



Market 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
Population Summary			
2000 Total Population	10,740	79,452	165,067
2010 Total Population	11,152	85,088	182,698
2021 Total Population	11,966	92,820	205,379
2021 Group Quarters	59	830	9,746
2026 Total Population	12,459	97,315	218,406
2021-2026 Annual Rate	0.81%	0.95%	1.24%
2021 Total Daytime Population	9,912	96,810	243,818
Workers	4,371	55,273	153,600
Residents	5,541	41,537	90,218
Household Summary			
2000 Households	4,411	34,600	69,013
2000 Average Household Size	2.42	2.27	2.21
2010 Households	4,434	36,989	78,650
2010 Average Household Size	2.50	2.28	2.20
2021 Households	4,714	40,460	89,442
2021 Average Household Size	2.53	2.27	2.19
2026 Households	4,903	42,529	95,663
2026 Average Household Size	2.53	2.27	2.18
2021-2026 Annual Rate	0.79%	1.00%	1.35%
2010 Families	2,759	20,847	36,816
2010 Average Family Size	3.10	2.92	2.91
2021 Families	2,873	22,362	40,350
2021 Average Family Size	3.15	2.92	2.90
2026 Families	2,975	23,408	42,743
2026 Average Family Size	3.15	2.92	2.89
2021-2026 Annual Rate	0.70%	0.92%	1.16%
Housing Unit Summary			
2000 Housing Units	4,684	35,873	71,889
Owner Occupied Housing Units	49.7%	50.3%	41.4%
Renter Occupied Housing Units	44.5%	46.2%	54.6%
Vacant Housing Units	5.8%	3.5%	4.0%
2010 Housing Units	4,799	39,339	83,760
Owner Occupied Housing Units	49.9%	51.8%	43.1%
Renter Occupied Housing Units	42.5%	42.2%	50.8%
Vacant Housing Units	7.6%	6.0%	6.1%
2021 Housing Units	5,070	42,735	94,648
Owner Occupied Housing Units	48.1%	50.2%	40.9%
Renter Occupied Housing Units	44.9%	44.4%	53.6%
Vacant Housing Units	7.0%	5.3%	5.5%
2026 Housing Units	5,261	44,805	100,933
Owner Occupied Housing Units	49.3%	51.3%	41.6%
Renter Occupied Housing Units	43.9%	43.7%	53.2%
Vacant Housing Units	6.8%	5.1%	5.2%
Median Household Income			
2021	\$71,514	\$77,282	\$67,769
2026	\$79,444	\$85,451	\$76,456
Median Home Value			
2021	\$271,832	\$309,694	\$322,863
2026	\$332,430	\$344,907	\$358,571
Per Capita Income			
2021	\$40,249	\$44,979	\$41,650
2026	\$44,442	\$49,881	\$46,324
Median Age			
2010	33.2	34.1	29.4
2021	35.0	36.8	30.9
2026	34.8	36.9	30.8

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	4,714	40,460	89,432
<\$15,000	3.9%	6.2%	10.5%
\$15,000 - \$24,999	7.8%	6.5%	7.5%
\$25,000 - \$34,999	11.1%	7.0%	8.0%
\$35,000 - \$49,999	15.0%	11.3%	11.4%
\$50,000 - \$74,999	13.6%	17.4%	16.3%
\$75,000 - \$99,999	15.3%	13.2%	12.0%
\$100,000 - \$149,999	14.9%	19.4%	17.5%
\$150,000 - \$199,999	8.5%	8.7%	7.4%
\$200,000+	9.8%	10.3%	9.4%
Average Household Income	\$100,380	\$103,882	\$95,604
2026 Households by Income			
Household Income Base	4,903	42,529	95,653
<\$15,000	3.1%	5.1%	9.0%
\$15,000 - \$24,999	6.8%	5.4%	6.6%
\$25,000 - \$34,999	9.8%	6.1%	7.2%
\$35,000 - \$49,999	13.5%	10.0%	10.5%
\$50,000 - \$74,999	13.2%	16.7%	15.7%
\$75,000 - \$99,999	15.9%	13.6%	12.2%
\$100,000 - \$149,999	16.9%	21.6%	19.6%
\$150,000 - \$199,999	10.4%	10.4%	9.0%
\$200,000+	10.4%	11.0%	10.1%
Average Household Income	\$110,969	\$114,940	\$105,832
2021 Owner Occupied Housing Units by Value			
Total	2,438	21,466	38,696
<\$50,000	0.7%	0.6%	0.8%
\$50,000 - \$99,999	0.9%	1.5%	1.4%
\$100,000 - \$149,999	5.1%	3.6%	3.8%
