

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.0557/-89.5055

| West Towne Collection Madison, WI 53719 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|--|------------------|-------|-------------------|-------|-------------------|-------|
| Population | | | | | | |
| Estimated Population (2023) | 12,995 | | 90,797 | | 172,252 | |
| Projected Population (2028) | 13,227 | | 93,087 | | 178,875 | |
| Census Population (2020) | 13,110 | | 89,392 | | 169,238 | |
| Census Population (2010) | 12,291 | | 80,364 | | 151,858 | |
| Projected Annual Growth (2023-2028) | 232 | 0.4% | 2,290 | 0.5% | 6,623 | 0.8% |
| Historical Annual Growth (2020-2023) | -115 | - | 1,405 | 0.5% | 3,014 | 0.6% |
| Historical Annual Growth (2010-2020) | 819 | 0.7% | 9,028 | 1.1% | 17,380 | 1.1% |
| Estimated Population Density (2023) | 4,139 <i>psm</i> | | 3,213 <i>psm</i> | | 2,194 <i>psm</i> | |
| Trade Area Size | 3.1 <i>sq mi</i> | | 28.3 <i>sq mi</i> | | 78.5 <i>sq mi</i> | |
| Households | | | | | | |
| Estimated Households (2023) | 6,799 | | 43,064 | | 77,179 | |
| Projected Households (2028) | 6,911 | | 43,966 | | 79,723 | |
| Census Households (2020) | 6,743 | | 41,915 | | 75,098 | |
| Census Households (2010) | 6,368 | | 36,955 | | 66,042 | |
| Projected Annual Growth (2023-2028) | 112 | 0.3% | 902 | 0.4% | 2,544 | 0.7% |
| Historical Annual Change (2010-2023) | 431 | 0.5% | 6,109 | 1.3% | 11,137 | 1.3% |
| Average Household Income | | | | | | |
| Estimated Average Household Income (2023) | \$111,124 | | \$131,109 | | \$137,082 | |
| Projected Average Household Income (2028) | \$117,365 | | \$136,178 | | \$141,045 | |
| Census Average Household Income (2010) | \$67,420 | | \$80,413 | | \$84,858 | |
| Census Average Household Income (2000) | \$60,907 | | \$67,552 | | \$69,025 | |
| Projected Annual Change (2023-2028) | \$6,241 | 1.1% | \$5,069 | 0.8% | \$3,963 | 0.6% |
| Historical Annual Change (2000-2023) | \$50,217 | 3.6% | \$63,557 | 4.1% | \$68,057 | 4.3% |
| Median Household Income | | | | | | |
| Estimated Median Household Income (2023) | \$77,606 | | \$97,676 | | \$103,167 | |
| Projected Median Household Income (2028) | \$72,665 | | \$94,797 | | \$101,975 | |
| Census Median Household Income (2010) | \$53,586 | | \$62,227 | | \$64,103 | |
| Census Median Household Income (2000) | \$46,895 | | \$55,799 | | \$54,927 | |
| Projected Annual Change (2023-2028) | -\$4,942 | -1.3% | -\$2,879 | -0.6% | -\$1,193 | -0.2% |
| Historical Annual Change (2000-2023) | \$30,711 | 2.8% | \$41,877 | 3.3% | \$48,240 | 3.8% |
| Per Capita Income | | | | | | |
| Estimated Per Capita Income (2023) | \$58,784 | | \$62,333 | | \$61,613 | |
| Projected Per Capita Income (2028) | \$61,951 | | \$64,464 | | \$63,047 | |
| Census Per Capita Income (2010) | \$34,920 | | \$36,986 | | \$36,912 | |
| Census Per Capita Income (2000) | \$30,609 | | \$30,246 | | \$29,366 | |
| Projected Annual Change (2023-2028) | \$3,167 | 1.1% | \$2,131 | 0.7% | \$1,434 | 0.5% |
| Historical Annual Change (2000-2023) | \$28,175 | 4.0% | \$32,087 | 4.6% | \$32,246 | 4.8% |
| Estimated Average Household Net Worth (2023) | \$484,741 | | \$645,490 | | \$716,726 | |

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| West Towne Collection Madison, WI 53719 | | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|---|--|--------------|-------|--------------|-------|---------------|-------|
| Race and Ethnicity | | | | | | | |
| Total Population (2023) | | 12,995 | | 90,797 | | 172,252 | |
| White (2023) | | 8,525 | 65.6% | 66,071 | 72.8% | 126,742 | 73.6% |
| Black or African American (2023) | | 1,194 | 9.2% | 6,218 | 6.8% | 10,720 | 6.2% |
