



# Demographic and Income Comparison Profile

4611-4627 Verona Rd Madison WI 53711  
 4611-4627 Verona Rd Madison WI 53711  
 Rings: 1, 3, 5 mile radii

Latitude: 43.0340  
 Longitude: -89.4540

	1 mile	3 mile	5 mile
<b>Census 2010 Summary</b>			
Population	11,152	85,088	182,698
Households	4,434	36,989	78,650
Families	2,759	20,847	36,816
Average Household Size	2.50	2.28	2.20
Owner Occupied Housing Units	2,393	20,380	36,097
Renter Occupied Housing Units	2,041	16,609	42,553
Median Age	33.2	34.1	29.4
<b>2021 Summary</b>			
Population	11,966	92,820	205,379
Households	4,714	40,460	89,442
Families	2,873	22,362	40,350
Average Household Size	2.53	2.27	2.19
Owner Occupied Housing Units	2,438	21,467	38,718
Renter Occupied Housing Units	2,277	18,993	50,724
Median Age	35.0	36.8	30.9
Median Household Income	\$71,514	\$77,282	\$67,769
Average Household Income	\$100,380	\$103,882	\$95,604
<b>2026 Summary</b>			
Population	12,459	97,315	218,406
Households	4,903	42,529	95,663
Families	2,975	23,408	42,743
Average Household Size	2.53	2.27	2.18
Owner Occupied Housing Units	2,596	22,969	41,940
Renter Occupied Housing Units	2,307	19,559	53,722
Median Age	34.8	36.9	30.8
Median Household Income	\$79,444	\$85,451	\$76,456
Average Household Income	\$110,969	\$114,940	\$105,832
<b>Trends: 2021-2026 Annual Rate</b>			
Population	0.81%	0.95%	1.24%
Households	0.79%	1.00%	1.35%
Families	0.70%	0.92%	1.16%
Owner Households	1.26%	1.36%	1.61%
Median Household Income	2.13%	2.03%	2.44%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



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2021 Households by Income	1 mile		3 mile		5 mile	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	183	3.9%	2,505	6.2%	9,372	10.5%
\$15,000 - \$24,999	367	7.8%	2,617	6.5%	6,692	7.5%
\$25,000 - \$34,999	525	11.1%	2,830	7.0%	7,138	8.0%
\$35,000 - \$49,999	706	15.0%	4,585	11.3%	10,190	11.4%
\$50,000 - \$74,999	643	13.6%	7,058	17.4%	14,565	16.3%
\$75,000 - \$99,999	721	15.3%	5,359	13.2%	10,766	12.0%
\$100,000 - \$149,999	703	14.9%	7,844	19.4%	15,658	17.5%
\$150,000 - \$199,999	402	8.5%	3,510	8.7%	6,639	7.4%
\$200,000+	463	9.8%	4,153	10.3%	8,411	9.4%
Median Household Income	\$71,514		\$77,282		\$67,769	
Average Household Income	\$100,380		\$103,882		\$95,604	
Per Capita Income	\$40,249		\$44,979		\$41,650	

2026 Households by Income	1 mile		3 mile		5 mile	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	153	3.1%	2,165	5.1%	8,625	9.0%
\$15,000 - \$24,999	331	6.8%	2,317	5.4%	6,315	6.6%
\$25,000 - \$34,999	480	9.8%	2,587	6.1%	6,896	7.2%
\$35,000 - \$49,999	662	13.5%	4,262	10.0%	10,058	10.5%
\$50,000 - \$74,999	647	13.2%	7,117	16.7%	15,045	15.7%
\$75,000 - \$99,999	779	15.9%	5,776	13.6%	11,713	12.2%
\$100,000 - \$149,999	829	16.9%	9,180	21.6%	18,746	19.6%
\$150,000 - \$199,999	511	10.4%	4,426	10.4%	8,597	9.0%
\$200,000+	511	10.4%	4,698	11.0%	9,657	10.1%
Median Household Income	\$79,444		\$85,451		\$76,456	
Average Household Income	\$110,969		\$114,940		\$105,832	
Per Capita Income	\$44,442		\$49,881		\$46,324	