\$150,000 - \$199,999	17.0%	8.8%	8.1%
\$200,000 - \$249,999	21.0%	16.9%	14.3%
\$250,000 - \$299,999	12.0%	15.8%	15.1%
\$300,000 - \$399,999	19.3%	28.9%	28.5%
\$400,000 - \$499,999	9.0%	14.0%	14.7%
\$500,000 - \$749,999	11.4%	8.4%	10.3%
\$750,000 - \$999,999	3.4%	1.1%	1.9%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$327,831	\$334,652	\$356,401
2026 Owner Occupied Housing Units by Value			
Total	2,596	22,968	41,914
<\$50,000	0.2%	0.1%	0.3%
\$50,000 - \$99,999	0.3%	0.6%	0.5%
\$100,000 - \$149,999	2.1%	1.6%	1.8%
\$150,000 - \$199,999	9.9%	5.2%	4.6%
\$200,000 - \$249,999	18.0%	13.3%	10.7%
\$250,000 - \$299,999	11.9%	14.5%	13.6%
\$300,000 - \$399,999	23.5%	32.8%	31.6%
\$400,000 - \$499,999	12.5%	18.5%	19.5%
\$500,000 - \$749,999	15.7%	11.5%	14.0%
\$750,000 - \$999,999	5.9%	1.5%	2.2%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$382,331	\$370,420	\$394,572

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	11,152	85,088	182,696
0 - 4	8.9%	7.1%	5.8%
5 - 9	7.6%	6.2%	5.0%
10 - 14	6.2%	5.7%	4.5%
15 - 24	12.5%	13.6%	25.1%
25 - 34	17.9%	19.0%	18.6%
35 - 44	12.9%	12.9%	11.2%
45 - 54	12.4%	12.7%	10.8%
55 - 64	11.5%	11.9%	10.0%
65 - 74	5.6%	5.6%	4.7%
75 - 84	3.4%	3.5%	2.8%
85 +	1.1%	1.8%	1.5%
18 +	73.8%	77.8%	82.1%
2021 Population by Age			
Total	11,966	92,820	205,380
0 - 4	7.9%	6.1%	4.9%
5 - 9	7.4%	6.0%	4.7%
10 - 14	7.0%	5.9%	4.6%
15 - 24	12.5%	13.7%	25.4%
25 - 34	15.1%	15.4%	16.1%
35 - 44	14.1%	14.9%	12.4%
45 - 54	10.5%	10.9%	9.3%
55 - 64	10.6%	11.2%	9.7%
65 - 74	9.3%	9.5%	7.7%
75 - 84	4.0%	4.4%	3.5%
85 +	1.6%	2.1%	1.7%
18 +	73.8%	78.7%	82.7%
2026 Population by Age			
Total	12,459	97,314	218,409
0 - 4	8.1%	6.1%	4.9%
5 - 9	7.4%	5.8%	4.5%
10 - 14	6.7%	5.5%	4.3%
15 - 24	12.9%	13.6%	25.4%
25 - 34	15.2%	16.5%	16.8%
35 - 44	13.2%	13.5%	11.5%
45 - 54	11.1%	11.4%	9.6%
55 - 64	9.4%	10.1%	9.0%
65 - 74	9.2%	9.5%	7.9%
75 - 84	5.1%	5.6%	4.5%
85 +	1.6%	2.1%	1.7%
18 +	73.9%	79.3%	83.3%
2010 Population by Sex			
Males	5,450	41,267	90,625
Females	5,702	43,821	92,073
2021 Population by Sex			
Males	5,838	45,298	102,614
Females	6,128	47,523	102,765
2026 Population by Sex			
Males	6,074	47,549	109,098
Females	6,385	49,767	109,308

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	11,153	85,087	182,698
White Alone	67.9%	75.4%	77.6%
Black Alone	13.6%	8.9%	6.9%
American Indian Alone	0.8%	0.4%	0.4%
Asian Alone	4.6%	7.0%	8.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	9.6%	5.0%	3.8%
Two or More Races	3.4%	3.3%	3.0%
Hispanic Origin	19.2%	10.5%	8.5%
Diversity Index	66.7	52.9	48.2
2021 Population by Race/Ethnicity			
Total	11,966	92,820	205,378
White Alone	63.8%	71.1%	73.4%
Black Alone	14.0%	9.2%	7.1%
American Indian Alone	0.8%	0.5%	0.4%
Asian Alone	6.3%	9.5%	11.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	10.9%	5.7%	4.3%
Two or More Races	4.1%	4.0%	3.6%
Hispanic Origin	21.6%	11.9%	9.6%
Diversity Index	71.5	58.7	54.0
2026 Population by Race/Ethnicity			
Total	12,460	97,317	218,406
White Alone	61.7%	68.7%	71.1%
Black Alone	14.2%	9.4%	7.3%
American Indian Alone	0.8%	0.5%	0.4%
Asian Alone	7.0%	10.8%	12.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.8%	6.2%	4.6%
Two or More Races	4.4%	4.4%	4.0%
Hispanic Origin	23.1%	12.9%	10.4%
Diversity Index	73.8	61.8	57.2