| American Indian or Alaska Native (2023) | | 58 | 0.4% | 310 | 0.3% | 593 | 0.3% |
| Asian (2023) | | 1,767 | 13.6% | 9,854 | 10.9% | 18,265 | 10.6% |
| Hawaiian or Pacific Islander (2023) | | 8 | - | 41 | - | 57 | - |
| Other Race (2023) | | 539 | 4.1% | 2,873 | 3.2% | 5,458 | 3.2% |
| Two or More Races (2023) | | 905 | 7.0% | 5,429 | 6.0% | 10,417 | 6.0% |
| Population < 18 (2023) | | 2,216 17.1% | | 18,486 20.4% | | 35,641 20.7% | |
| White Not Hispanic | | 862 | 38.9% | 10,230 | 55.3% | 20,886 | 58.6% |
| Black or African American | | 413 | 18.7% | 2,114 | 11.4% | 3,548 | 10.0% |
| Asian | | 452 | 20.4% | 2,467 | 13.3% | 3,966 | 11.1% |
| Other Race Not Hispanic | | 135 | 6.1% | 1,191 | 6.4% | 2,372 | 6.7% |
| Hispanic | | 353 | 16.0% | 2,483 | 13.4% | 4,869 | 13.7% |
| Not Hispanic or Latino Population (2023) | | 11,481 88.4% | | 82,919 91.3% | | 157,465 91.4% | |
| Not Hispanic White | | 8,235 | 71.7% | 64,436 | 77.7% | 123,638 | 78.5% |
| Not Hispanic Black or African American | | 1,164 | 10.1% | 6,070 | 7.3% | 10,462 | 6.6% |
| Not Hispanic American Indian or Alaska Native | | 13 | 0.1% | 101 | 0.1% | 187 | 0.1% |
| Not Hispanic Asian | | 1,757 | 15.3% | 9,818 | 11.8% | 18,183 | 11.5% |
| Not Hispanic Hawaiian or Pacific Islander | | 5 | - | 32 | - | 46 | - |
| Not Hispanic Other Race | | 15 | 0.1% | 160 | 0.2% | 316 | 0.2% |
| Not Hispanic Two or More Races | | 292 | 2.5% | 2,302 | 2.8% | 4,632 | 2.9% |
| Hispanic or Latino Population (2023) | | 1,514 11.6% | | 7,878 8.7% | | 14,787 8.6% | |
| Hispanic White | | 291 | 19.2% | 1,636 | 20.8% | 3,104 | 21.0% |
| Hispanic Black or African American | | 29 | 1.9% | 148 | 1.9% | 258 | 1.7% |
| Hispanic American Indian or Alaska Native | | 45 | 3.0% | 209 | 2.7% | 406 | 2.7% |
| Hispanic Asian | | 10 | 0.6% | 36 | 0.5% | 82 | 0.6% |
| Hispanic Hawaiian or Pacific Islander | | 3 | 0.2% | 9 | 0.1% | 10 | - |
| Hispanic Other Race | | 524 | 34.6% | 2,713 | 34.4% | 5,142 | 34.8% |
| Hispanic Two or More Races | | 613 | 40.5% | 3,127 | 39.7% | 5,785 | 39.1% |
| Not Hispanic or Latino Population (2020) | | 11,917 90.9% | | 81,534 91.2% | | 154,085 91.0% | |
| Hispanic or Latino Population (2020) | | 1,193 | 9.1% | 7,859 | 8.8% | 15,153 | 9.0% |
| Not Hispanic or Latino Population (2010) | | 11,382 92.6% | | 75,097 93.4% | | 141,004 92.9% | |
| Hispanic or Latino Population (2010) | | 909 | 7.4% | 5,267 | 6.6% | 10,854 | 7.1% |
| Not Hispanic or Latino Population (2028) | | 11,697 88.4% | | 85,059 91.4% | | 163,692 91.5% | |
| Hispanic or Latino Population (2028) | | 1,531 | 11.6% | 8,028 | 8.6% | 15,183 | 8.5% |
| Projected Annual Growth (2023-2028) | | 17 | 0.2% | 150 | 0.4% | 395 | 0.5% |
| Historical Annual Growth (2010-2020) | | 283 | 3.1% | 2,592 | 4.9% | 4,299 | 4.0% |

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| West Towne Collection | | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|---------------------------------------|--|-------------|-------|-------------|-------|-------------|-------|
| Madison, WI 53719 | | | | | | | |
| Total Age Distribution (2023) | | | | | | | |
| Total Population | | 12,995 | | 90,797 | | 172,252 | |
| Age Under 5 Years | | 669 | 5.1% | 5,039 | 5.6% | 9,439 | 5.5% |
| Age 5 to 9 Years | | 578 | 4.4% | 5,075 | 5.6% | 9,973 | 5.8% |
| Age 10 to 14 Years | | 643 | 4.9% | 5,272 | 5.8% | 10,192 | 5.9% |
| Age 15 to 19 Years | | 541 | 4.2% | 4,350 | 4.8% | 10,122 | 5.9% |
| Age 20 to 24 Years | | 1,253 | 9.6% | 6,153 | 6.8% | 14,517 | 8.4% |
| Age 25 to 29 Years | | 1,604 | 12.3% | 9,175 | 10.1% | 16,045 | 9.3% |
