



Market Profile

900 W Broadway, Madison, Wisconsin, 53713
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 43.04739
 Longitude: -89.33842

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	5,746	53,782	188,007
2010 Total Population	5,613	56,564	202,215
2019 Total Population	6,386	66,000	228,541
2019 Group Quarters	10	1,700	8,697
2024 Total Population	6,719	71,076	243,982
2019-2024 Annual Rate	1.02%	1.49%	1.32%
2019 Total Daytime Population	12,527	98,834	279,923
Workers	9,386	69,862	178,959
Residents	3,141	28,972	100,964
Household Summary			
2000 Households	2,608	23,990	79,704
2000 Average Household Size	2.19	2.17	2.22
2010 Households	2,725	25,546	87,378
2010 Average Household Size	2.06	2.15	2.21
2019 Households	3,075	30,040	99,554
2019 Average Household Size	2.07	2.14	2.21
2024 Households	3,240	32,516	106,745
2024 Average Household Size	2.07	2.13	2.20
2019-2024 Annual Rate	1.05%	1.60%	1.40%
2010 Families	1,437	11,483	41,226
2010 Average Family Size	2.71	2.91	2.89
2019 Families	1,609	12,869	45,623
2019 Average Family Size	2.73	2.91	2.89
2024 Families	1,690	13,699	48,419
2024 Average Family Size	2.72	2.90	2.88
2019-2024 Annual Rate	0.99%	1.26%	1.20%
Housing Unit Summary			
2000 Housing Units	2,798	25,088	82,796
Owner Occupied Housing Units	53.2%	41.6%	45.8%
Renter Occupied Housing Units	40.0%	54.1%	50.5%
Vacant Housing Units	6.8%	4.4%	3.7%
2010 Housing Units	2,976	27,489	92,951
Owner Occupied Housing Units	50.3%	42.0%	45.9%
Renter Occupied Housing Units	41.3%	51.0%	48.2%
Vacant Housing Units	8.4%	7.1%	6.0%
2019 Housing Units	3,332	32,153	105,577
Owner Occupied Housing Units	48.9%	39.2%	43.7%
Renter Occupied Housing Units	43.4%	54.3%	50.6%
Vacant Housing Units	7.7%	6.6%	5.7%
2024 Housing Units	3,501	34,680	112,840
Owner Occupied Housing Units	50.5%	39.4%	44.1%
Renter Occupied Housing Units	42.1%	54.4%	50.5%
Vacant Housing Units	7.5%	6.2%	5.4%
Median Household Income			
2019	\$61,975	\$53,956	\$59,521
2024	\$75,000	\$61,341	\$67,934
Median Home Value			
2019	\$246,210	\$233,940	\$250,278
2024	\$270,201	\$253,258	\$270,989
Per Capita Income			
2019	\$41,013	\$34,165	\$35,688
2024	\$47,463	\$39,266	\$40,550
Median Age			
2010	42.9	31.8	30.9
2019	43.1	32.4	32.2
2024	43.9	32.1	32.2

