




My Site_204
 1 Dempsey Road, Madison, WI 53704
 Ring: 1, 3, 5 Miles

Latitude: 43.098303
 Longitude: -89.317535

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	9,680	66,932	124,520
2000 Group Quarters	224	535	9,804
2010 Total Population	9,902	72,830	137,199
2015 Total Population	10,188	76,499	144,573
2010 - 2015 Annual Rate	0.57%	0.99%	1.05%
 2000 Households	4,205	30,299	53,271
2000 Average Household Size	2.25	2.19	2.15
2010 Households	4,359	33,363	59,736
2010 Average Household Size	2.22	2.17	2.13
2015 Households	4,504	35,169	63,426
2015 Average Household Size	2.21	2.16	2.12
2010 - 2015 Annual Rate	0.66%	1.06%	1.21%
2000 Families	2,441	15,790	23,382
2000 Average Family Size	2.81	2.83	2.84
2010 Families	2,466	17,038	25,585
2010 Average Family Size	2.74	2.76	2.77
2015 Families	2,520	17,791	26,845
2015 Average Family Size	2.72	2.74	2.75
2010 - 2015 Annual Rate	0.43%	0.87%	0.97%
 2000 Housing Units	4,306	31,200	55,232
Owner Occupied Housing Units	62.5%	54.7%	44.8%
Renter Occupied Housing Units	35.0%	42.4%	51.6%
Vacant Housing Units	2.5%	3.0%	3.6%
2010 Housing Units	4,582	35,428	64,168
Owner Occupied Housing Units	59.4%	52.3%	42.5%
Renter Occupied Housing Units	35.8%	41.9%	50.6%
Vacant Housing Units	4.9%	5.8%	6.9%
2015 Housing Units	4,754	37,534	68,581
Owner Occupied Housing Units	59.0%	51.7%	42.0%
Renter Occupied Housing Units	35.8%	42.0%	50.5%
Vacant Housing Units	5.3%	6.3%	7.5%
Median Household Income			
2000	\$44,612	\$44,650	\$38,237
2010	\$61,886	\$59,182	\$50,253
2015	\$67,370	\$66,641	\$58,534
Median Home Value			
2000	\$108,164	\$121,344	\$123,241
2010	\$155,895	\$173,738	\$176,283
2015	\$184,483	\$208,812	\$212,486
Per Capita Income			
2000	\$21,750	\$23,974	\$20,988
2010	\$29,442	\$31,225	\$27,047
2015	\$33,296	\$35,965	\$31,420
Median Age			
2000	36.8	35.4	29.8
2010	39.9	37.6	30.7
2015	40.2	37.9	31.3


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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Income			
 Household Income Base	4,183	30,378	53,558
< \$15,000	8.6%	9.5%	18.0%
\$15,000 - \$24,999	11.1%	11.8%	13.5%
\$25,000 - \$34,999	13.6%	14.7%	13.7%
\$35,000 - \$49,999	24.2%	21.1%	18.2%
\$50,000 - \$74,999	26.8%	24.1%	20.3%
\$75,000 - \$99,999	11.8%	11.1%	9.2%
\$100,000 - \$149,999	3.5%	5.7%	5.0%
\$150,000 - \$199,999	0.3%	1.3%	1.1%
\$200,000+	0.1%	0.9%	1.0%
Average Household Income	\$48,217	\$52,450	\$47,360
2010 Households by Income			
Household Income Base	4,358	33,364	59,733
< \$15,000	4.9%	6.6%	14.7%
\$15,000 - \$24,999	6.4%	7.2%	9.4%
\$25,000 - \$34,999	7.6%	9.2%	10.0%
\$35,000 - \$49,999	16.3%	17.1%	15.6%
\$50,000 - \$74,999	30.4%	25.6%	21.6%
\$75,000 - \$99,999	16.9%	15.6%	12.9%
\$100,000 - \$149,999	16.3%	15.3%	12.8%
\$150,000 - \$199,999	0.9%	1.7%	1.4%
\$200,000+	0.4%	1.6%	1.5%
Average Household Income	\$66,540	\$67,843	\$59,802
2015 Households by Income			
Household Income Base	4,502	35,169	63,425
< \$15,000	3.2%	4.4%	11.9%
\$15,000 - \$24,999	4.8%	5.6%	8.1%
\$25,000 - \$34,999	5.2%	6.5%	7.6%
\$35,000 - \$49,999	11.8%	12.8%	12.0%
\$50,000 - \$74,999	32.9%	28.0%	24.3%
\$75,000 - \$99,999	15.7%	14.5%	12.1%
\$100,000 - \$149,999	24.4%	23.5%	19.7%
\$150,000 - \$199,999	1.4%	2.7%	2.4%
\$200,000+	0.5%	2.0%	1.9%
Average Household Income	\$74,951	\$77,869	\$69,138
2000 Owner Occupied HUs by Value			
Total	2,689	17,116	24,787
<\$50,000	1.6%	2.0%	2.2%
\$50,000 - 99,999	34.4%	21.6%	20.0%
\$100,000 - 149,999	57.9%	53.8%	51.9%
\$150,000 - 199,999	4.8%	14.7%	16.2%
\$200,000 - \$299,999	1.2%	4.8%	5.9%
\$300,000 - 499,999	0.1%	2.3%	2.7%
\$500,000 - 999,999	0.2%	0.7%	0.9%
\$1,000,000+	0.0%	0.1%	0.2%
Average Home Value	\$111,718	\$137,458	\$142,400
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,520	13,209	28,524
With Cash Rent	98.0%	98.7%	98.9%
No Cash Rent	2.0%	1.3%	1.1%
Median Rent	\$616	\$599	\$572
Average Rent	\$601	\$600	\$596