| Age 30 to 34 Years | | 1,028 | 7.9% | 6,991 | 7.7% | 12,656 | 7.3% |
| Age 35 to 39 Years | | 845 | 6.5% | 6,567 | 7.2% | 12,475 | 7.2% |
| Age 40 to 44 Years | | 716 | 5.5% | 5,677 | 6.3% | 11,107 | 6.4% |
| Age 45 to 49 Years | | 519 | 4.0% | 4,680 | 5.2% | 9,117 | 5.3% |
| Age 50 to 54 Years | | 586 | 4.5% | 4,930 | 5.4% | 9,405 | 5.5% |
| Age 55 to 59 Years | | 619 | 4.8% | 5,466 | 6.0% | 10,314 | 6.0% |
| Age 60 to 64 Years | | 662 | 5.1% | 5,545 | 6.1% | 10,153 | 5.9% |
| Age 65 to 69 Years | | 634 | 4.9% | 4,945 | 5.4% | 9,045 | 5.3% |
| Age 70 to 74 Years | | 625 | 4.8% | 4,349 | 4.8% | 7,485 | 4.3% |
| Age 75 to 79 Years | | 468 | 3.6% | 2,750 | 3.0% | 4,419 | 2.6% |
| Age 80 to 84 Years | | 374 | 2.9% | 1,871 | 2.1% | 2,840 | 1.6% |
| Age 85 Years or Over | | 632 | 4.9% | 1,961 | 2.2% | 2,949 | 1.7% |
| Median Age | | 39.4 | | 38.5 | | 36.9 | |
| Age 19 Years or Less | | 2,431 | 18.7% | 19,736 | 21.7% | 39,725 | 23.1% |
| Age 20 to 64 Years | | 7,832 | 60.3% | 55,184 | 60.8% | 105,789 | 61.4% |
| Age 65 Years or Over | | 2,732 | 21.0% | 15,877 | 17.5% | 26,738 | 15.5% |
| Female Age Distribution (2023) | | | | | | | |
| Female Population | | 6,737 | 51.8% | 46,572 | 51.3% | 87,534 | 50.8% |
| Age Under 5 Years | | 344 | 5.1% | 2,490 | 5.3% | 4,681 | 5.3% |
| Age 5 to 9 Years | | 252 | 3.7% | 2,456 | 5.3% | 4,862 | 5.6% |
| Age 10 to 14 Years | | 289 | 4.3% | 2,498 | 5.4% | 4,856 | 5.5% |
| Age 15 to 19 Years | | 265 | 3.9% | 2,173 | 4.7% | 5,032 | 5.7% |
| Age 20 to 24 Years | | 674 | 10.0% | 3,276 | 7.0% | 7,422 | 8.5% |
| Age 25 to 29 Years | | 780 | 11.6% | 4,500 | 9.7% | 7,822 | 8.9% |
| Age 30 to 34 Years | | 508 | 7.5% | 3,482 | 7.5% | 6,227 | 7.1% |
| Age 35 to 39 Years | | 380 | 5.6% | 3,129 | 6.7% | 6,097 | 7.0% |
| Age 40 to 44 Years | | 347 | 5.1% | 2,826 | 6.1% | 5,514 | 6.3% |
| Age 45 to 49 Years | | 269 | 4.0% | 2,407 | 5.2% | 4,681 | 5.3% |
| Age 50 to 54 Years | | 301 | 4.5% | 2,588 | 5.6% | 4,897 | 5.6% |
| Age 55 to 59 Years | | 328 | 4.9% | 2,891 | 6.2% | 5,397 | 6.2% |
| Age 60 to 64 Years | | 360 | 5.3% | 2,935 | 6.3% | 5,321 | 6.1% |
| Age 65 to 69 Years | | 384 | 5.7% | 2,710 | 5.8% | 4,862 | 5.6% |
| Age 70 to 74 Years | | 358 | 5.3% | 2,378 | 5.1% | 4,014 | 4.6% |
| Age 75 to 79 Years | | 271 | 4.0% | 1,510 | 3.2% | 2,349 | 2.7% |
| Age 80 to 84 Years | | 205 | 3.0% | 1,059 | 2.3% | 1,606 | 1.8% |
| Age 85 Years or Over | | 423 | 6.3% | 1,263 | 2.7% | 1,895 | 2.2% |
| Female Median Age | | 41.5 | | 39.8 | | 38.0 | |
| Age 19 Years or Less | | 1,150 | 17.1% | 9,618 | 20.7% | 19,431 | 22.2% |
| Age 20 to 64 Years | | 3,946 | 58.6% | 28,034 | 60.2% | 53,378 | 61.0% |
| Age 65 Years or Over | | 1,640 | 24.3% | 8,920 | 19.2% | 14,725 | 16.8% |

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| West Towne Collection | | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|-------------------------------------|--|-------------|-------|-------------|-------|-------------|-------|
| Madison, WI 53719 | | | | | | | |
| Male Age Distribution (2023) | | | | | | | |
| Male Population | | 6,258 | 48.2% | 44,225 | 48.7% | 84,718 | 49.2% |
| Age Under 5 Years | | 325 | 5.2% | 2,549 | 5.8% | 4,758 | 5.6% |
| Age 5 to 9 Years | | 326 | 5.2% | 2,619 | 5.9% | 5,111 | 6.0% |
| Age 10 to 14 Years | | 354 | 5.7% | 2,774 | 6.3% | 5,336 | 6.3% |
| Age 15 to 19 Years | | 276 | 4.4% | 2,176 | 4.9% | 5,089 | 6.0% |
| Age 20 to 24 Years | | 579 | 9.3% | 2,878 | 6.5% | 7,095 | 8.4% |
| Age 25 to 29 Years | | 824 | 13.2% | 4,675 | 10.6% | 8,223 | 9.7% |
| Age 30 to 34 Years | | 520 | 8.3% | 3,509 | 7.9% | 6,430 | 7.6% |
| Age 35 to 39 Years | | 465 | 7.4% | 3,438 | 7.8% | 6,377 | 7.5% |