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



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2010 Population by Age	1 mile		3 mile		5 mile	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	995	8.9%	6,020	7.1%	10,557	5.8%
Age 5 - 9	844	7.6%	5,261	6.2%	9,127	5.0%
Age 10 - 14	687	6.2%	4,816	5.7%	8,228	4.5%
Age 15 - 19	644	5.8%	4,507	5.3%	14,578	8.0%
Age 20 - 24	745	6.7%	7,037	8.3%	31,248	17.1%
Age 25 - 34	1,995	17.9%	16,185	19.0%	33,986	18.6%
Age 35 - 44	1,444	12.9%	10,953	12.9%	20,512	11.2%
Age 45 - 54	1,387	12.4%	10,844	12.7%	19,742	10.8%
Age 55 - 64	1,284	11.5%	10,118	11.9%	18,221	10.0%
Age 65 - 74	628	5.6%	4,783	5.6%	8,551	4.7%
Age 75 - 84	375	3.4%	3,005	3.5%	5,204	2.8%
Age 85+	123	1.1%	1,557	1.8%	2,744	1.5%

2021 Population by Age	1 mile		3 mile		5 mile	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	944	7.9%	5,678	6.1%	10,117	4.9%
Age 5 - 9	890	7.4%	5,536	6.0%	9,564	4.7%
Age 10 - 14	839	7.0%	5,499	5.9%	9,539	4.6%
Age 15 - 19	729	6.1%	5,223	5.6%	16,674	8.1%
Age 20 - 24	770	6.4%	7,485	8.1%	35,522	17.3%
Age 25 - 34	1,804	15.1%	14,267	15.4%	33,012	16.1%
Age 35 - 44	1,683	14.1%	13,867	14.9%	25,473	12.4%
Age 45 - 54	1,253	10.5%	10,080	10.9%	19,113	9.3%
Age 55 - 64	1,272	10.6%	10,355	11.2%	20,021	9.7%
Age 65 - 74	1,108	9.3%	8,811	9.5%	15,863	7.7%
Age 75 - 84	481	4.0%	4,064	4.4%	7,092	3.5%
Age 85+	193	1.6%	1,955	2.1%	3,390	1.7%

2026 Population by Age	1 mile		3 mile		5 mile	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,005	8.1%	5,972	6.1%	10,802	4.9%
Age 5 - 9	928	7.4%	5,665	5.8%	9,870	4.5%
Age 10 - 14	831	6.7%	5,354	5.5%	9,321	4.3%
Age 15 - 19	785	6.3%	5,390	5.5%	17,302	7.9%
Age 20 - 24	822	6.6%	7,886	8.1%	38,074	17.4%
Age 25 - 34	1,898	15.2%	16,034	16.5%	36,768	16.8%
Age 35 - 44	1,648	13.2%	13,159	13.5%	25,027	11.5%
Age 45 - 54	1,381	11.1%	11,129	11.4%	20,859	9.6%
Age 55 - 64	1,174	9.4%	9,873	10.1%	19,622	9.0%
Age 65 - 74	1,148	9.2%	9,274	9.5%	17,235	7.9%
Age 75 - 84	638	5.1%	5,493	5.6%	9,802	4.5%
Age 85+	201	1.6%	2,085	2.1%	3,727	1.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



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2010 Race and Ethnicity	1 mile		3 mile		5 mile	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,578	67.9%	64,118	75.4%	141,755	77.6%
Black Alone	1,516	13.6%	7,582	8.9%	12,693	6.9%
American Indian Alone	86	0.8%	378	0.4%	762	0.4%
Asian Alone	516	4.6%	5,941	7.0%	15,148	8.3%
Pacific Islander Alone	11	0.1%	29	0.0%	56	0.0%
Some Other Race Alone	1,069	9.6%	4,258	5.0%	6,893	3.8%
Two or More Races	377	3.4%	2,781	3.3%	5,391	3.0%
Hispanic Origin (Any Race)	2,138	19.2%	8,941	10.5%	15,563	8.5%