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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Age			
 Total	9,678	66,932	124,521
Age 0 - 4	6.0%	5.5%	4.4%
Age 5 - 9	5.9%	5.3%	4.3%
Age 10 - 14	5.8%	5.8%	4.6%
Age 15 - 19	6.0%	5.9%	10.1%
Age 20 - 24	6.4%	7.8%	18.0%
Age 25 - 34	16.5%	19.1%	16.8%
Age 35 - 44	18.2%	17.8%	14.4%
Age 45 - 54	14.0%	15.1%	12.3%
Age 55 - 64	7.9%	7.4%	6.3%
Age 65 - 74	6.4%	5.4%	4.6%
Age 75 - 84	5.2%	3.8%	3.1%
Age 85+	1.7%	1.2%	1.1%
Age 18+	78.8%	80.0%	83.9%
2010 Population by Age			
Total	9,903	72,831	137,199
Age 0 - 4	5.9%	5.4%	4.5%
Age 5 - 9	5.7%	5.0%	4.0%
Age 10 - 14	5.5%	4.9%	3.9%
Age 15 - 19	5.4%	5.0%	9.2%
Age 20 - 24	6.1%	7.7%	18.2%
Age 25 - 34	14.8%	18.1%	16.3%
Age 35 - 44	14.6%	15.0%	12.1%
Age 45 - 54	16.3%	15.6%	12.6%
Age 55 - 64	12.2%	12.1%	9.8%
Age 65 - 74	6.4%	5.7%	4.9%
Age 75 - 84	4.7%	3.7%	3.1%
Age 85+	2.4%	1.7%	1.5%
Age 18+	79.7%	81.7%	85.2%
2015 Population by Age			
Total	10,188	76,495	144,574
Age 0 - 4	5.7%	5.4%	4.4%
Age 5 - 9	5.7%	5.1%	4.0%
Age 10 - 14	5.7%	5.0%	4.0%
Age 15 - 19	5.3%	4.8%	8.7%
Age 20 - 24	6.0%	6.8%	17.8%
Age 25 - 34	14.6%	18.6%	16.6%
Age 35 - 44	13.1%	14.3%	11.7%
Age 45 - 54	15.4%	14.4%	11.6%
Age 55 - 64	13.3%	12.8%	10.3%
Age 65 - 74	8.2%	7.6%	6.4%
Age 75 - 84	4.6%	3.5%	3.0%
Age 85+	2.3%	1.7%	1.5%
Age 18+	79.9%	81.8%	85.3%
2000 Population by Sex			
Males	48.3%	48.8%	49.9%
Females	51.7%	51.2%	50.1%
2010 Population by Sex			
Males	48.4%	48.9%	50.0%
Females	51.6%	51.1%	50.0%
2015 Population by Sex			
Males	48.4%	48.9%	49.9%
Females	51.6%	51.1%	50.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	9,678	66,934	124,521
White Alone	88.6%	88.4%	86.6%
Black Alone	5.7%	5.2%	5.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	1.7%	2.2%	3.7%
Some Other Race Alone	1.3%	1.5%	1.6%
Two or More Races	2.4%	2.3%	2.2%
Hispanic Origin	3.7%	3.7%	3.8%
Diversity Index	26.8	27.0	30.0
2010 Population by Race/Ethnicity			
Total	9,901	72,830	137,199
White Alone	84.5%	84.4%	82.1%
Black Alone	6.9%	6.2%	6.3%
American Indian Alone	0.5%	0.6%	0.6%
Asian or Pacific Islander Alone	2.4%	3.2%	5.3%
Some Other Race Alone	2.2%	2.5%	2.6%
Two or More Races	3.4%	3.1%	3.0%
Hispanic Origin	6.6%	6.4%	6.6%
Diversity Index	36.9	36.9	40.2
2015 Population by Race/Ethnicity			
Total	10,187	76,499	144,574
White Alone	82.9%	82.8%	80.3%
Black Alone	7.4%	6.6%	6.7%
American Indian Alone	0.5%	0.6%	0.6%
Asian or Pacific Islander Alone	2.8%	3.7%	6.2%
Some Other Race Alone	2.5%	2.8%	2.9%
Two or More Races	3.9%	3.5%	3.4%
Hispanic Origin	7.9%	7.7%	7.8%
Diversity Index	40.9	40.7	44.1
2000 Population 3+ by School Enrollment			
 Total	9,243	64,806	121,281
Enrolled in Nursery/Preschool	2.0%	1.6%	1.3%
Enrolled in Kindergarten	1.1%	1.0%	0.9%
Enrolled in Grade 1-8	9.9%	9.4%	7.4%
Enrolled in Grade 9-12	4.2%	4.8%	3.9%
Enrolled in College	5.5%	6.0%	20.2%
Enrolled in Grad/Prof School	1.3%	2.9%	3.9%
Not Enrolled in School	76.1%	74.3%	62.4%
2010 Population 25+ by Educational Attainment			
Total	7,060	52,387	82,623
Less than 9th Grade	2.8%	1.7%	1.9%
9th - 12th Grade, No Diploma	7.6%	4.9%	4.9%
High School Graduate	32.5%	22.8%	22.2%
Some College, No Degree	22.5%	20.6%	20.4%
Associate Degree	9.3%	9.9%	9.5%
Bachelor's Degree	15.8%	25.0%	25.1%
Graduate/Professional Degree	9.5%	15.1%	16.0%

