant Housing Units	7.1%	6.8%	6.2%
2019 Housing Units	3,453	10,370	55,805
Owner Occupied Housing Units	32.9%	41.4%	51.4%
Renter Occupied Housing Units	60.2%	52.0%	42.7%
Vacant Housing Units	6.8%	6.5%	5.9%
2024 Housing Units	3,592	10,819	59,393
Owner Occupied Housing Units	33.6%	42.7%	52.6%
Renter Occupied Housing Units	59.9%	51.1%	41.8%
Vacant Housing Units	6.6%	6.2%	5.6%
Median Household Income			
2019	$55,456	$65,581	$80,215
2024	$63,802	$76,122	$90,416
Median Home Value			
2019	$230,126	$232,740	$289,771
2024	$274,747	$259,452	$316,088
Per Capita Income			
2019	$37,470	$40,054	$47,509
2024	$43,608	$46,143	$53,950
Median Age			
2010	30.6	33.1	35.2
2019	32.6	35.3	37.6
2024	32.5	35.7	38.0

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

700 S Gammon Rd, Madison, Wisconsin, 53719 2
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Prepared by Esri
Latitude: 43.04944
Longitude: -89.50327

	3 minutes	5 minutes	10 minutes
2019 Households by Income			
Household Income Base	3,217	9,693	52,518
<$15,000	9.8%	7.6%	5.7%
$15,000 - $24,999	6.4%	5.3%	5.2%
$25,000 - $34,999	10.5%	7.7%	6.2%
$35,000 - $49,999	17.8%	14.4%	11.1%
$50,000 - $74,999	18.6%	21.0%	17.7%
$75,000 - $99,999	14.3%	14.7%	15.3%
$100,000 - $149,999	12.9%	17.7%	19.7%
$150,000 - $199,999	4.5%	6.0%	9.3%
$200,000+	5.2%	5.4%	9.9%
Average Household Income	$76,607	$85,547	$106,003
2024 Households by Income			
Household Income Base	3,356	10,146	56,061
<$15,000	7.2%	5.6%	4.1%
$15,000 - $24,999	5.5%	4.3%	4.2%
$25,000 - $34,999	9.3%	6.6%	5.2%
$35,000 - $49,999	16.3%	12.9%	9.8%
$50,000 - $74,999	18.0%	19.7%	16.3%
$75,000 - $99,999	15.6%	15.4%	15.3%
$100,000 - $149,999	15.3%	20.8%	21.8%
$150,000 - $199,999	6.3%	8.3%	12.2%
$200,000+	6.3%	6.4%	11.1%
Average Household Income	$88,786	$98,288	$120,112
2019 Owner Occupied Housing Units by Value			
Total	1,136	4,296	28,706
<$50,000	2.6%	1.4%	0.6%
$50,000 - $99,999	10.3%	4.4%	1.7%
$100,000 - $149,999	12.9%	9.9%	4.5%
$150,000 - $199,999	11.6%	20.8%	11.1%
$200,000 - $249,999	21.0%	20.6%	18.2%
$250,000 - $299,999	7.7%	12.5%	17.4%
$300,000 - $399,999	22.2%	18.4%	24.8%
$400,000 - $499,999	8.0%	6.3%	10.5%
$500,000 - $749,999	3.5%	4.6%	8.7%
$750,000 - $999,999	0.4%	0.5%	1.9%
$1,000,000 - $1,499,999	0.0%	0.1%	0.4%
$1,500,000 - $1,999,999	0.0%	0.5%	0.1%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$251,604	$268,644	$328,412
2024 Owner Occupied Housing Units by Value			
Total	1,205	4,617	31,244
<$50,000	1.6%	0.8%	0.4%
$50,000 - $99,999	6.7%	2.9%	1.1%
$100,000 - $149,999	8.5%	6.8%	3.0%
$150,000 - $199,999	9.0%	17.3%	8.4%
$200,000 - $249,999	20.2%	19.6%	15.7%
$250,000 - $299,999	8.2%	13.2%	17.0%
$300,000 - $399,999	28.9%	22.7%	28.1%
$400,000 - $499,999	11.6%	8.7%	12.9%
$500,000 - $749,999	5.1%	6.6%	10.8%
$750,000 - $999,999	0.3%	0.5%	2.1%
$1,000,000 - $1,499,999	0.0%	0.1%	0.4%
$1,500,000 - $1,999,999	0.0%	0.7%	0.2%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$287,479	$299,150	$351,890