2021 Race and Ethnicity	1 mile		3 mile		5 mile	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,639	63.8%	66,007	71.1%	150,710	73.4%
Black Alone	1,676	14.0%	8,518	9.2%	14,645	7.1%
American Indian Alone	91	0.8%	420	0.5%	872	0.4%
Asian Alone	750	6.3%	8,826	9.5%	22,898	11.1%
Pacific Islander Alone	14	0.1%	39	0.0%	81	0.0%
Some Other Race Alone	1,308	10.9%	5,297	5.7%	8,749	4.3%
Two or More Races	488	4.1%	3,713	4.0%	7,423	3.6%
Hispanic Origin (Any Race)	2,581	21.6%	11,051	11.9%	19,662	9.6%

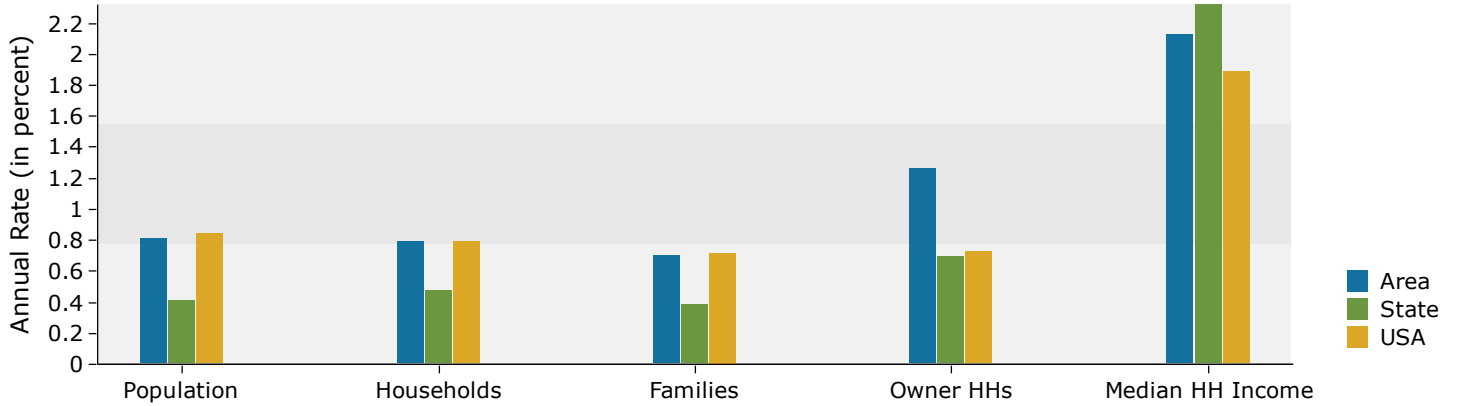
  

2026 Race and Ethnicity	1 mile		3 mile		5 mile	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,688	61.7%	66,879	68.7%	155,178	71.1%
Black Alone	1,772	14.2%	9,138	9.4%	15,922	7.3%
American Indian Alone	94	0.8%	442	0.5%	933	0.4%
Asian Alone	876	7.0%	10,511	10.8%	27,542	12.6%
Pacific Islander Alone	15	0.1%	42	0.0%	91	0.0%
Some Other Race Alone	1,466	11.8%	6,048	6.2%	10,097	4.6%
Two or More Races	549	4.4%	4,257	4.4%	8,643	4.0%
Hispanic Origin (Any Race)	2,878	23.1%	12,578	12.9%	22,685	10.4%