| Age 40 to 44 Years | | 370 | 5.9% | 2,851 | 6.4% | 5,593 | 6.6% |
| Age 45 to 49 Years | | 250 | 4.0% | 2,273 | 5.1% | 4,436 | 5.2% |
| Age 50 to 54 Years | | 284 | 4.5% | 2,342 | 5.3% | 4,508 | 5.3% |
| Age 55 to 59 Years | | 291 | 4.6% | 2,575 | 5.8% | 4,918 | 5.8% |
| Age 60 to 64 Years | | 302 | 4.8% | 2,610 | 5.9% | 4,832 | 5.7% |
| Age 65 to 69 Years | | 250 | 4.0% | 2,235 | 5.1% | 4,183 | 4.9% |
| Age 70 to 74 Years | | 267 | 4.3% | 1,971 | 4.5% | 3,471 | 4.1% |
| Age 75 to 79 Years | | 196 | 3.1% | 1,240 | 2.8% | 2,070 | 2.4% |
| Age 80 to 84 Years | | 169 | 2.7% | 812 | 1.8% | 1,234 | 1.5% |
| Age 85 Years or Over | | 209 | 3.3% | 698 | 1.6% | 1,054 | 1.2% |
| Male Median Age | | 36.2 | | 36.8 | | 35.8 | |
| Age 19 Years or Less | | 1,281 | 20.5% | 10,118 | 22.9% | 20,294 | 24.0% |
| Age 20 to 64 Years | | 3,885 | 62.1% | 27,150 | 61.4% | 52,411 | 61.9% |
| Age 65 Years or Over | | 1,092 | 17.5% | 6,957 | 15.7% | 12,013 | 14.2% |
| Males per 100 Females (2023) | | | | | | | |
| Overall Comparison | | 93 | | 95 | | 97 | |
| Age Under 5 Years | | 95 | 48.6% | 102 | 50.6% | 102 | 50.4% |
| Age 5 to 9 Years | | 129 | 56.3% | 107 | 51.6% | 105 | 51.2% |
| Age 10 to 14 Years | | 123 | 55.1% | 111 | 52.6% | 110 | 52.4% |
| Age 15 to 19 Years | | 104 | 51.0% | 100 | 50.0% | 101 | 50.3% |
| Age 20 to 24 Years | | 86 | 46.2% | 88 | 46.8% | 96 | 48.9% |
| Age 25 to 29 Years | | 106 | 51.4% | 104 | 51.0% | 105 | 51.3% |
| Age 30 to 34 Years | | 103 | 50.6% | 101 | 50.2% | 103 | 50.8% |
| Age 35 to 39 Years | | 122 | 55.0% | 110 | 52.3% | 105 | 51.1% |
| Age 40 to 44 Years | | 107 | 51.6% | 101 | 50.2% | 101 | 50.4% |
| Age 45 to 49 Years | | 93 | 48.2% | 94 | 48.6% | 95 | 48.7% |
| Age 50 to 54 Years | | 94 | 48.5% | 90 | 47.5% | 92 | 47.9% |
| Age 55 to 59 Years | | 89 | 47.0% | 89 | 47.1% | 91 | 47.7% |
| Age 60 to 64 Years | | 84 | 45.7% | 89 | 47.1% | 91 | 47.6% |
| Age 65 to 69 Years | | 65 | 39.5% | 82 | 45.2% | 86 | 46.2% |
| Age 70 to 74 Years | | 75 | 42.8% | 83 | 45.3% | 86 | 46.4% |
| Age 75 to 79 Years | | 72 | 42.0% | 82 | 45.1% | 88 | 46.8% |
| Age 80 to 84 Years | | 82 | 45.2% | 77 | 43.4% | 77 | 43.4% |
| Age 85 Years or Over | | 49 | 33.1% | 55 | 35.6% | 56 | 35.8% |
| Age 19 Years or Less | | 111 | 52.7% | 105 | 51.3% | 104 | 51.1% |
| Age 20 to 39 Years | | 102 | 50.5% | 101 | 50.2% | 102 | 50.5% |
| Age 40 to 64 Years | | 93 | 48.3% | 93 | 48.1% | 94 | 48.5% |
| Age 65 Years or Over | | 67 | 40.0% | 78 | 43.8% | 82 | 44.9% |

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| West Towne Collection | | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|--|--|-------------|--------|-------------|-------|-------------|-------|
| Madison, WI 53719 | | | | | | | |
| Household Type (2023) | | | | | | | |
| Total Households | | 6,799 | | 43,064 | | 77,179 | |
| Households with Children | | 1,210 | 17.8% | 10,274 | 23.9% | 20,203 | 26.2% |
| Average Household Size | | 1.8 | | 2.1 | | 2.2 | |
| Household Density per Square Mile | | 2,165 | | 1,524 | | 983 | |
| Population Family | | 7,486 | 57.6% | 64,788 | 71.4% | 123,810 | 71.9% |
| Population Non-Family | | 4,813 | 37.0% | 24,892 | 27.4% | 44,736 | 26.0% |
| Population Group Quarters | | 697 | 5.4% | 1,117 | 1.2% | 3,706 | 2.2% |
| Family Households | | 2,717 | 40.0% | 22,677 | 52.7% | 42,531 | 55.1% |
| Married Couple Households | | 1,959 | 72.1% | 17,781 | 78.4% | 33,360 | 78.4% |
| Other Family Households with Children | | 759 | 27.9% | 4,896 | 21.6% | 9,171 | 21.6% |
| Family Households with Children | | 1,208 | 44.5% | 10,258 | 45.2% | 20,174 | 47.4% |
