



Demographic and Income Profile

4611-4627 Verona Rd Madison WI 53711
 4611-4627 Verona Rd Madison WI 53711
 Ring: 1 mile radius

Latitude: 43.0340
 Longitude: -89.4540

Summary	Census 2010	2021	2026
Population	11,152	11,966	12,459
Households	4,434	4,714	4,903
Families	2,759	2,873	2,975
Average Household Size	2.50	2.53	2.53
Owner Occupied Housing Units	2,393	2,438	2,596
Renter Occupied Housing Units	2,041	2,277	2,307
Median Age	33.2	35.0	34.8
Trends: 2021-2026 Annual Rate	Area	State	National
Population	0.81%	0.41%	0.71%
Households	0.79%	0.48%	0.71%
Families	0.70%	0.39%	0.64%
Owner HHs	1.26%	0.69%	0.91%
Median Household Income	2.13%	2.32%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	183	3.9%	153	3.1%
\$15,000 - \$24,999	367	7.8%	331	6.8%
\$25,000 - \$34,999	525	11.1%	480	9.8%
\$35,000 - \$49,999	706	15.0%	662	13.5%
\$50,000 - \$74,999	643	13.6%	647	13.2%
\$75,000 - \$99,999	721	15.3%	779	15.9%
\$100,000 - \$149,999	703	14.9%	829	16.9%
\$150,000 - \$199,999	402	8.5%	511	10.4%
\$200,000+	463	9.8%	511	10.4%
Median Household Income	\$71,514		\$79,444	
Average Household Income	\$100,380		\$110,969	
Per Capita Income	\$40,249		\$44,442	

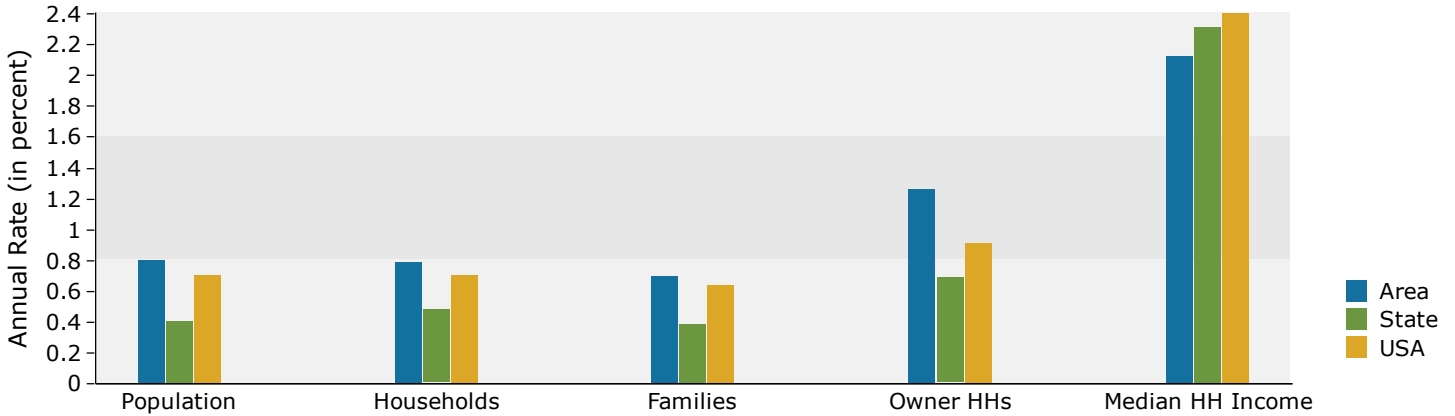
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	995	8.9%	944	7.9%	1,005	8.1%
5 - 9	844	7.6%	890	7.4%	928	7.4%
10 - 14	687	6.2%	839	7.0%	831	6.7%
15 - 19	644	5.8%	729	6.1%	785	6.3%
20 - 24	745	6.7%	770	6.4%	822	6.6%
25 - 34	1,995	17.9%	1,804	15.1%	1,898	15.2%
35 - 44	1,444	12.9%	1,683	14.1%	1,648	13.2%
45 - 54	1,387	12.4%	1,253	10.5%	1,381	11.1%
55 - 64	1,284	11.5%	1,272	10.6%	1,174	9.4%
65 - 74	628	5.6%	1,108	9.3%	1,148	9.2%
75 - 84	375	3.4%	481	4.0%	638	5.1%
85+	123	1.1%	193	1.6%	201	1.6%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,578	67.9%	7,639	63.8%	7,688	61.7%
Black Alone	1,516	13.6%	1,676	14.0%	1,772	14.2%
American Indian Alone	86	0.8%	91	0.8%	94	0.8%
Asian Alone	516	4.6%	750	6.3%	876	7.0%
Pacific Islander Alone	11	0.1%	14	0.1%	15	0.1%
Some Other Race Alone	1,069	9.6%	1,308	10.9%	1,466	11.8%
Two or More Races	377	3.4%	488	4.1%	549	4.4%
Hispanic Origin (Any Race)	2,138	19.2%	2,581	21.6%	2,877	23.1%