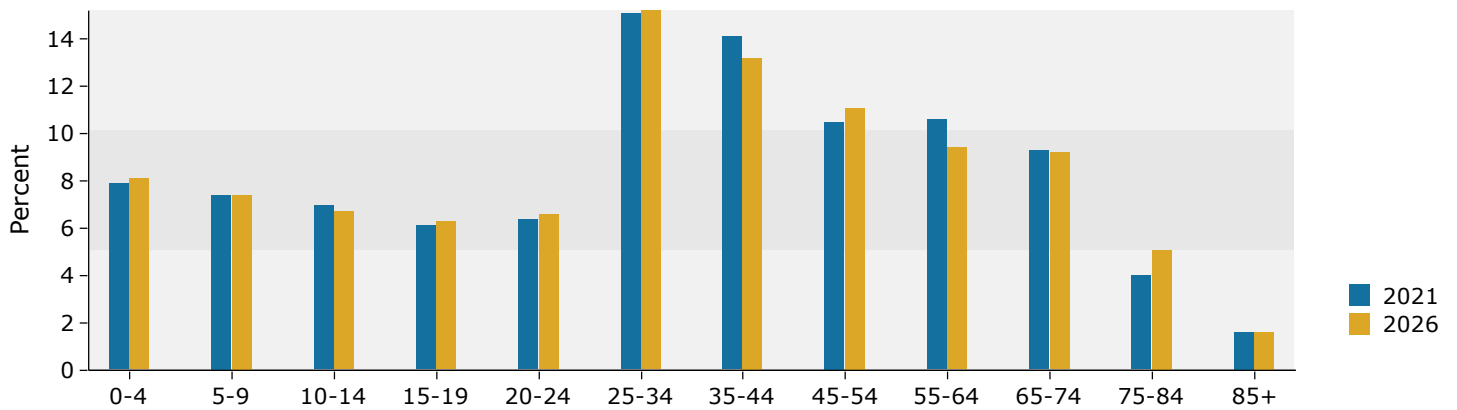
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