| Married Couple with Children | | 765 | 63.3% | 7,301 | 71.2% | 14,587 | 72.3% |
| Other Family Households with Children | | 443 | 36.7% | 2,956 | 28.8% | 5,586 | 27.7% |
| Family Households No Children | | 1,509 | 55.5% | 12,419 | 54.8% | 22,358 | 52.6% |
| Married Couple No Children | | 1,194 | 79.1% | 10,479 | 84.4% | 18,773 | 84.0% |
| Other Family Households No Children | | 315 | 20.9% | 1,940 | 15.6% | 3,585 | 16.0% |
| Non-Family Households | | 4,082 | 60.0% | 20,387 | 47.3% | 34,648 | 44.9% |
| Non-Family Households with Children | | 2 | - | 16 | - | 30 | - |
| Non-Family Households No Children | | 4,080 | 100.0% | 20,370 | 99.9% | 34,618 | 99.9% |
| Average Family Household Size | | 2.8 | | 2.9 | | 2.9 | |
| Average Family Income | | \$156,648 | | \$172,329 | | \$180,916 | |
| Median Family Income | | \$110,597 | | \$132,279 | | \$142,497 | |
| Average Non-Family Household Size | | 1.2 | | 1.2 | | 1.3 | |
| Marital Status (2023) | | | | | | | |
| Population Age 15 Years or Over | | 11,106 | | 75,410 | | 142,648 | |
| Never Married | | 4,341 | 39.1% | 26,285 | 34.9% | 52,264 | 36.6% |
| Currently Married | | 3,987 | 35.9% | 36,636 | 48.6% | 68,637 | 48.1% |
| Previously Married | | 2,777 | 25.0% | 12,489 | 16.6% | 21,748 | 15.2% |
| Separated | | 559 | 20.1% | 3,035 | 24.3% | 4,813 | 22.1% |
| Widowed | | 1,056 | 38.0% | 3,380 | 27.1% | 5,798 | 26.7% |
| Divorced | | 1,162 | 41.9% | 6,074 | 48.6% | 11,137 | 51.2% |
| Educational Attainment (2023) | | | | | | | |
| Adult Population Age 25 Years or Over | | 9,311 | | 64,908 | | 118,010 | |
| Elementary (Grade Level 0 to 8) | | 301 | 3.2% | 1,160 | 1.8% | 1,842 | 1.6% |
| Some High School (Grade Level 9 to 11) | | 213 | 2.3% | 1,096 | 1.7% | 2,014 | 1.7% |
| High School Graduate | | 1,421 | 15.3% | 7,801 | 12.0% | 13,111 | 11.1% |
| Some College | | 1,238 | 13.3% | 8,548 | 13.2% | 14,290 | 12.1% |
| Associate Degree Only | | 547 | 5.9% | 4,382 | 6.8% | 8,355 | 7.1% |
| Bachelor Degree Only | | 3,092 | 33.2% | 22,879 | 35.2% | 41,550 | 35.2% |
| Graduate Degree | | 2,498 | 26.8% | 19,042 | 29.3% | 36,848 | 31.2% |
| Any College (Some College or Higher) | | 7,376 | 79.2% | 54,852 | 84.5% | 101,042 | 85.6% |
| College Degree + (Bachelor Degree or Higher) | | 5,590 | 60.0% | 41,921 | 64.6% | 78,398 | 66.4% |

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|--|--|-------------|-------|-------------|-------|-------------|-------|
| Madison, WI 53719 | | | | | | | |
| Housing | | | | | | | |
| Total Housing Units (2023) | | 7,200 | | 45,216 | | 80,804 | |
| Total Housing Units (2020) | | 7,135 | | 43,919 | | 78,148 | |
| Historical Annual Growth (2020-2023) | | 65 | - | 1,297 | - | 2,657 | - |
| Housing Units Occupied (2023) | | 6,799 | 94.4% | 43,064 | 95.2% | 77,179 | 95.5% |
| Housing Units Owner-Occupied | | 2,325 | 34.2% | 23,027 | 53.5% | 42,516 | 55.1% |
| Housing Units Renter-Occupied | | 4,474 | 65.8% | 20,036 | 46.5% | 34,663 | 44.9% |
| Housing Units Vacant (2023) | | 401 | 5.6% | 2,152 | 4.8% | 3,625 | 4.5% |
| Household Size (2023) | | | | | | | |
| Total Households | | 6,799 | | 43,064 | | 77,179 | |
| 1 Person Households | | 3,378 | 49.7% | 16,438 | 38.2% | 26,806 | 34.7% |
| 2 Person Households | | 2,180 | 32.1% | 15,695 | 36.4% | 28,486 | 36.9% |
| 3 Person Households | | 620 | 9.1% | 5,015 | 11.6% | 9,710 | 12.6% |
| 4 Person Households | | 421 | 6.2% | 3,879 | 9.0% | 8,038 | 10.4% |
| 5 Person Households | | 137 | 2.0% | 1,445 | 3.4% | 2,948 | 3.8% |
| 6 Person Households | | 47 | 0.7% | 426 | 1.0% | 855 | 1.1% |
| 7 or More Person Households | | 17 | 0.2% | 166 | 0.4% | 336 | 0.4% |
| Household Income Distribution (2023) | | | | | | | |