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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2010 Population 15+ by Marital Status			
 Total	8,202	61,635	120,217
Never Married	33.7%	39.0%	49.8%
Married	44.6%	43.6%	36.2%
Widowed	6.0%	4.2%	3.4%
Divorced	15.7%	13.2%	10.6%
2000 Population 16+ by Employment Status			
 Total	7,831	55,322	107,271
In Labor Force	72.5%	77.7%	72.8%
Civilian Employed	69.2%	74.7%	68.8%
Civilian Unemployed	2.9%	2.9%	3.9%
In Armed Forces	0.4%	0.1%	0.1%
Not in Labor Force	27.5%	22.3%	27.2%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	91.7%	92.4%	91.0%
Civilian Unemployed	8.3%	7.6%	9.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.1%	93.7%	92.4%
Civilian Unemployed	6.9%	6.3%	7.6%
2000 Females 16+ by Employment Status and Age of Children			
Total	4,067	28,418	53,953
Own Children < 6 Only	8.1%	7.2%	5.6%
Employed/in Armed Forces	6.2%	5.6%	4.3%
Unemployed	0.8%	0.3%	0.3%
Not in Labor Force	1.1%	1.3%	1.0%
Own Children < 6 and 6-17 Only	5.1%	4.2%	3.2%
Employed/in Armed Forces	4.0%	3.2%	2.4%
Unemployed	0.7%	0.2%	0.1%
Not in Labor Force	0.4%	0.8%	0.7%
Own Children 6-17 Only	11.7%	13.2%	10.2%
Employed/in Armed Forces	10.9%	12.0%	9.0%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	0.8%	1.1%	1.1%
No Own Children < 18	75.1%	75.4%	81.0%
Employed/in Armed Forces	44.3%	51.1%	51.8%
Unemployed	1.3%	1.7%	2.5%
Not in Labor Force	29.5%	22.5%	26.7%
2010 Employed Population 16+ by Industry			
 Total	5,136	41,730	75,315
Agriculture/Mining	0.4%	0.4%	0.4%
Construction	3.4%	3.4%	3.0%
Manufacturing	10.7%	7.7%	6.6%
Wholesale Trade	3.2%	2.4%	2.0%
Retail Trade	11.5%	10.6%	10.6%
Transportation/Utilities	4.9%	3.8%	3.1%
Information	2.1%	2.4%	2.7%
Finance/Insurance/Real Estate	7.4%	8.5%	7.9%
Services	48.6%	53.1%	56.8%
Public Administration	7.6%	7.6%	6.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation			
Total	5,135	41,731	75,317
White Collar	62.5%	69.1%	68.6%
Management/Business/Financial	13.7%	14.1%	12.4%
Professional	20.6%	30.3%	30.6%
Sales	10.1%	9.7%	10.6%
Administrative Support	18.0%	15.1%	15.0%
Services	16.3%	15.8%	18.0%
Blue Collar	21.2%	15.1%	13.3%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	3.0%	2.8%	2.6%
Installation/Maintenance/Repair	3.8%	2.7%	2.3%
Production	7.1%	5.0%	4.1%
Transportation/Material Moving	7.2%	4.6%	4.2%
2000 Workers 16+ by Means of Transportation to Work			
 Total	5,394	40,895	72,450
Drove Alone - Car, Truck, or Van	77.1%	73.9%	64.6%
Carpooled - Car, Truck, or Van	11.3%	11.0%	9.7%
Public Transportation	5.1%	6.3%	6.6%
Walked	1.9%	3.0%	12.7%
Other Means	2.2%	2.8%	3.6%
Worked at Home	2.5%	3.0%	2.8%
2000 Workers 16+ by Travel Time to Work			
Total	5,394	40,895	72,452
Did Not Work at Home	97.5%	97.0%	97.2%
Less than 5 minutes	1.8%	2.4%	3.3%
5 to 9 minutes	11.2%	12.3%	13.3%
10 to 19 minutes	40.4%	39.4%	40.7%
20 to 24 minutes	16.2%	17.6%	17.0%
25 to 34 minutes	19.1%	16.8%	15.2%
35 to 44 minutes	3.5%	3.0%	2.5%
45 to 59 minutes	2.4%	2.7%	2.3%
60 to 89 minutes	1.5%	1.6%	1.8%
90 or more minutes	1.3%	1.3%	1.1%
Worked at Home	2.5%	3.0%	2.8%
Average Travel Time to Work (in min)	20.3	19.7	18.8
2000 Households by Vehicles Available			
Total	4,208	30,332	53,332
None	6.2%	8.7%	14.8%
1	37.8%	40.0%	40.2%
2	45.1%	40.6%	34.8%
3	9.1%	8.3%	7.9%
4	1.5%	1.7%	1.6%
5+	0.4%	0.7%	0.8%
Average Number of Vehicles Available	1.6	1.6	1.4