2010 Population by Relationship and Household Type			
Total	11,152	85,088	182,698
In Households	99.5%	99.0%	94.8%
In Family Households	79.6%	73.7%	60.2%
Householder	25.0%	24.3%	20.1%
Spouse	17.5%	18.5%	15.5%
Child	30.2%	25.8%	20.7%
Other relative	4.1%	2.9%	2.3%
Nonrelative	2.8%	2.1%	1.6%
In Nonfamily Households	19.9%	25.4%	34.6%
In Group Quarters	0.5%	1.0%	5.2%
Institutionalized Population	0.4%	0.4%	0.8%
Noninstitutionalized Population	0.1%	0.6%	4.4%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	7,794	63,398	123,962
Less than 9th Grade	2.5%	1.8%	1.6%
9th - 12th Grade, No Diploma	4.8%	2.3%	2.1%
High School Graduate	14.7%	11.1%	10.1%
GED/Alternative Credential	4.6%	1.8%	1.7%
Some College, No Degree	16.6%	12.4%	12.7%
Associate Degree	8.9%	7.2%	7.0%
Bachelor's Degree	24.2%	33.5%	34.6%
Graduate/Professional Degree	23.8%	30.0%	30.1%
2021 Population 15+ by Marital Status			
Total	9,293	76,107	176,158
Never Married	31.4%	40.8%	52.4%
Married	52.6%	46.7%	37.3%
Widowed	4.6%	3.3%	2.8%
Divorced	11.3%	9.2%	7.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,681	53,233	119,723
Population 16+ Employed	97.1%	97.1%	97.0%
Population 16+ Unemployment rate	2.9%	2.9%	3.0%
Population 16-24 Employed	13.9%	14.8%	25.4%
Population 16-24 Unemployment rate	1.1%	3.4%	3.9%
Population 25-54 Employed	64.6%	64.4%	57.5%
Population 25-54 Unemployment rate	3.1%	2.9%	2.9%
Population 55-64 Employed	15.6%	14.8%	12.6%
Population 55-64 Unemployment rate	1.3%	2.4%	1.8%
Population 65+ Employed	5.9%	6.0%	4.5%
Population 65+ Unemployment rate	8.4%	3.3%	2.3%
2021 Employed Population 16+ by Industry			
Total	6,490	51,670	116,125
Agriculture/Mining	0.7%	0.3%	0.3%
Construction	4.0%	2.4%	2.5%
Manufacturing	11.3%	7.6%	6.9%
Wholesale Trade	0.8%	1.3%	1.3%
Retail Trade	10.4%	9.6%	8.9%
Transportation/Utilities	1.7%	1.9%	1.9%
Information	2.6%	2.9%	2.9%
Finance/Insurance/Real Estate	8.0%	6.9%	6.8%
Services	56.7%	61.6%	63.7%
Public Administration	3.7%	5.4%	4.7%
2021 Employed Population 16+ by Occupation			
Total	6,490	51,670	116,125
White Collar	64.1%	77.4%	77.4%
Management/Business/Financial	17.1%	19.1%	18.7%
Professional	33.6%	43.6%	42.9%
Sales	5.9%	6.7%	6.8%
Administrative Support	7.6%	8.0%	8.9%
Services	16.1%	12.0%	13.2%
Blue Collar	19.8%	10.6%	9.5%
Farming/Forestry/Fishing	0.5%	0.2%	0.1%
Construction/Extraction	4.5%	1.9%	1.7%
Installation/Maintenance/Repair	3.3%	1.5%	1.0%
Production	8.6%	3.5%	3.1%
Transportation/Material Moving	2.8%	3.5%	3.5%

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2010 Households by Type			
Total	4,435	36,990	78,650
Households with 1 Person	28.1%	31.8%	36.0%
Households with 2+ People	71.9%	68.2%	64.0%
Family Households	62.2%	56.4%	46.8%
Husband-wife Families	43.4%	42.9%	36.2%
With Related Children	19.6%	18.6%	15.6%
Other Family (No Spouse Present)	18.8%	13.4%	10.6%
Other Family with Male Householder	5.2%	3.6%	3.0%
With Related Children	3.0%	2.2%	1.7%
Other Family with Female Householder	13.6%	9.8%	7.7%
With Related Children	10.7%	7.0%	5.3%
Nonfamily Households	9.7%	11.9%	17.2%
All Households with Children	33.8%	28.0%	22.9%
Multigenerational Households	2.6%	1.6%	1.2%
Unmarried Partner Households	8.9%	8.3%	7.6%
Male-female	7.6%	7.0%	6.6%
Same-sex	1.3%	1.2%	1.1%