| HH Income \$200,000 or More | | 717 | 10.5% | 6,850 | 15.9% | 14,335 | 18.6% |
| HH Income \$150,000 to \$199,999 | | 637 | 9.4% | 4,805 | 11.2% | 8,722 | 11.3% |
| HH Income \$125,000 to \$149,999 | | 523 | 7.7% | 3,890 | 9.0% | 6,511 | 8.4% |
| HH Income \$100,000 to \$124,999 | | 562 | 8.3% | 4,196 | 9.7% | 7,200 | 9.3% |
| HH Income \$75,000 to \$99,999 | | 913 | 13.4% | 5,701 | 13.2% | 9,477 | 12.3% |
| HH Income \$50,000 to \$74,999 | | 1,357 | 20.0% | 6,563 | 15.2% | 11,468 | 14.9% |
| HH Income \$35,000 to \$49,999 | | 774 | 11.4% | 4,202 | 9.8% | 6,975 | 9.0% |
| HH Income \$25,000 to \$34,999 | | 480 | 7.1% | 2,252 | 5.2% | 4,101 | 5.3% |
| HH Income \$15,000 to \$24,999 | | 470 | 6.9% | 2,200 | 5.1% | 3,749 | 4.9% |
| HH Income \$10,000 to \$14,999 | | 145 | 2.1% | 1,110 | 2.6% | 1,822 | 2.4% |
| HH Income Under \$10,000 | | 220 | 3.2% | 1,294 | 3.0% | 2,820 | 3.7% |
| Household Vehicles (2023) | | | | | | | |
| Households 0 Vehicles Available | | 548 | 8.1% | 2,518 | 5.8% | 4,543 | 5.9% |
| Households 1 Vehicle Available | | 3,578 | 52.6% | 19,060 | 44.3% | 32,133 | 41.6% |
| Households 2 Vehicles Available | | 2,164 | 31.8% | 17,009 | 39.5% | 31,932 | 41.4% |
| Households 3 or More Vehicles Available | | 510 | 7.5% | 4,477 | 10.4% | 8,570 | 11.1% |
| Total Vehicles Available | | 9,641 | | 67,746 | | 124,352 | |
| Average Vehicles per Household | | 1.4 | | 1.6 | | 1.6 | |
| Owner-Occupied Household Vehicles | | 4,147 | 43.0% | 43,158 | 63.7% | 80,797 | 65.0% |
| Average Vehicles per Owner-Occupied Household | | 1.8 | | 1.9 | | 1.9 | |
| Renter-Occupied Household Vehicles | | 5,495 | 57.0% | 24,588 | 36.3% | 43,555 | 35.0% |
| Average Vehicles per Renter-Occupied Household | | 1.2 | | 1.2 | | 1.3 | |
| Travel Time (2023) | | | | | | | |
| Worker Base Age 16 years or Over | | 6,659 | | 49,414 | | 93,169 | |
| Travel to Work in 14 Minutes or Less | | 2,125 | 31.9% | 13,655 | 27.6% | 24,760 | 26.6% |
| Travel to Work in 15 to 29 Minutes | | 2,040 | 30.6% | 15,173 | 30.7% | 30,635 | 32.9% |
| Travel to Work in 30 to 59 Minutes | | 600 | 9.0% | 4,337 | 8.8% | 8,721 | 9.4% |
| Travel to Work in 60 Minutes or More | | 83 | 1.3% | 595 | 1.2% | 1,067 | 1.1% |
| Work at Home | | 1,810 | 27.2% | 15,654 | 31.7% | 27,987 | 30.0% |
| Average Minutes Travel to Work | | 15.1 | | 16.1 | | 16.7 | |

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.0557/-89.5055

| West Towne Collection | | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|--|--|--------------------|-------|--------------------|-------|--------------------|-------|
| Madison, WI 53719 | | | | | | | |
| Transportation To Work (2023) | | | | | | | |
| Worker Base Age 16 years or Over | | 6,659 | | 49,414 | | 93,169 | |
| Drive to Work Alone | | 4,011 | 60.2% | 28,416 | 57.5% | 52,932 | 56.8% |
| Drive to Work in Carpool | | 407 | 6.1% | 2,434 | 4.9% | 3,958 | 4.2% |
| Travel to Work by Public Transportation | | 118 | 1.8% | 838 | 1.7% | 1,742 | 1.9% |
| Drive to Work on Motorcycle | | 2 | - | 5 | - | 11 | - |
| Bicycle to Work | | 68 | 1.0% | 615 | 1.2% | 1,671 | 1.8% |
| Walk to Work | | 167 | 2.5% | 839 | 1.7% | 3,640 | 3.9% |
| Other Means | | 76 | 1.1% | 614 | 1.2% | 1,228 | 1.3% |
| Work at Home | | 1,810 | 27.2% | 15,654 | 31.7% | 27,987 | 30.0% |
| Daytime Demographics (2023) | | | | | | | |
| Total Businesses | | 1,140 | | 3,881 | | 6,481 | |
| Total Employees | | 11,524 | | 49,376 | | 87,172 | |
| Company Headquarter Businesses | | 51 | 4.5% | 185 | 4.8% | 288 | 4.4% |
| Company Headquarter Employees | | 2,054 | 17.8% | 8,851 | 17.9% | 20,131 | 23.1% |