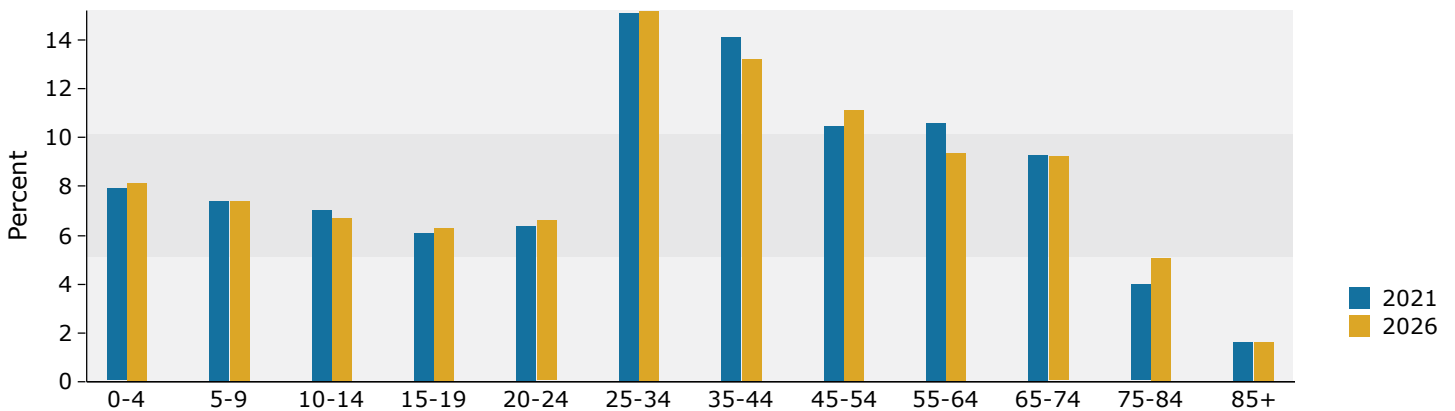
Data Note: Income is expressed in current dollars.

