



Community Profile

Rings: 3, 5, 10 mile radii

2163 Zeier Rd, Madison, WI 53704, USA

Latitude: 43.13
Longitude: -89.30

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	33,292	93,335	263,583
2010 Total Population	39,198	106,003	295,721
2017 Total Population	42,214	113,976	321,697
2017 Group Quarters	482	1,017	10,700
2022 Total Population	44,576	120,525	341,457
2017-2022 Annual Rate	1.09%	1.12%	1.20%
2017 Total Daytime Population	57,719	120,697	373,678
Workers	39,561	72,352	234,272
Residents	18,158	48,345	139,406
Household Summary			
2000 Households	14,618	40,969	109,528
2000 Average Household Size	2.25	2.25	2.28
2010 Households	17,268	47,160	125,079
2010 Average Household Size	2.24	2.23	2.28
2017 Households	18,723	51,093	137,098
2017 Average Household Size	2.23	2.21	2.27
2022 Households	19,830	54,206	146,170
2022 Average Household Size	2.22	2.20	2.26
2017-2022 Annual Rate	1.16%	1.19%	1.29%
2010 Families	9,290	25,339	65,463
2010 Average Family Size	2.90	2.88	2.93
2017 Families	9,935	27,181	70,875
2017 Average Family Size	2.88	2.86	2.92
2022 Families	10,454	28,702	75,176
2022 Average Family Size	2.88	2.85	2.91
2017-2022 Annual Rate	1.02%	1.09%	1.19%
Housing Unit Summary			
2000 Housing Units	15,130	42,318	113,881
Owner Occupied Housing Units	52.1%	56.9%	50.3%
Renter Occupied Housing Units	44.5%	39.9%	45.9%
Vacant Housing Units	3.4%	3.2%	3.8%
2010 Housing Units	18,313	49,790	132,521
Owner Occupied Housing Units	52.3%	55.5%	51.2%
Renter Occupied Housing Units	42.0%	39.2%	43.1%
Vacant Housing Units	5.7%	5.3%	5.6%
2017 Housing Units	19,766	53,616	144,365
Owner Occupied Housing Units	49.3%	52.3%	48.5%
Renter Occupied Housing Units	45.5%	43.0%	46.5%
Vacant Housing Units	5.3%	4.7%	5.0%
2022 Housing Units	20,944	56,887	153,961
Owner Occupied Housing Units	49.1%	52.0%	48.2%
Renter Occupied Housing Units	45.5%	43.3%	46.7%
Vacant Housing Units	5.3%	4.7%	5.1%
Median Household Income			
2017	\$57,611	\$60,097	\$58,663
2022	\$65,856	\$70,970	\$69,161
Median Home Value			
2017	\$190,068	\$200,089	\$235,845
2022	\$198,018	\$214,300	\$256,868
Per Capita Income			
2017	\$31,477	\$34,376	\$34,043
2022	\$36,102	\$39,748	\$39,075
Median Age			
2010	34.5	35.7	32.5
2017	36.3	37.2	33.6
2022	36.9	37.5	33.8