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2000 Households by Type			
 Total	4,205	30,299	53,271
Family Households	58.0%	52.1%	43.9%
Married-couple Family	41.3%	38.8%	32.8%
With Related Children	17.1%	16.2%	13.5%
Other Family (No Spouse)	16.8%	13.3%	11.1%
With Related Children	10.9%	8.7%	7.1%
Nonfamily Households	42.0%	47.9%	56.1%
Householder Living Alone	30.1%	33.0%	37.1%
Householder Not Living Alone	11.8%	14.9%	19.0%
Households with Related Children	28.0%	24.9%	20.6%
Households with Persons 65+	19.9%	16.8%	14.8%
2000 Households by Size			
Total	4,205	30,299	53,271
1 Person Household	30.1%	33.0%	37.1%
2 Person Household	37.7%	37.5%	34.4%
3 Person Household	15.8%	14.6%	13.6%
4 Person Household	10.9%	10.0%	9.5%
5 Person Household	3.9%	3.3%	3.5%
6 Person Household	1.0%	1.0%	1.2%
7+ Person Household	0.6%	0.6%	0.7%
2000 Households by Year Householder Moved In			
Total	4,209	30,331	53,331
Moved in 1999 to March 2000	20.5%	25.2%	32.9%
Moved in 1995 to 1998	28.3%	29.6%	28.6%
Moved in 1990 to 1994	14.8%	14.4%	12.7%
Moved in 1980 to 1989	15.7%	14.0%	11.9%
Moved in 1970 to 1979	7.9%	7.7%	6.7%
Moved in 1969 or Earlier	12.9%	9.0%	7.2%
Median Year Householder Moved In	1995	1996	1997
2000 Housing Units by Units in Structure			
 Total	4,294	31,272	55,374
1, Detached	63.9%	53.8%	43.4%
1, Attached	4.6%	3.7%	3.4%
2	5.9%	9.4%	8.0%
3 or 4	8.2%	9.1%	9.1%
5 to 9	8.5%	9.2%	9.6%
10 to 19	5.0%	5.5%	8.0%
20+	3.4%	8.3%	17.5%
Mobile Home	0.6%	0.9%	1.0%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	4,289	31,245	55,345
1999 to March 2000	0.2%	1.3%	1.5%
1995 to 1998	3.9%	5.3%	4.9%
1990 to 1994	2.6%	5.4%	5.4%
1980 to 1989	10.3%	8.8%	9.3%
1970 to 1979	15.3%	15.0%	17.1%
1969 or Earlier	67.7%	64.3%	61.9%
Median Year Structure Built	1960	1960	1963