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

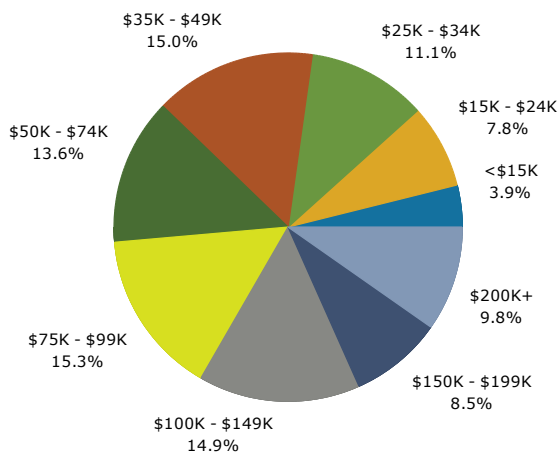
Trends 2021-2026



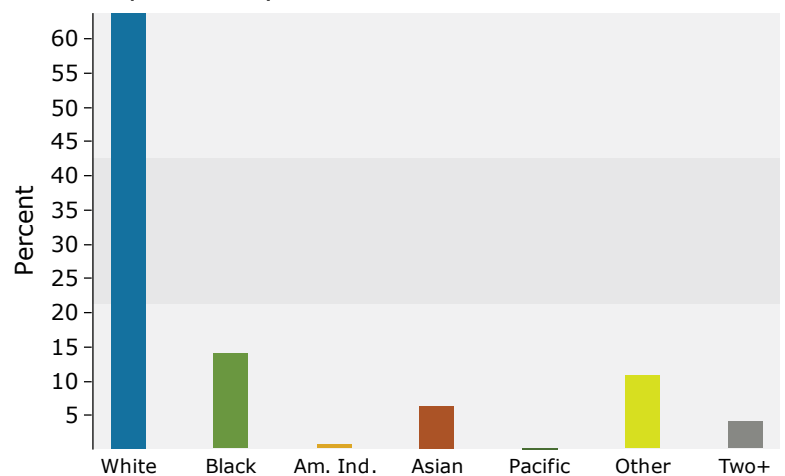
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 21.6%



Demographic and Income Profile

4611-4627 Verona Rd Madison WI 53711
 4611-4627 Verona Rd Madison WI 53711
 Ring: 3 mile radius

Latitude: 43.0340
 Longitude: -89.4540

Summary	Census 2010	2021	2026
Population	85,088	92,820	97,315
Households	36,989	40,460	42,529
Families	20,847	22,362	23,408
Average Household Size	2.28	2.27	2.27
Owner Occupied Housing Units	20,380	21,467	22,969
Renter Occupied Housing Units	16,609	18,993	19,559
Median Age	34.1	36.8	36.9
Trends: 2021-2026 Annual Rate	Area	State	National
Population	0.95%	0.41%	0.71%
Households	1.00%	0.48%	0.71%
Families	0.92%	0.39%	0.64%
Owner HHs	1.36%	0.69%	0.91%
Median Household Income	2.03%	2.32%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	2,505	6.2%	2,165	5.1%
\$15,000 - \$24,999	2,617	6.5%	2,317	5.4%
\$25,000 - \$34,999	2,830	7.0%	2,587	6.1%
\$35,000 - \$49,999	4,585	11.3%	4,262	10.0%
\$50,000 - \$74,999	7,058	17.4%	7,117	16.7%
\$75,000 - \$99,999	5,359	13.2%	5,776	13.6%
\$100,000 - \$149,999	7,844	19.4%	9,180	21.6%
\$150,000 - \$199,999	3,510	8.7%	4,426	10.4%
\$200,000+	4,153	10.3%	4,698	11.0%
Median Household Income	\$77,282		\$85,451	
Average Household Income	\$103,882		\$114,940	
Per Capita Income	\$44,979		\$49,881	