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	18,723	51,093	137,088
<\$15,000	7.6%	7.4%	11.5%
\$15,000 - \$24,999	9.4%	8.5%	9.1%
\$25,000 - \$34,999	10.1%	10.1%	9.6%
\$35,000 - \$49,999	14.0%	13.5%	12.1%
\$50,000 - \$74,999	22.2%	20.8%	17.6%
\$75,000 - \$99,999	15.7%	16.1%	14.3%
\$100,000 - \$149,999	14.4%	14.9%	15.0%
\$150,000 - \$199,999	4.8%	5.7%	5.9%
\$200,000+	1.8%	3.0%	4.9%
Average Household Income	\$70,438	\$76,281	\$79,116
2022 Households by Income			
Household Income Base	19,830	54,206	146,160
<\$15,000	7.0%	6.6%	10.7%
\$15,000 - \$24,999	8.2%	7.2%	7.9%
\$25,000 - \$34,999	8.3%	8.1%	7.8%
\$35,000 - \$49,999	11.3%	10.7%	9.8%
\$50,000 - \$74,999	21.2%	19.8%	16.8%
\$75,000 - \$99,999	19.1%	19.5%	17.1%
\$100,000 - \$149,999	17.1%	17.7%	17.5%
\$150,000 - \$199,999	5.7%	6.9%	6.8%
\$200,000+	2.2%	3.6%	5.7%
Average Household Income	\$80,630	\$87,979	\$90,544
2017 Owner Occupied Housing Units by Value			
Total	9,737	28,025	69,959
<\$50,000	4.9%	3.0%	2.4%
\$50,000 - \$99,999	2.8%	2.3%	1.8%
\$100,000 - \$149,999	15.1%	11.6%	7.8%
\$150,000 - \$199,999	33.9%	33.0%	22.2%
\$200,000 - \$249,999	28.0%	24.2%	22.1%
\$250,000 - \$299,999	9.6%	11.4%	15.1%
\$300,000 - \$399,999	2.9%	7.8%	14.4%
\$400,000 - \$499,999	1.2%	2.9%	6.6%
\$500,000 - \$749,999	0.7%	1.8%	4.9%
\$750,000 - \$999,999	0.4%	0.9%	1.4%
\$1,000,000 +	0.6%	1.0%	1.2%
Average Home Value	\$201,568	\$232,881	\$281,045
2022 Owner Occupied Housing Units by Value			
Total	10,293	29,564	74,258
<\$50,000	4.6%	2.5%	1.7%
\$50,000 - \$99,999	2.5%	1.9%	1.4%
\$100,000 - \$149,999	13.4%	9.7%	6.2%
\$150,000 - \$199,999	30.8%	29.1%	18.4%
\$200,000 - \$249,999	28.4%	23.9%	20.2%
\$250,000 - \$299,999	11.2%	12.5%	15.2%
\$300,000 - \$399,999	4.2%	10.1%	17.0%
\$400,000 - \$499,999	2.3%	4.8%	9.7%
\$500,000 - \$749,999	1.2%	2.9%	6.7%
\$750,000 - \$999,999	0.6%	1.2%	1.7%
\$1,000,000 +	0.9%	1.5%	1.8%
Average Home Value	\$217,000	\$257,145	\$311,017

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	39,196	106,004	295,720
0 - 4	7.2%	6.7%	6.0%
5 - 9	5.8%	5.7%	5.7%
10 - 14	4.9%	5.1%	5.3%
15 - 24	12.9%	12.0%	19.9%
25 - 34	20.0%	19.5%	17.0%
35 - 44	14.1%	14.1%	12.7%
45 - 54	13.9%	14.3%	13.0%
55 - 64	10.9%	12.1%	10.8%
65 - 74	5.0%	5.5%	5.1%
75 - 84	3.4%	3.5%	3.1%
85 +	2.0%	1.6%	1.5%
18 +	79.0%	79.4%	80.0%
2017 Population by Age			
Total	42,215	113,975	321,696
0 - 4	6.6%	6.1%	5.4%
5 - 9	6.1%	5.7%	5.3%
10 - 14	5.5%	5.4%	5.3%
15 - 24	11.4%	11.3%	20.0%
25 - 34	18.3%	17.9%	16.2%
35 - 44	15.3%	14.8%	12.6%
45 - 54	12.6%	12.8%	11.7%
55 - 64	11.7%	12.8%	11.5%
65 - 74	7.1%	7.9%	7.3%
75 - 84	3.4%	3.6%	3.2%
85 +	2.1%	1.8%	1.6%
18 +	79.0%	79.9%	80.8%
2022 Population by Age			
Total	44,576	120,525	341,455
0 - 4	6.7%	6.2%	5.4%
5 - 9	5.8%	5.5%	5.0%
10 - 14	5.6%	5.4%	5.1%
15 - 24	11.5%	11.4%	19.7%
25 - 34	17.3%	17.7%	16.5%
35 - 44	15.6%	15.1%	12.6%
45 - 54	12.2%	12.0%	10.9%
55 - 64	11.3%	11.9%	11.0%
65 - 74	8.1%	9.0%	8.3%
75 - 84	3.9%	4.3%	3.9%
85 +	1.9%	1.7%	1.6%
18 +	78.9%	80.0%	81.3%
2010 Population by Sex			
Males	19,194	51,722	146,420
Females	20,004	54,281	149,301
2017 Population by Sex			
Males	20,717	55,768	159,977
Females	21,497	58,208	161,720
2022 Population by Sex			
Males	21,792	58,894	169,890
Females	22,785	61,632	171,567