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

Market Profile

700 S Gammon Rd, Madison, Wisconsin, 53719 2
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Drive Time: 3, 5, 10 minute radii

Prepared by Esri
Latitude: 43.04944
Longitude: -89.50327

	3 minutes	5 minutes	10 minutes
2010 Population by Age			
Total	6,225	19,180	102,357
0 - 4	6.5%	6.7%	7.0%
5 - 9	5.3%	5.7%	6.1%
10 - 14	5.0%	5.3%	5.6%
15 - 24	16.5%	13.4%	11.5%
25 - 34	24.9%	22.5%	19.6%
35 - 44	12.1%	12.6%	13.3%
45 - 54	10.8%	11.3%	12.9%
55 - 64	9.8%	10.9%	12.0%
65 - 74	5.2%	5.7%	5.9%
75 - 84	3.0%	3.8%	3.9%
85 +	0.8%	2.2%	2.2%
18 +	80.3%	79.3%	78.1%
2019 Population by Age			
Total	6,570	20,366	116,382
0 - 4	5.8%	6.0%	6.1%
5 - 9	5.2%	5.3%	5.8%
10 - 14	4.7%	5.1%	5.8%
15 - 24	16.2%	13.7%	12.3%
25 - 34	22.6%	19.4%	15.7%
35 - 44	14.0%	14.5%	14.8%
45 - 54	9.6%	10.5%	11.8%
55 - 64	9.1%	10.4%	12.1%
65 - 74	7.7%	8.4%	9.1%
75 - 84	3.8%	4.4%	4.2%
85 +	1.3%	2.4%	2.2%
18 +	81.4%	80.5%	78.8%
2024 Population by Age			
Total	6,825	21,238	123,965
0 - 4	5.8%	6.0%	6.1%
5 - 9	5.0%	5.1%	5.6%
10 - 14	4.5%	4.9%	5.4%
15 - 24	16.0%	13.3%	12.2%
25 - 34	23.0%	19.8%	16.7%
35 - 44	13.5%	14.1%	13.8%
45 - 54	9.7%	10.6%	11.7%
55 - 64	8.6%	9.6%	11.2%
65 - 74	7.9%	8.8%	9.7%
75 - 84	4.6%	5.4%	5.4%
85 +	1.4%	2.5%	2.2%
18 +	81.9%	81.1%	79.5%
2010 Population by Sex			
Males	3,007	9,219	49,302
Females	3,217	9,963	53,054
2019 Population by Sex			
Males	3,197	9,887	56,397
Females	3,371	10,479	59,985
2024 Population by Sex			
Males	3,322	10,321	60,137
Females	3,500	10,917	63,828