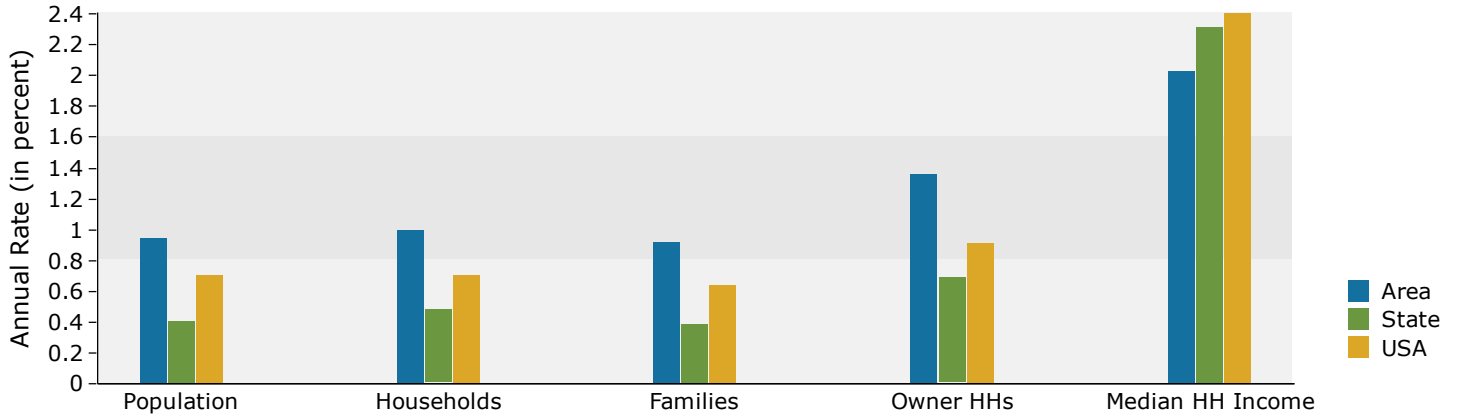
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,020	7.1%	5,678	6.1%	5,972	6.1%
5 - 9	5,261	6.2%	5,536	6.0%	5,665	5.8%
10 - 14	4,816	5.7%	5,499	5.9%	5,354	5.5%
15 - 19	4,507	5.3%	5,223	5.6%	5,390	5.5%
20 - 24	7,037	8.3%	7,485	8.1%	7,886	8.1%
25 - 34	16,185	19.0%	14,267	15.4%	16,034	16.5%
35 - 44	10,953	12.9%	13,867	14.9%	13,159	13.5%
45 - 54	10,844	12.7%	10,080	10.9%	11,129	11.4%
55 - 64	10,118	11.9%	10,355	11.2%	9,873	10.1%
65 - 74	4,783	5.6%	8,811	9.5%	9,274	9.5%
75 - 84	3,005	3.5%	4,064	4.4%	5,493	5.6%
85+	1,557	1.8%	1,955	2.1%	2,085	2.1%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	64,118	75.4%	66,007	71.1%	66,879	68.7%
Black Alone	7,582	8.9%	8,518	9.2%	9,138	9.4%
American Indian Alone	378	0.4%	420	0.5%	442	0.5%
Asian Alone	5,941	7.0%	8,826	9.5%	10,511	10.8%
Pacific Islander Alone	29	0.0%	39	0.0%	42	0.0%
Some Other Race Alone	4,258	5.0%	5,297	5.7%	6,048	6.2%
Two or More Races	2,781	3.3%	3,713	4.0%	4,257	4.4%
Hispanic Origin (Any Race)	8,941	10.5%	11,051	11.9%	12,579	12.9%

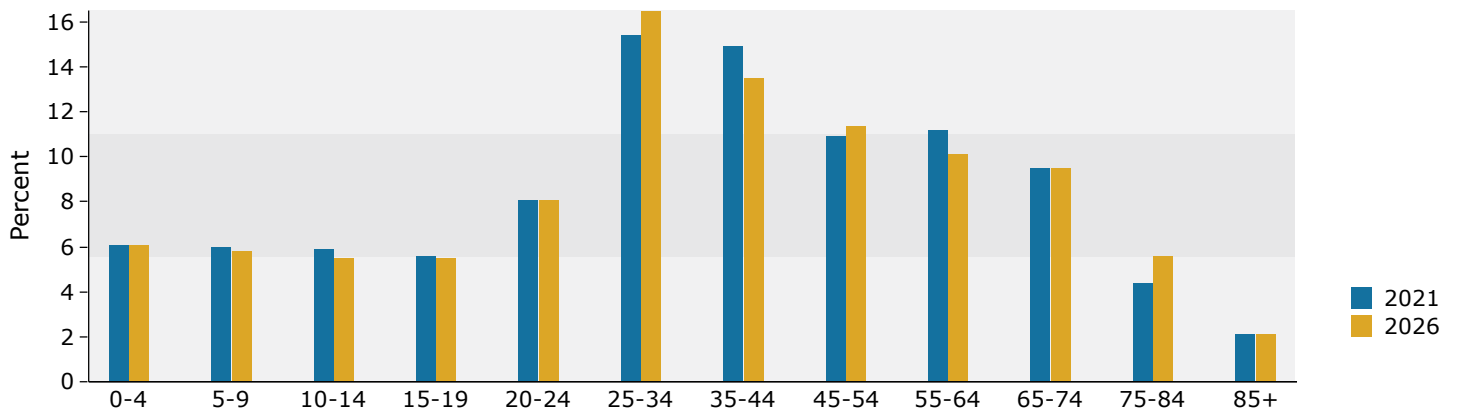
Data Note: Income is expressed in current dollars.