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	39,198	106,003	295,721
White Alone	76.3%	81.7%	82.8%
Black Alone	10.1%	7.9%	6.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	5.0%	3.8%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	2.8%	2.8%
Two or More Races	3.7%	3.2%	2.8%
Hispanic Origin	9.3%	6.7%	6.6%
Diversity Index	50.5	40.8	39.3
2017 Population by Race/Ethnicity			
Total	42,214	113,975	321,697
White Alone	73.6%	79.4%	80.4%
Black Alone	10.3%	8.2%	6.2%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	6.5%	5.0%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.9%	3.1%	3.0%
Two or More Races	4.2%	3.8%	3.2%
Hispanic Origin	10.2%	7.4%	7.3%
Diversity Index	54.6	44.8	43.3
2022 Population by Race/Ethnicity			
Total	44,576	120,524	341,458
White Alone	71.0%	77.4%	78.4%
Black Alone	10.6%	8.5%	6.4%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	7.7%	6.0%	7.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.4%	3.5%	3.4%
Two or More Races	4.7%	4.2%	3.6%
Hispanic Origin	11.3%	8.3%	8.0%
Diversity Index	58.3	48.4	46.8
2010 Population by Relationship and Household Type			
Total	39,198	106,003	295,721
In Households	98.8%	99.0%	96.4%
In Family Households	71.5%	71.3%	66.9%
Householder	23.7%	23.9%	22.2%
Spouse	16.2%	17.4%	16.9%
Child	25.5%	24.9%	23.7%
Other relative	3.4%	2.6%	2.2%
Nonrelative	2.8%	2.4%	1.9%
In Nonfamily Households	27.2%	27.7%	29.6%
In Group Quarters	1.2%	1.0%	3.6%
Institutionalized Population	0.7%	0.6%	0.7%
Noninstitutionalized Population	0.5%	0.4%	2.9%

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.

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2017 Population 25+ by Educational Attainment			
Total	29,734	81,511	205,937
Less than 9th Grade	3.6%	2.3%	2.0%
9th - 12th Grade, No Diploma	3.5%	3.3%	3.0%
High School Graduate	17.9%	16.4%	14.9%
GED/Alternative Credential	2.7%	2.4%	2.3%
Some College, No Degree	22.8%	21.6%	19.0%
Associate Degree	11.2%	10.6%	9.9%
Bachelor's Degree	26.3%	27.8%	28.5%
Graduate/Professional Degree	12.0%	15.6%	20.4%
2017 Population 15+ by Marital Status			
Total	34,563	94,396	270,259
Never Married	40.8%	39.7%	44.5%
Married	42.0%	43.7%	42.3%
Widowed	4.7%	4.2%	3.4%
Divorced	12.5%	12.4%	9.7%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	96.1%	96.5%
Civilian Unemployed (Unemployment Rate)	4.2%	3.9%	3.5%
2017 Employed Population 16+ by Industry			
Total	24,457	66,725	185,685
Agriculture/Mining	0.3%	0.5%	0.9%
Construction	3.4%	4.1%	3.8%
Manufacturing	8.5%	8.2%	7.8%
Wholesale Trade	2.2%	2.1%	2.1%
Retail Trade	11.1%	9.8%	9.1%
Transportation/Utilities	4.0%	3.7%	2.8%
Information	2.0%	1.9%	2.1%
Finance/Insurance/Real Estate	9.1%	9.4%	8.4%
Services	54.0%	54.5%	58.0%
Public Administration	5.4%	5.7%	5.0%
2017 Employed Population 16+ by Occupation			
Total	24,456	66,723	185,685
White Collar	64.2%	68.1%	69.2%
Management/Business/Financial	15.3%	16.2%	16.3%
Professional	25.9%	29.8%	32.0%
Sales	9.0%	7.9%	8.1%
Administrative Support	14.0%	14.3%	12.9%
Services	20.9%	18.3%	18.4%
Blue Collar	14.9%	13.6%	12.3%
Farming/Forestry/Fishing	0.1%	0.2%	0.3%
Construction/Extraction	1.7%	2.3%	2.3%
Installation/Maintenance/Repair	3.1%	2.2%	1.8%
Production	4.9%	4.5%	3.9%
Transportation/Material Moving	5.0%	4.3%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	39,198	106,003	295,721
Population Inside Urbanized Area	97.2%	97.3%	94.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.8%	2.7%	5.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 02, 2018