## 1 mile

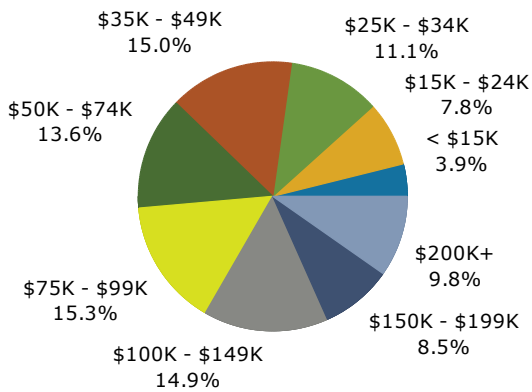
### Trends 2021-2026



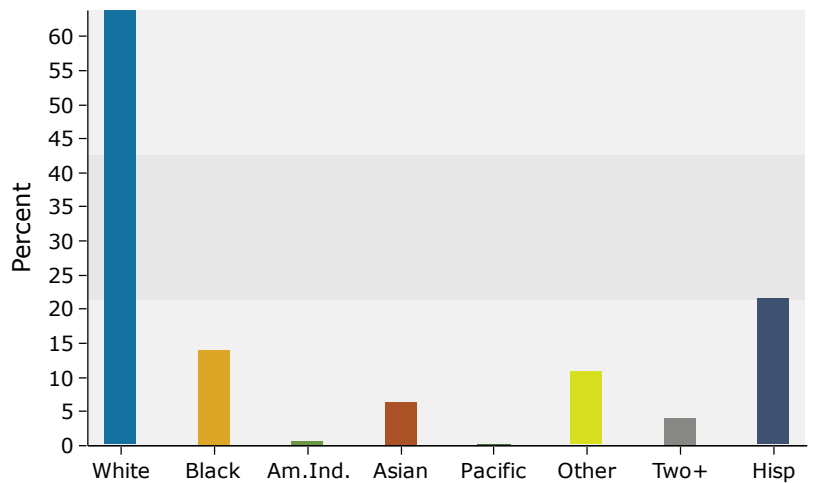
### Population by Age



### 2021 Household Income



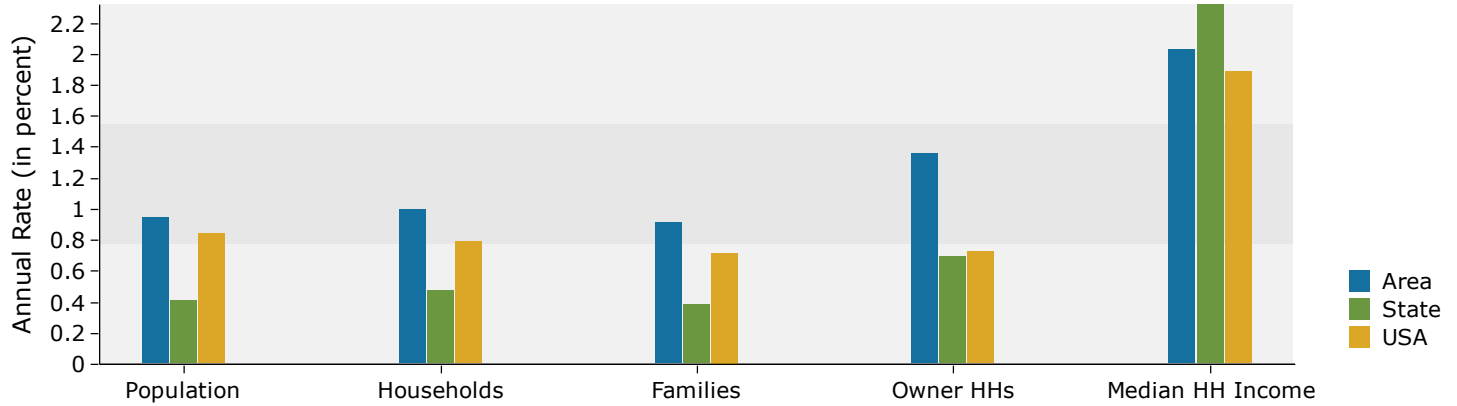
### 2021 Population by Race



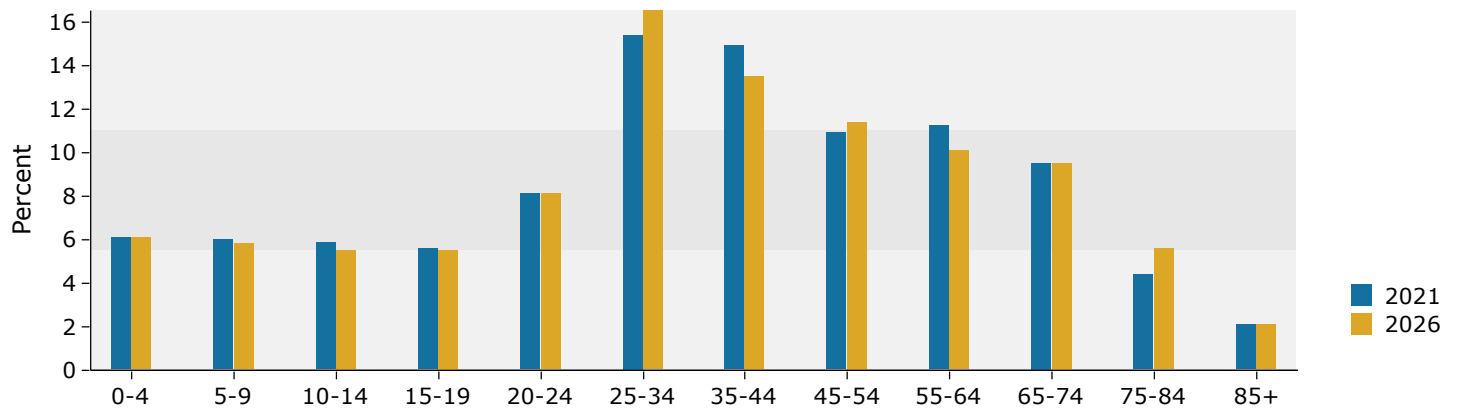
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