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

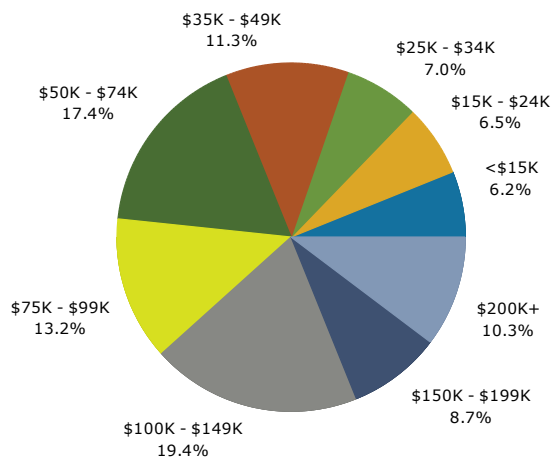
Trends 2021-2026



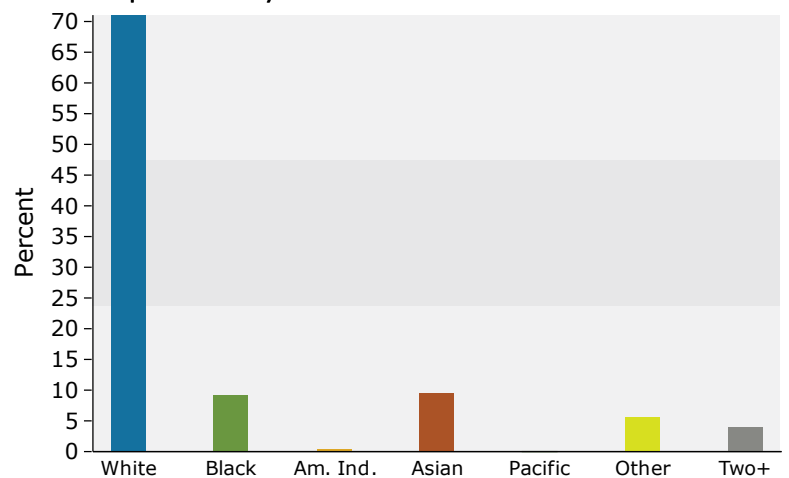
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 11.9%



Demographic and Income Profile

4611-4627 Verona Rd Madison WI 53711
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 Ring: 5 mile radius