| Employee Population per Business | | 10.1 | to 1 | 12.7 | to 1 | 13.5 | to 1 |
| Residential Population per Business | | 11.4 | to 1 | 23.4 | to 1 | 26.6 | to 1 |
| Adj. Daytime Demographics Age 16 Years or Over | | 15,797 | | 74,211 | | 134,365 | |
| Labor Force | | | | | | | |
| Labor Population Age 16 Years or Over (2023) | | 10,985 | | 74,377 | | 140,615 | |
| Labor Force Total Males (2023) | | 5,188 | 47.2% | 35,775 | 48.1% | 68,467 | 48.7% |
| Male Civilian Employed | | 3,560 | 68.6% | 25,915 | 72.4% | 48,560 | 70.9% |
| Male Civilian Unemployed | | 83 | 1.6% | 533 | 1.5% | 952 | 1.4% |
| Males in Armed Forces | | 53 | 1.0% | 117 | 0.3% | 214 | 0.3% |
| Males Not in Labor Force | | 1,492 | 28.8% | 9,211 | 25.7% | 18,741 | 27.4% |
| Labor Force Total Females (2023) | | 5,796 | 52.8% | 38,601 | 51.9% | 72,148 | 51.3% |
| Female Civilian Employed | | 3,099 | 53.5% | 23,500 | 60.9% | 44,609 | 61.8% |
| Female Civilian Unemployed | | 110 | 1.9% | 488 | 1.3% | 844 | 1.2% |
| Females in Armed Forces | | - | - | 9 | - | 39 | - |
| Females Not in Labor Force | | 2,588 | 44.6% | 14,604 | 37.8% | 26,656 | 36.9% |
| Unemployment Rate | | 192 | 1.7% | 1,020 | 1.4% | 1,796 | 1.3% |
| Occupation (2023) | | | | | | | |
| Occupation Population Age 16 Years or Over | | 6,659 | | 49,414 | | 93,169 | |
| Occupation Total Males | | 3,560 | 53.5% | 25,915 | 52.4% | 48,560 | 52.1% |
| Occupation Total Females | | 3,099 | 46.5% | 23,500 | 47.6% | 44,609 | 47.9% |
| Management, Business, Financial Operations | | 1,137 | 17.1% | 9,526 | 19.3% | 18,244 | 19.6% |
| Professional, Related | | 2,477 | 37.2% | 21,033 | 42.6% | 39,326 | 42.2% |
| Service | | 1,114 | 16.7% | 5,697 | 11.5% | 10,677 | 11.5% |
| Sales, Office | | 1,169 | 17.6% | 8,016 | 16.2% | 15,025 | 16.1% |
| Farming, Fishing, Forestry | | 12 | 0.2% | 52 | 0.1% | 133 | 0.1% |
| Construction, Extraction, Maintenance | | 242 | 3.6% | 1,608 | 3.3% | 3,138 | 3.4% |
| Production, Transport, Material Moving | | 507 | 7.6% | 3,483 | 7.0% | 6,627 | 7.1% |
| White Collar Workers | | 4,783 | 71.8% | 38,574 | 78.1% | 72,595 | 77.9% |
| Blue Collar Workers | | 1,876 | 28.2% | 10,840 | 21.9% | 20,574 | 22.1% |

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.0557/-89.5055

| West Towne Collection | | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|------------------------------------|--|-------------|-------|-------------|-------|-------------|-------|
| Madison, WI 53719 | | | | | | | |
| Units In Structure (2023) | | | | | | | |
| Total Units | | 6,799 | | 43,064 | | 77,179 | |
| 1 Detached Unit | | 1,696 | 24.9% | 20,381 | 47.3% | 38,413 | 49.8% |
| 1 Attached Unit | | 574 | 8.4% | 3,270 | 7.6% | 5,473 | 7.1% |
| 2 Units | | 174 | 2.6% | 1,078 | 2.5% | 2,153 | 2.8% |
| 3 to 4 Units | | 349 | 5.1% | 1,887 | 4.4% | 3,873 | 5.0% |
| 5 to 9 Units | | 757 | 11.1% | 2,460 | 5.7% | 4,576 | 5.9% |
| 10 to 19 Units | | 911 | 13.4% | 3,195 | 7.4% | 5,766 | 7.5% |
| 20 to 49 Units | | 1,187 | 17.5% | 5,725 | 13.3% | 9,159 | 11.9% |
| 50 or More Units | | 1,147 | 16.9% | 5,007 | 11.6% | 7,669 | 9.9% |
| Mobile Home or Trailer | | 4 | - | 59 | 0.1% | 95 | 0.1% |
| Other Structure | | - | - | - | - | 2 | - |
| Homes Built By Year (2023) | | | | | | | |
| Homes Built 2020 or later | | 23 | 0.3% | 189 | 0.4% | 504 | 0.6% |
| Homes Built 2010 to 2019 | | 623 | 8.7% | 5,786 | 12.8% | 10,749 | 13.3% |
| Homes Built 2000 to 2009 | | 1,194 | 16.6% | 6,780 | 15.0% | 12,161 | 15.1% |
| Homes Built 1990 to 1999 | | 1,158 | 16.1% | 5,852 | 12.9% | 10,192 | 12.6% |
| Homes Built 1980 to 1989 | | 1,435 | 19.9% | 5,736 | 12.7% | 9,079 | 11.2% |