## 3 mile

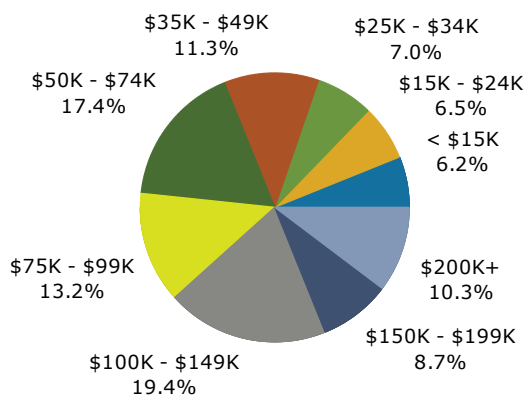
### Trends 2021-2026



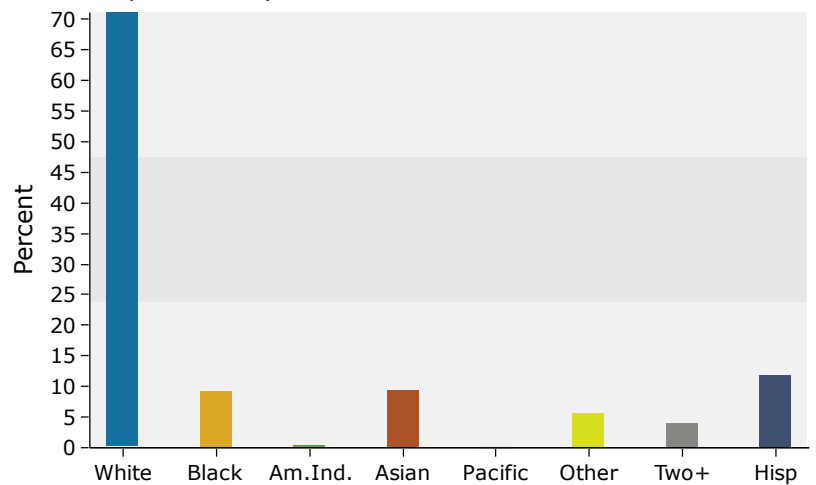
### Population by Age



### 2021 Household Income



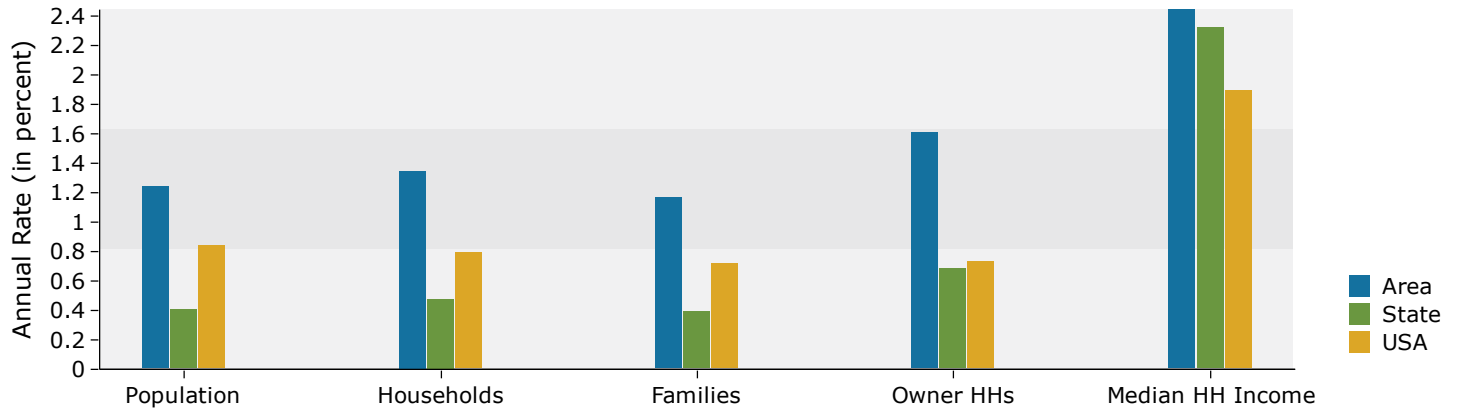
### 2021 Population by Race



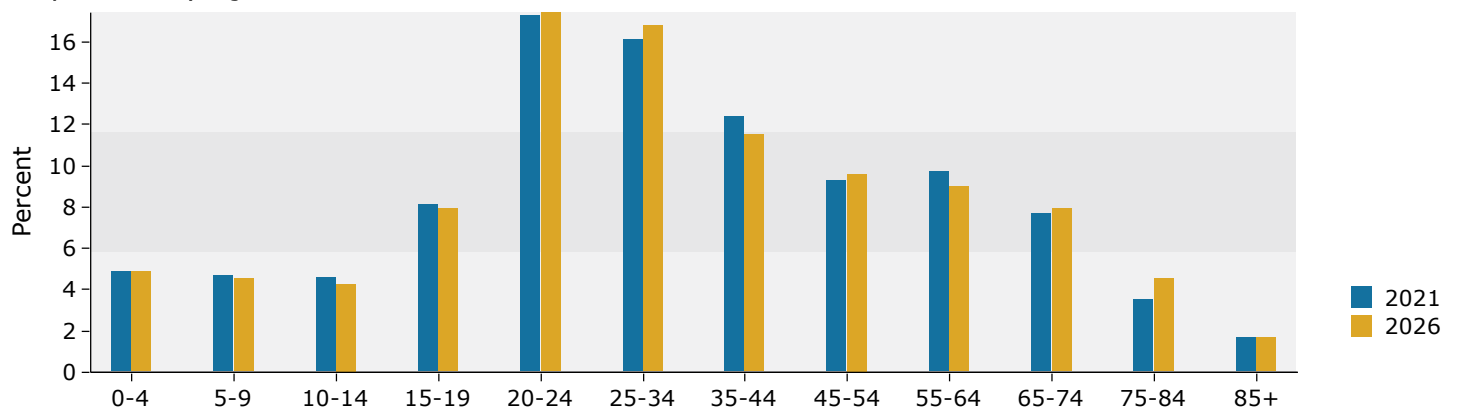