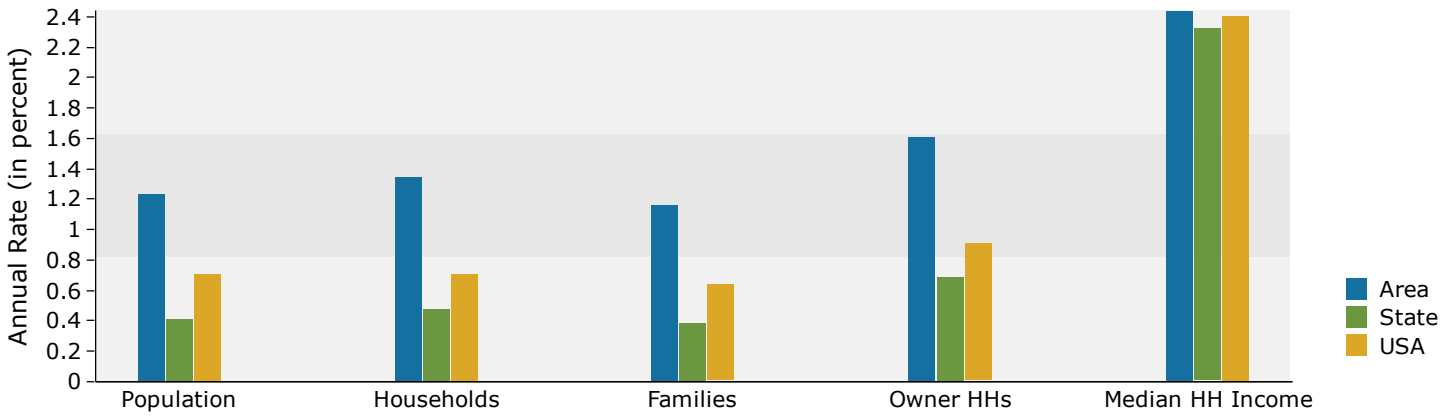
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Summary	Census 2010		2021		2026	
Population	182,698		205,379		218,406	
Households	78,650		89,442		95,663	
Families	36,816		40,350		42,743	
Average Household Size	2.20		2.19		2.18	
Owner Occupied Housing Units	36,097		38,718		41,940	
Renter Occupied Housing Units	42,553		50,724		53,722	
Median Age	29.4		30.9		30.8	
Trends: 2021-2026 Annual Rate	Area		State		National	
Population	1.24%		0.41%		0.71%	
Households	1.35%		0.48%		0.71%	
Families	1.16%		0.39%		0.64%	
Owner HHs	1.61%		0.69%		0.91%	
Median Household Income	2.44%		2.32%		2.41%	
Households by Income	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	9,372	10.5%	8,625	9.0%		
\$15,000 - \$24,999	6,692	7.5%	6,315	6.6%		
\$25,000 - \$34,999	7,138	8.0%	6,896	7.2%		
\$35,000 - \$49,999	10,190	11.4%	10,058	10.5%		
\$50,000 - \$74,999	14,565	16.3%	15,045	15.7%		
\$75,000 - \$99,999	10,766	12.0%	11,713	12.2%		
\$100,000 - \$149,999	15,658	17.5%	18,746	19.6%		
\$150,000 - \$199,999	6,639	7.4%	8,597	9.0%		
\$200,000+	8,411	9.4%	9,657	10.1%		
Median Household Income			\$67,769		\$76,456	
Average Household Income			\$95,604		\$105,832	
Per Capita Income			\$41,650		\$46,324	
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,557	5.8%	10,117	4.9%	10,802	4.9%
5 - 9	9,127	5.0%	9,564	4.7%	9,870	4.5%
10 - 14	8,228	4.5%	9,539	4.6%	9,321	4.3%
15 - 19	14,578	8.0%	16,674	8.1%	17,302	7.9%
20 - 24	31,248	17.1%	35,522	17.3%	38,074	17.4%
25 - 34	33,986	18.6%	33,012	16.1%	36,768	16.8%
35 - 44	20,512	11.2%	25,473	12.4%	25,027	11.5%
45 - 54	19,742	10.8%	19,113	9.3%	20,859	9.6%
55 - 64	18,221	10.0%	20,021	9.7%	19,622	9.0%
65 - 74	8,551	4.7%	15,863	7.7%	17,235	7.9%
75 - 84	5,204	2.8%	7,092	3.5%	9,802	4.5%
85+	2,744	1.5%	3,390	1.7%	3,727	1.7%
Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	141,755	77.6%	150,710	73.4%	155,178	71.1%
Black Alone	12,693	6.9%	14,645	7.1%	15,922	7.3%
American Indian Alone	762	0.4%	872	0.4%	933	0.4%
Asian Alone	15,148	8.3%	22,898	11.1%	27,542	12.6%
Pacific Islander Alone	56	0.0%	81	0.0%	91	0.0%
Some Other Race Alone	6,893	3.8%	8,749	4.3%	10,097	4.6%
Two or More Races	5,391	3.0%	7,423	3.6%	8,643	4.0%
Hispanic Origin (Any Race)	15,563	8.5%	19,662	9.6%	22,686	10.4%