2010 Households by Size			
Total	4,435	36,988	78,649
1 Person Household	28.1%	31.8%	36.0%
2 Person Household	34.6%	36.1%	33.9%
3 Person Household	15.6%	14.2%	13.4%
4 Person Household	12.4%	11.3%	10.6%
5 Person Household	5.4%	4.3%	4.1%
6 Person Household	2.1%	1.5%	1.3%
7 + Person Household	1.7%	0.9%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	4,434	36,989	78,650
Owner Occupied	54.0%	55.1%	45.9%
Owned with a Mortgage/Loan	39.9%	41.6%	34.9%
Owned Free and Clear	14.1%	13.5%	11.0%
Renter Occupied	46.0%	44.9%	54.1%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	118	112	97
Percent of Income for Mortgage	15.9%	16.8%	20.0%
Wealth Index	118	115	100
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,799	39,339	83,760
Housing Units Inside Urbanized Area	100.0%	99.2%	98.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.8%	1.5%
2010 Population By Urban/ Rural Status			
Total Population	11,152	85,088	182,698
Population Inside Urbanized Area	100.0%	99.2%	98.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.8%	1.6%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	In Style (5B)	In Style (5B)	Dorms to Diplomas (14C)
2.	Metro Fusion (11C)	Emerald City (8B)	In Style (5B)
3.	Front Porches (8E)	Young and Restless (11B)	Metro Renters (3B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$11,052,491	\$98,547,429	\$204,892,526
Average Spent	\$2,344.61	\$2,435.68	\$2,290.79
Spending Potential Index	111	115	108
Education: Total \$	\$9,333,896	\$83,020,735	\$185,184,785
Average Spent	\$1,980.04	\$2,051.92	\$2,070.45
Spending Potential Index	115	119	120
Entertainment/Recreation: Total \$	\$16,255,054	\$144,070,695	\$292,367,952
Average Spent	\$3,448.25	\$3,560.82	\$3,268.80
Spending Potential Index	107	110	101
Food at Home: Total \$	\$27,910,145	\$245,114,067	\$500,040,272
Average Spent	\$5,920.69	\$6,058.18	\$5,590.67
Spending Potential Index	109	111	103
Food Away from Home: Total \$	\$19,781,290	\$176,672,635	\$368,939,476
Average Spent	\$4,196.29	\$4,366.60	\$4,124.90
Spending Potential Index	111	115	109
Health Care: Total \$	\$30,631,119	\$270,468,627	\$538,171,916
Average Spent	\$6,497.90	\$6,684.84	\$6,016.99
Spending Potential Index	104	107	96
HH Furnishings & Equipment: Total \$	\$11,477,941	\$101,862,416	\$204,849,429
Average Spent	\$2,434.86	\$2,517.61	\$2,290.30
Spending Potential Index	108	112	102
Personal Care Products & Services: Total \$	\$4,638,448	\$41,320,604	\$84,362,763
Average Spent	\$983.97	\$1,021.27	\$943.21
Spending Potential Index	110	114	105
Shelter: Total \$	\$106,358,108	\$940,961,512	\$1,947,607,365
Average Spent	\$22,562.18	\$23,256.59	\$21,775.09
Spending Potential Index	112	115	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,118,856	\$106,747,674	\$207,044,227
Average Spent	\$2,570.82	\$2,638.35	\$2,314.84
Spending Potential Index	108	110	97
Travel: Total \$	\$12,964,346	\$115,172,950	\$229,574,613
Average Spent	\$2,750.18	\$2,846.59	\$2,566.74
Spending Potential Index	109	113	102
Vehicle Maintenance & Repairs: Total \$	\$5,682,279	\$50,277,882	\$103,350,019
Average Spent	\$1,205.40	\$1,242.66	\$1,155.50
Spending Potential Index	109	112	104

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.