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2010 Households by Type			
Total	17,268	47,160	125,080
Households with 1 Person	33.4%	33.3%	32.8%
Households with 2+ People	66.6%	66.7%	67.2%
Family Households	53.8%	53.7%	52.3%
Husband-wife Families	36.8%	39.1%	39.8%
With Related Children	15.1%	15.7%	17.3%
Other Family (No Spouse Present)	17.0%	14.6%	12.5%
Other Family with Male Householder	4.8%	4.1%	3.6%
With Related Children	2.6%	2.3%	2.1%
Other Family with Female Householder	12.2%	10.5%	8.8%
With Related Children	8.7%	7.3%	6.2%
Nonfamily Households	12.8%	13.0%	14.9%
All Households with Children	26.7%	25.8%	26.0%
Multigenerational Households	2.2%	1.8%	1.5%
Unmarried Partner Households	10.7%	10.1%	8.5%
Male-female	9.1%	8.4%	7.2%
Same-sex	1.5%	1.6%	1.2%
2010 Households by Size			
Total	17,268	47,160	125,080
1 Person Household	33.4%	33.3%	32.8%
2 Person Household	35.6%	36.3%	34.8%
3 Person Household	15.0%	14.7%	14.4%
4 Person Household	9.6%	9.9%	11.5%
5 Person Household	3.8%	3.7%	4.3%
6 Person Household	1.5%	1.3%	1.4%
7 + Person Household	1.1%	0.9%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	17,268	47,160	125,079
Owner Occupied	55.5%	58.6%	54.3%
Owned with a Mortgage/Loan	43.4%	45.6%	41.9%
Owned Free and Clear	12.1%	13.0%	12.4%
Renter Occupied	44.5%	41.4%	45.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	18,313	49,790	132,521
Housing Units Inside Urbanized Area	97.2%	97.5%	95.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.8%	2.5%	4.4%

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. Bright Young Professionals		Emerald City (8B)	Emerald City (8B)
2. Emerald City (8B)	Bright Young Professionals		Soccer Moms (4A)
3. Parks and Rec (5C)	Parks and Rec (5C)	Dorms to Diplomas (14C)	
2017 Consumer Spending			
Apparel & Services: Total \$	\$36,423,485	\$107,068,567	\$301,055,171
Average Spent	\$1,945.39	\$2,095.56	\$2,195.91
Spending Potential Index	90	97	102
Education: Total \$	\$24,887,221	\$73,835,530	\$227,909,244
Average Spent	\$1,329.23	\$1,445.12	\$1,662.38
Spending Potential Index	91	99	114
Entertainment/Recreation: Total \$	\$50,565,053	\$149,157,607	\$415,324,247
Average Spent	\$2,700.69	\$2,919.34	\$3,029.40
Spending Potential Index	87	94	97
Food at Home: Total \$	\$83,527,513	\$243,943,317	\$680,972,328
Average Spent	\$4,461.22	\$4,774.50	\$4,967.05
Spending Potential Index	89	95	99
Food Away from Home: Total \$	\$56,723,775	\$166,422,908	\$470,062,806
Average Spent	\$3,029.63	\$3,257.25	\$3,428.66
Spending Potential Index	91	98	103
Health Care: Total \$	\$86,228,219	\$255,186,635	\$699,434,345
Average Spent	\$4,605.47	\$4,994.55	\$5,101.71
Spending Potential Index	82	89	91
HH Furnishings & Equipment: Total \$	\$31,785,788	\$93,750,655	\$263,308,702
Average Spent	\$1,697.69	\$1,834.90	\$1,920.59
Spending Potential Index	87	94	99
Personal Care Products & Services: Total \$	\$13,189,511	\$38,829,911	\$107,970,083
Average Spent	\$704.46	\$759.98	\$787.54
Spending Potential Index	88	95	99
Shelter: Total \$	\$277,816,293	\$816,197,490	\$2,277,663,748
Average Spent	\$14,838.24	\$15,974.74	\$16,613.40
Spending Potential Index	91	98	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$36,653,461	\$108,638,867	\$299,572,991
Average Spent	\$1,957.67	\$2,126.30	\$2,185.10
Spending Potential Index	84	91	93
Travel: Total \$	\$33,186,652	\$98,919,826	\$272,898,038
Average Spent	\$1,772.51	\$1,936.07	\$1,990.53
Spending Potential Index	86	93	96
Vehicle Maintenance & Repairs: Total \$	\$17,410,750	\$51,103,988	\$142,698,462
Average Spent	\$929.91	\$1,000.22	\$1,040.85
Spending Potential Index	87	93	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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.