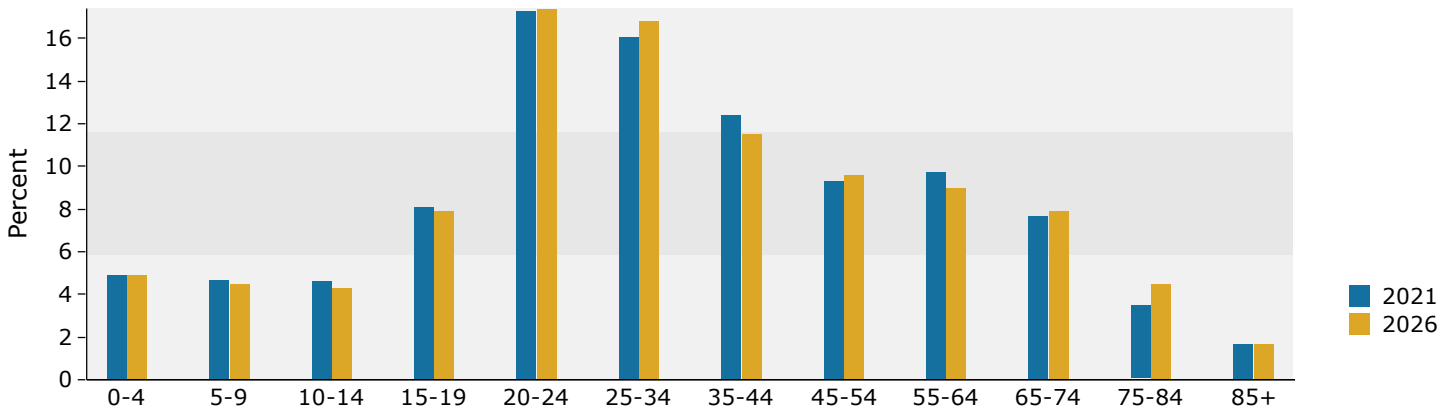
Data Note: Income is expressed in current dollars.

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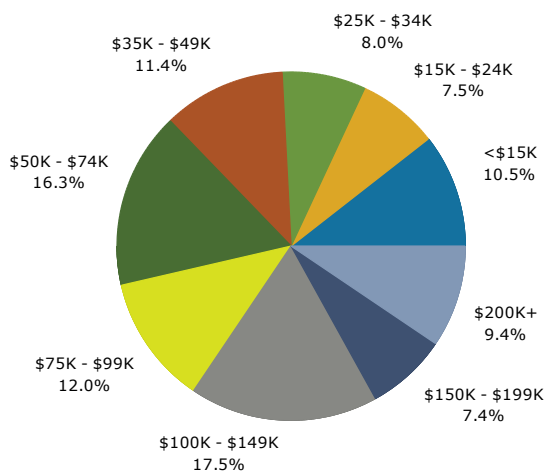
Trends 2021-2026



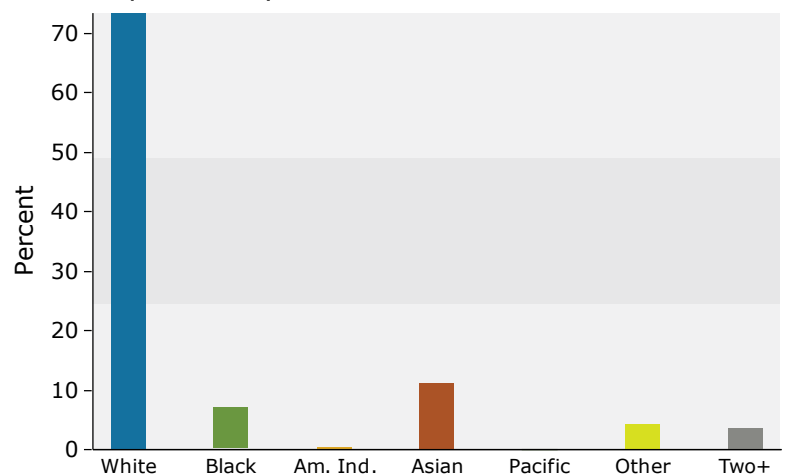
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 9.6%