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	3,075	30,030	99,544
<\$15,000	10.4%	13.6%	12.7%
\$15,000 - \$24,999	8.7%	9.3%	8.3%
\$25,000 - \$34,999	9.4%	10.0%	8.5%
\$35,000 - \$49,999	12.1%	13.4%	12.4%
\$50,000 - \$74,999	16.5%	16.7%	17.2%
\$75,000 - \$99,999	15.2%	12.9%	13.5%
\$100,000 - \$149,999	13.9%	13.6%	15.1%
\$150,000 - \$199,999	6.9%	5.8%	6.8%
\$200,000+	7.0%	4.6%	5.5%
Average Household Income	\$86,281	\$75,331	\$81,685
2024 Households by Income			
Household Income Base	3,240	32,506	106,735
<\$15,000	7.5%	10.8%	10.3%
\$15,000 - \$24,999	7.3%	8.4%	7.4%
\$25,000 - \$34,999	8.1%	9.2%	7.6%
\$35,000 - \$49,999	11.1%	12.7%	11.7%
\$50,000 - \$74,999	16.0%	16.4%	16.6%
\$75,000 - \$99,999	16.2%	13.5%	13.9%
\$100,000 - \$149,999	16.5%	15.9%	17.4%
\$150,000 - \$199,999	9.4%	7.9%	9.0%
\$200,000+	7.9%	5.3%	6.1%
Average Household Income	\$99,648	\$86,143	\$92,469
2019 Owner Occupied Housing Units by Value			
Total	1,629	12,583	46,069
<\$50,000	1.1%	1.7%	1.4%
\$50,000 - \$99,999	1.8%	2.9%	1.8%
\$100,000 - \$149,999	4.2%	6.8%	7.2%
\$150,000 - \$199,999	21.6%	24.5%	19.1%
\$200,000 - \$249,999	23.1%	20.8%	20.4%
\$250,000 - \$299,999	17.2%	15.1%	16.0%
\$300,000 - \$399,999	13.4%	13.6%	18.2%
\$400,000 - \$499,999	5.6%	5.1%	7.7%
\$500,000 - \$749,999	9.1%	6.8%	6.0%
\$750,000 - \$999,999	1.6%	1.8%	1.5%
\$1,000,000 - \$1,499,999	0.7%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.4%	0.1%	0.1%
\$2,000,000 +	0.4%	0.4%	0.2%
Average Home Value	\$310,178	\$287,731	\$293,721
2024 Owner Occupied Housing Units by Value			
Total	1,767	13,658	49,751
<\$50,000	0.7%	1.2%	1.1%
\$50,000 - \$99,999	1.1%	2.2%	1.3%
\$100,000 - \$149,999	2.7%	5.3%	5.4%
\$150,000 - \$199,999	17.3%	20.6%	16.2%
\$200,000 - \$249,999	20.8%	19.6%	19.0%
\$250,000 - \$299,999	18.3%	16.1%	16.7%
\$300,000 - \$399,999	15.8%	16.3%	21.1%
\$400,000 - \$499,999	7.9%	6.9%	9.6%
\$500,000 - \$749,999	12.1%	8.8%	7.3%
\$750,000 - \$999,999	2.0%	2.0%	1.7%
\$1,000,000 - \$1,499,999	0.7%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.3%	0.1%	0.1%
\$2,000,000 +	0.3%	0.5%	0.2%
Average Home Value	\$337,380	\$311,055	\$313,565

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	5,612	56,564	202,215
0 - 4	6.0%	6.0%	5.6%
5 - 9	4.8%	5.0%	4.9%
10 - 14	4.5%	4.5%	4.5%
15 - 24	10.9%	20.6%	23.4%
25 - 34	14.3%	19.4%	18.1%
35 - 44	12.0%	12.0%	11.7%
45 - 54	15.5%	12.5%	12.1%
55 - 64	13.5%	10.5%	10.7%
65 - 74	7.9%	5.0%	4.9%
75 - 84	6.8%	3.1%	2.9%
85 +	3.6%	1.5%	1.4%
18 +	81.2%	81.8%	82.3%
2019 Population by Age			
Total	6,386	66,001	228,541
0 - 4	5.6%	5.2%	5.0%
5 - 9	5.4%	4.8%	4.6%
10 - 14	5.3%	4.6%	4.6%
15 - 24	10.2%	21.1%	23.1%
25 - 34	13.6%	18.3%	16.9%
35 - 44	12.4%	12.2%	12.2%
45 - 54	12.1%	10.3%	10.3%
55 - 64	14.9%	10.9%	10.8%
65 - 74	10.7%	7.5%	7.6%
75 - 84	6.1%	3.4%	3.3%
85 +	3.8%	1.7%	1.6%
18 +	81.0%	82.7%	82.9%
2024 Population by Age			
Total	6,720	71,078	243,982
0 - 4	5.5%	5.2%	5.0%
5 - 9	5.3%	4.6%	4.5%
10 - 14	5.2%	4.4%	4.3%
15 - 24	10.4%	21.7%	23.2%
25 - 34	13.8%	18.8%	17.2%
35 - 44	11.2%	11.4%	11.9%
45 - 54	11.5%	9.9%	10.0%
55 - 64	13.3%	9.9%	9.8%
65 - 74	12.4%	8.1%	8.1%
75 - 84	7.5%	4.3%	4.3%
85 +	3.9%	1.7%	1.6%
18 +	81.0%	83.0%	83.3%
2010 Population by Sex			
Males	2,720	29,093	100,899
Females	2,893	27,471	101,316
2019 Population by Sex			
Males	3,104	34,067	114,534
Females	3,282	31,934	114,006
2024 Population by Sex			
Males	3,257	36,638	122,142
Females	3,462	34,439	121,840