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

## 5 mile

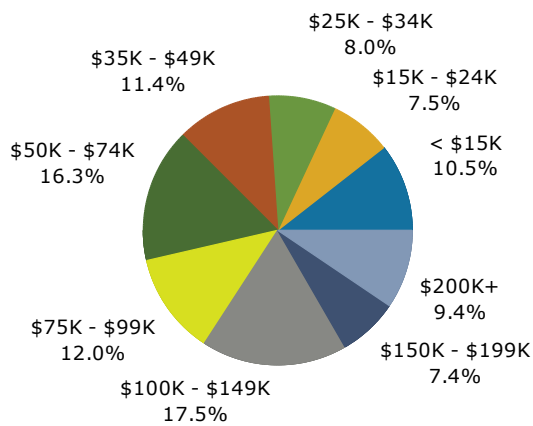
### Trends 2021-2026



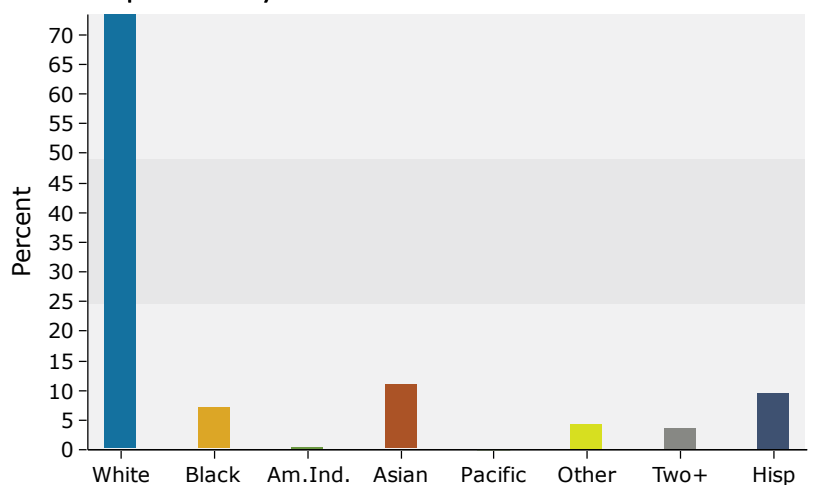
### Population by Age



### 2021 Household Income



### 2021 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.