Market Profile

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	3 minutes	5 minutes	10 minutes
2010 Population by Race/Ethnicity			
Total	6,224	19,182	102,355
White Alone	70.6%	72.7%	77.7%
Black Alone	13.4%	11.4%	7.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	7.1%	8.2%	8.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	3.6%	3.7%
Two or More Races	4.2%	3.7%	2.9%
Hispanic Origin	9.5%	8.5%	8.0%
Diversity Index	56.8	53.6	47.4
2019 Population by Race/Ethnicity			
Total	6,567	20,366	116,382
White Alone	66.3%	68.3%	73.9%
Black Alone	13.6%	11.6%	7.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	9.7%	11.1%	10.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.8%	4.2%	4.0%
Two or More Races	5.0%	4.4%	3.5%
Hispanic Origin	10.8%	9.7%	8.8%
Diversity Index	62.3	59.4	52.7
2024 Population by Race/Ethnicity			
Total	6,822	21,238	123,965
White Alone	63.4%	65.3%	71.2%
Black Alone	13.9%	11.9%	7.3%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	11.3%	12.8%	12.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.3%	4.7%	4.4%
Two or More Races	5.5%	4.9%	3.9%
Hispanic Origin	12.0%	10.8%	9.6%
Diversity Index	65.8	63.0	56.3
2010 Population by Relationship and Household Type			
Total	6,224	19,182	102,356
In Households	99.9%	99.6%	99.4%
In Family Households	64.4%	69.9%	74.0%
Householder	21.3%	23.3%	24.9%
Spouse	14.3%	17.0%	19.5%
Child	23.0%	24.5%	25.5%
Other relative	3.1%	2.8%	2.5%
Nonrelative	2.6%	2.2%	1.7%
In Nonfamily Households	35.5%	29.7%	25.4%
In Group Quarters	0.1%	0.4%	0.6%
Institutionalized Population	0.0%	0.3%	0.5%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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	4,477	14,242	81,426
Less than 9th Grade	2.7%	2.0%	1.3%
9th - 12th Grade, No Diploma	0.6%	1.4%	1.6%
High School Graduate	14.4%	12.0%	10.0%
GED/Alternative Credential	1.7%	2.5%	1.5%
Some College, No Degree	17.4%	15.2%	12.9%
Associate Degree	9.1%	7.4%	7.5%
Bachelor's Degree	34.5%	35.7%	35.4%
Graduate/Professional Degree	19.5%	23.7%	29.8%
2019 Population 15+ by Marital Status			
Total	5,539	17,036	95,750
Never Married	52.5%	41.7%	35.8%
Married	34.7%	44.3%	51.5%
Widowed	2.8%	3.8%	4.1%
Divorced	10.0%	10.3%	8.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.3%	98.1%	97.9%
Civilian Unemployed (Unemployment Rate)	1.7%	1.9%	2.1%
2019 Employed Population 16+ by Industry			
Total	4,018	11,655	64,761
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	1.8%	2.2%	2.8%
Manufacturing	8.6%	7.5%	7.4%
Wholesale Trade	1.4%	1.0%	1.6%
Retail Trade	8.7%	7.6%	8.4%
Transportation/Utilities	3.9%	2.7%	1.8%
Information	5.2%	4.1%	3.6%
Finance/Insurance/Real Estate	10.7%	8.1%	7.8%
Services	56.5%	62.6%	61.5%
Public Administration	3.3%	3.9%	4.9%
2019 Employed Population 16+ by Occupation			
Total	4,016	11,654	64,761
White Collar	69.0%	72.2%	77.5%
Management/Business/Financial	13.1%	15.5%	18.2%
Professional	34.0%	38.7%	41.0%
Sales	7.3%	7.3%	8.2%
Administrative Support	14.6%	10.6%	10.1%
Services	18.0%	16.2%	13.4%
Blue Collar	12.9%	11.6%	9.1%
Farming/Forestry/Fishing	0.0%	0.4%	0.2%
Construction/Extraction	1.5%	1.4%	1.8%
Installation/Maintenance/Repair	1.0%	1.6%	1.4%
Production	6.2%	5.5%	3.5%
Transportation/Material Moving	4.1%	2.8%	2.2%
2010 Population By Urban/ Rural Status			
Total Population	6,224	19,182	102,356
Population Inside Urbanized Area	100.0%	100.0%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	1.1%