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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Top 3 Tapestry Segments			
1.	Rustbelt Traditions	Metropolitans	Dorms to Diplomas
2.	Aspiring Young Familie	Aspiring Young Familie	Metropolitans
3.	Main Street, USA	Old and Newcomers	Aspiring Young Familie

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$7,070,131	\$56,178,706	\$92,505,424
Average Spent	\$1,621.96	\$1,683.86	\$1,548.57
Spending Potential Index	68	70	65
Computers & Accessories: Total \$	\$930,629	\$7,439,737	\$12,640,631
Average Spent	\$213.50	\$222.99	\$211.61
Spending Potential Index	97	101	96
Education: Total \$	\$5,458,979	\$42,480,360	\$79,203,565
Average Spent	\$1,252.35	\$1,273.28	\$1,325.89
Spending Potential Index	103	104	109
Entertainment/Recreation: Total \$	\$13,610,583	\$105,707,547	\$166,298,020
Average Spent	\$3,122.41	\$3,168.41	\$2,783.88
Spending Potential Index	97	98	86
Food at Home: Total \$	\$18,714,891	\$146,406,907	\$234,651,609
Average Spent	\$4,293.39	\$4,388.30	\$3,928.14
Spending Potential Index	96	98	88
Food Away from Home: Total \$	\$13,655,317	\$107,725,708	\$175,782,724
Average Spent	\$3,132.67	\$3,228.90	\$2,942.66
Spending Potential Index	97	100	91
Health Care: Total \$	\$15,629,710	\$116,664,197	\$176,510,640
Average Spent	\$3,585.62	\$3,496.81	\$2,954.85
Spending Potential Index	96	94	79
HH Furnishings & Equipment: Total \$	\$7,490,039	\$58,472,753	\$92,350,569
Average Spent	\$1,718.29	\$1,752.62	\$1,545.98
Spending Potential Index	83	85	75
Investments: Total \$	\$6,801,228	\$51,191,460	\$75,364,700
Average Spent	\$1,560.27	\$1,534.38	\$1,261.63
Spending Potential Index	90	88	73
Retail Goods: Total \$	\$98,931,417	\$767,864,260	\$1,216,140,535
Average Spent	\$22,695.90	\$23,015.44	\$20,358.59
Spending Potential Index	91	93	82
Shelter: Total \$	\$66,220,532	\$527,087,444	\$833,552,262
Average Spent	\$15,191.68	\$15,798.56	\$13,953.94
Spending Potential Index	96	100	88
TV/Video/Audio: Total \$	\$5,227,077	\$40,993,848	\$66,485,540
Average Spent	\$1,199.15	\$1,228.72	\$1,112.99
Spending Potential Index	97	99	90
Travel: Total \$	\$7,824,068	\$60,885,303	\$93,569,561
Average Spent	\$1,794.92	\$1,824.93	\$1,566.38
Spending Potential Index	95	96	83
Vehicle Maintenance & Repairs: Total \$	\$3,920,056	\$30,723,213	\$48,939,816
Average Spent	\$899.30	\$920.88	\$819.27
Spending Potential Index	95	98	87

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

My Site_204
 1 DEMPSEY RD, MADISON, WI, 53714
 Ring: 1, 3, 5 Miles

Latitude: 43.098303
 Longitude: -89.317535