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	5,612	56,565	202,214
White Alone	84.8%	76.3%	80.2%
Black Alone	6.6%	9.2%	7.4%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	2.7%	5.2%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	5.6%	3.9%
Two or More Races	2.5%	3.1%	3.0%
Hispanic Origin	6.9%	11.5%	8.6%
Diversity Index	36.9	52.7	45.2
2019 Population by Race/Ethnicity			
Total	6,386	66,000	228,542
White Alone	80.8%	73.3%	76.8%
Black Alone	7.5%	9.2%	7.6%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	4.2%	7.1%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.8%	6.1%	4.4%
Two or More Races	3.3%	3.7%	3.7%
Hispanic Origin	8.6%	12.5%	9.7%
Diversity Index	44.4	56.9	50.5
2024 Population by Race/Ethnicity			
Total	6,718	71,076	243,982
White Alone	78.8%	71.2%	74.5%
Black Alone	7.9%	9.4%	7.8%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	5.0%	8.2%	8.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	6.6%	4.8%
Two or More Races	3.7%	4.1%	4.1%
Hispanic Origin	9.6%	13.5%	10.7%
Diversity Index	48.0	60.0	54.0
2010 Population by Relationship and Household Type			
Total	5,613	56,564	202,215
In Households	99.8%	97.0%	95.7%
In Family Households	71.6%	61.4%	61.0%
Householder	25.2%	20.2%	20.4%
Spouse	18.4%	14.2%	15.1%
Child	23.5%	21.8%	21.1%
Other relative	2.2%	2.9%	2.5%
Nonrelative	2.3%	2.3%	2.0%
In Nonfamily Households	28.3%	35.6%	34.7%
In Group Quarters	0.2%	3.0%	4.3%
Institutionalized Population	0.0%	1.8%	0.8%
Noninstitutionalized Population	0.2%	1.2%	3.5%

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	4,701	42,473	143,206
Less than 9th Grade	1.1%	2.9%	2.0%
9th - 12th Grade, No Diploma	2.8%	3.9%	2.8%
High School Graduate	16.1%	15.2%	13.2%
GED/Alternative Credential	1.5%	2.0%	2.2%
Some College, No Degree	19.9%	17.7%	16.6%
Associate Degree	10.9%	9.9%	9.3%
Bachelor's Degree	27.8%	28.1%	30.5%
Graduate/Professional Degree	19.9%	20.3%	23.5%
2019 Population 15+ by Marital Status			
Total	5,351	56,390	196,102
Never Married	35.0%	51.7%	50.9%
Married	43.2%	34.9%	36.9%
Widowed	6.8%	3.1%	2.9%
Divorced	15.0%	10.3%	9.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.1%	96.7%	97.1%
Civilian Unemployed (Unemployment Rate)	2.9%	3.3%	2.9%
2019 Employed Population 16+ by Industry			
Total	3,305	37,578	130,342
Agriculture/Mining	0.6%	0.4%	0.5%
Construction	5.5%	4.5%	3.3%
Manufacturing	7.9%	8.0%	7.3%
Wholesale Trade	3.2%	2.0%	1.9%
Retail Trade	12.6%	9.4%	8.8%
Transportation/Utilities	3.1%	2.9%	2.6%
Information	3.9%	2.9%	2.9%
Finance/Insurance/Real Estate	11.2%	6.8%	7.0%
Services	46.1%	58.1%	60.7%
Public Administration	5.7%	4.9%	5.0%
2019 Employed Population 16+ by Occupation			
Total	3,305	37,577	130,341
White Collar	74.9%	68.9%	70.4%
Management/Business/Financial	20.0%	15.3%	15.9%
Professional	28.0%	32.3%	34.1%
Sales	11.8%	8.8%	8.4%
Administrative Support	15.0%	12.5%	12.0%
Services	12.7%	17.8%	18.2%
Blue Collar	12.5%	13.3%	11.5%
Farming/Forestry/Fishing	0.7%	0.3%	0.3%
Construction/Extraction	2.2%	2.9%	2.1%
Installation/Maintenance/Repair	2.5%	1.7%	1.7%
Production	4.2%	4.3%	4.1%
Transportation/Material Moving	2.9%	4.1%	3.3%
2010 Population By Urban/ Rural Status			
Total Population	5,613	56,564	202,215
Population Inside Urbanized Area	100.0%	98.3%	96.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.7%	3.1%