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700 S Gammon Rd, Madison, Wisconsin, 53719   Latitude: 43.04944
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2010 Households by Type			
Total	3,019	9,047	46,123
Households with 1 Person	41.1%	38.0%	33.9%
Households with 2+ People	58.9%	62.0%	66.1%
Family Households	44.1%	50.0%	55.6%
Husband-wife Families	29.6%	36.6%	43.6%
With Related Children	11.5%	14.1%	18.6%
Other Family (No Spouse Present)	14.6%	13.5%	12.0%
Other Family with Male Householder	3.8%	3.1%	3.1%
With Related Children	2.6%	2.1%	1.9%
Other Family with Female Householder	10.7%	10.4%	8.9%
With Related Children	7.7%	7.5%	6.3%
Nonfamily Households	14.8%	12.0%	10.5%
All Households with Children	22.1%	24.0%	27.0%
Multigenerational Households	1.7%	1.7%	1.4%
Unmarried Partner Households	10.4%	9.0%	7.8%
Male-female	9.2%	7.9%	6.8%
Same-sex	1.2%	1.0%	1.0%
2010 Households by Size			
Total	3,018	9,048	46,122
1 Person Household	41.1%	38.0%	33.9%
2 Person Household	34.0%	35.0%	36.0%
3 Person Household	11.5%	12.3%	13.4%
4 Person Household	7.9%	8.7%	10.7%
5 Person Household	3.3%	3.6%	4.0%
6 Person Household	1.3%	1.3%	1.2%
7 + Person Household	1.0%	1.0%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	3,018	9,047	46,123
Owner Occupied	37.2%	45.8%	56.0%
Owned with a Mortgage/Loan	30.2%	35.5%	42.5%
Owned Free and Clear	7.0%	10.3%	13.4%
Renter Occupied	62.8%	54.2%	44.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,249	9,708	49,148
Housing Units Inside Urbanized Area	100.0%	100.0%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	1.0%

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.	Bright Young Professionals (8C)	Metro Renters (3B)	In Style (5B)
2.	Young and Restless (11B)	Bright Young Professionals	Emerald City (8B)
3.	Metro Renters (3B)	Young and Restless (11B)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total $	$6,525,433	$21,264,332	$139,070,799
Average Spent	$2,028.42	$2,193.78	$2,648.06
Spending Potential Index	95	102	124
Education: Total $	$4,353,700	$14,597,753	$100,933,383
Average Spent	$1,353.34	$1,506.01	$1,921.88
Spending Potential Index	85	95	121
Entertainment/Recreation: Total $	$9,000,708	$30,335,310	$203,874,374
Average Spent	$2,797.86	$3,129.61	$3,881.99
Spending Potential Index	86	96	119
Food at Home: Total $	$15,369,984	$50,014,536	$326,678,264
Average Spent	$4,777.74	$5,159.86	$6,220.31
Spending Potential Index	92	100	120
Food Away from Home: Total $	$11,220,691	$36,718,942	$239,822,453
Average Spent	$3,487.94	$3,788.19	$4,566.48
Spending Potential Index	95	103	124
Health Care: Total $	$15,749,066	$53,651,168	$360,145,234
Average Spent	$4,895.58	$5,535.04	$6,857.56
Spending Potential Index	82	93	116
HH Furnishings & Equipment: Total $	$6,057,632	$20,353,938	$136,009,036
Average Spent	$1,883.01	$2,099.86	$2,589.76
Spending Potential Index	88	98	121
Personal Care Products & Services: Total $	$2,617,018	$8,716,039	$57,580,597
Average Spent	$813.50	$899.21	$1,096.40
Spending Potential Index	92	101	124
Shelter: Total $	$55,382,003	$182,573,042	$1,206,579,687
Average Spent	$17,215.42	$18,835.56	$22,974.59
Spending Potential Index	93	102	124
Support Payments/Cash Contributions/Gifts in Kind: Total $	$6,641,962	$22,846,138	$155,132,089
Average Spent	$2,064.64	$2,356.97	$2,953.88
Spending Potential Index	83	95	119
Travel: Total $	$5,948,709	$20,758,954	$143,016,326
Average Spent	$1,849.15	$2,141.64	$2,723.19
Spending Potential Index	82	95	121
Vehicle Maintenance & Repairs: Total $	$3,449,579	$11,269,324	$74,429,345
Average Spent	$1,072.30	$1,162.62	$1,417.22
Spending Potential Index	94	102	124

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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