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	2,725	25,547	87,377
Households with 1 Person	38.0%	38.7%	35.2%
Households with 2+ People	62.0%	61.3%	64.8%
Family Households	52.7%	44.9%	47.2%
Husband-wife Families	38.8%	31.6%	34.9%
With Related Children	13.4%	13.0%	14.3%
Other Family (No Spouse Present)	14.0%	13.3%	12.3%
Other Family with Male Householder	3.7%	4.0%	3.6%
With Related Children	2.2%	2.2%	2.0%
Other Family with Female Householder	10.3%	9.3%	8.7%
With Related Children	6.7%	6.4%	6.0%
Nonfamily Households	9.2%	16.3%	17.6%
All Households with Children	22.6%	22.0%	22.7%
Multigenerational Households	1.3%	1.7%	1.4%
Unmarried Partner Households	8.4%	9.1%	8.9%
Male-female	7.0%	7.7%	7.5%
Same-sex	1.4%	1.4%	1.4%
2010 Households by Size			
Total	2,724	25,546	87,378
1 Person Household	38.0%	38.7%	35.2%
2 Person Household	35.8%	32.6%	34.5%
3 Person Household	13.0%	13.0%	14.0%
4 Person Household	9.0%	9.3%	10.2%
5 Person Household	2.7%	4.0%	4.0%
6 Person Household	0.8%	1.4%	1.3%
7 + Person Household	0.6%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	2,725	25,546	87,378
Owner Occupied	54.9%	45.1%	48.8%
Owned with a Mortgage/Loan	39.4%	34.5%	37.2%
Owned Free and Clear	15.5%	10.7%	11.5%
Renter Occupied	45.1%	54.9%	51.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,976	27,489	92,951
Housing Units Inside Urbanized Area	100.0%	98.5%	97.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.5%	2.8%

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.	Retirement Communities (9E)	Dorms to Diplomas (14C)	Dorms to Diplomas (14C)
2.	Old and Newcomers (8F)	Young and Restless (11B)	Emerald City (8B)
3.	Young and Restless (11B)	Emerald City (8B)	In Style (5B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,583,983	\$58,660,286	\$208,292,744
Average Spent	\$2,141.13	\$1,952.74	\$2,092.26
Spending Potential Index	100	91	98
Education: Total \$	\$4,626,698	\$43,880,076	\$158,418,893
Average Spent	\$1,504.62	\$1,460.72	\$1,591.29
Spending Potential Index	94	92	100
Entertainment/Recreation: Total \$	\$9,866,911	\$83,368,652	\$298,838,324
Average Spent	\$3,208.75	\$2,775.25	\$3,001.77
Spending Potential Index	98	85	92
Food at Home: Total \$	\$16,058,055	\$137,569,624	\$486,956,229
Average Spent	\$5,222.13	\$4,579.55	\$4,891.38
Spending Potential Index	101	89	95
Food Away from Home: Total \$	\$11,367,055	\$101,715,141	\$361,249,662
Average Spent	\$3,696.60	\$3,385.99	\$3,628.68
Spending Potential Index	101	92	99
Health Care: Total \$	\$18,288,573	\$146,502,604	\$523,211,262
Average Spent	\$5,947.50	\$4,876.92	\$5,255.55
Spending Potential Index	100	82	89
HH Furnishings & Equipment: Total \$	\$6,547,714	\$55,904,931	\$199,850,434
Average Spent	\$2,129.34	\$1,861.02	\$2,007.46
Spending Potential Index	100	87	94
Personal Care Products & Services: Total \$	\$2,785,971	\$23,687,718	\$84,588,377
Average Spent	\$906.01	\$788.54	\$849.67
Spending Potential Index	102	89	96
Shelter: Total \$	\$57,677,420	\$503,647,212	\$1,798,643,384
Average Spent	\$18,756.88	\$16,765.89	\$18,067.01
Spending Potential Index	101	91	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,867,755	\$61,968,097	\$222,322,294
Average Spent	\$2,558.62	\$2,062.85	\$2,233.18
Spending Potential Index	103	83	90
Travel: Total \$	\$6,695,027	\$55,620,360	\$203,069,796
Average Spent	\$2,177.24	\$1,851.54	\$2,039.80
Spending Potential Index	97	83	91
Vehicle Maintenance & Repairs: Total \$	\$3,830,342	\$31,980,739	\$112,378,051
Average Spent	\$1,245.64	\$1,064.61	\$1,128.82
Spending Potential Index	109	93	99

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.