| Homes Built 1970 to 1979 | | 1,414 | 19.6% | 6,713 | 14.8% | 11,265 | 13.9% |
| Homes Built 1960 to 1969 | | 513 | 7.1% | 5,572 | 12.3% | 8,918 | 11.0% |
| Homes Built 1950 to 1959 | | 187 | 2.6% | 3,946 | 8.7% | 6,547 | 8.1% |
| Homes Built 1940 to 1949 | | 49 | 0.7% | 574 | 1.3% | 1,582 | 2.0% |
| Homes Built Before 1939 | | 203 | 2.8% | 1,915 | 4.2% | 6,182 | 7.7% |
| Median Age of Homes | | 38.1 | yrs | 40.9 | yrs | 42.2 | yrs |
| Home Values (2023) | | | | | | | |
| Owner Specified Housing Units | | 2,325 | | 23,027 | | 42,516 | |
| Home Values \$1,000,000 or More | | 11 | 0.5% | 320 | 1.4% | 881 | 2.1% |
| Home Values \$750,000 to \$999,999 | | 35 | 1.5% | 582 | 2.5% | 1,624 | 3.8% |
| Home Values \$500,000 to \$749,999 | | 371 | 16.0% | 3,372 | 14.6% | 7,364 | 17.3% |
| Home Values \$400,000 to \$499,999 | | 433 | 18.6% | 4,407 | 19.1% | 8,713 | 20.5% |
| Home Values \$300,000 to \$399,999 | | 581 | 25.0% | 7,189 | 31.2% | 12,430 | 29.2% |
| Home Values \$250,000 to \$299,999 | | 322 | 13.9% | 3,084 | 13.4% | 5,120 | 12.0% |
| Home Values \$200,000 to \$249,999 | | 205 | 8.8% | 2,198 | 9.5% | 3,377 | 7.9% |
| Home Values \$175,000 to \$199,999 | | 73 | 3.1% | 545 | 2.4% | 866 | 2.0% |
| Home Values \$150,000 to \$174,999 | | 68 | 2.9% | 508 | 2.2% | 719 | 1.7% |
| Home Values \$125,000 to \$149,999 | | 49 | 2.1% | 233 | 1.0% | 418 | 1.0% |
| Home Values \$100,000 to \$124,999 | | 45 | 1.9% | 189 | 0.8% | 287 | 0.7% |
| Home Values \$90,000 to \$99,999 | | 35 | 1.5% | 96 | 0.4% | 175 | 0.4% |
| Home Values \$80,000 to \$89,999 | | 9 | 0.4% | 29 | 0.1% | 34 | - |
| Home Values \$70,000 to \$79,999 | | 28 | 1.2% | 38 | 0.2% | 76 | 0.2% |
| Home Values \$60,000 to \$69,999 | | 2 | - | 5 | - | 10 | - |
| Home Values \$50,000 to \$59,999 | | - | - | 4 | - | 15 | - |
| Home Values \$35,000 to \$49,999 | | 50 | 2.2% | 101 | 0.4% | 198 | 0.5% |
| Home Values \$25,000 to \$34,999 | | 3 | 0.1% | 55 | 0.2% | 84 | 0.2% |
| Home Values \$10,000 to \$24,999 | | 2 | - | 56 | 0.2% | 78 | 0.2% |
| Home Values Under \$10,000 | | 5 | 0.2% | 19 | - | 49 | 0.1% |
| Owner-Occupied Median Home Value | | \$350,127 | | \$370,285 | | \$396,671 | |
| Renter-Occupied Median Rent | | \$1,148 | | \$1,140 | | \$1,147 | |

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.0557/-89.5055

| West Towne Collection Madison, WI 53719 | | 1 mi radius | 3 mi radius | 5 mi radius |
|--|--|---------------|---------------|---------------|
| Total Annual Consumer Expenditure (2023) | | | | |
| Total Household Expenditure | | \$516.35 M | \$3.69 B | \$6.81 B |
| Total Non-Retail Expenditure | | \$274.53 M | \$1.96 B | \$3.63 B |
| Total Retail Expenditure | | \$241.83 M | \$1.73 B | \$3.19 B |
| Apparel | | \$18.34 M | \$132.06 M | \$245.34 M |
| Contributions | | \$17.24 M | \$127.78 M | \$239.43 M |
| Education | | \$16.24 M | \$123.11 M | \$234.41 M |
| Entertainment | | \$29.21 M | \$212.49 M | \$394.7 M |
| Food and Beverages | | \$75.56 M | \$534.77 M | \$985.21 M |
| Furnishings and Equipment | | \$18.18 M | \$131.77 M | \$244.32 M |
| Gifts | | \$13.3 M | \$98.48 M | \$185.52 M |
| Health Care | | \$42.77 M | \$301.76 M | \$553.08 M |
| Household Operations | | \$20.38 M | \$147.52 M | \$273.95 M |
| Miscellaneous Expenses | | \$9.83 M | \$70.34 M | \$130.05 M |
| Personal Care | | \$6.95 M | \$49.55 M | \$91.45 M |
| Personal Insurance | | \$3.62 M | \$27.2 M | \$50.94 M |
| Reading | | \$1.14 M | \$8.16 M | \$15.1 M |
| Shelter | | \$110.36 M | \$779.09 M | \$1.44 B |
| Tobacco | | \$3.02 M | \$19.85 M | \$35.73 M |
| Transportation | | \$93.06 M | \$663.9 M | \$1.22 B |
| Utilities | | \$37.16 M | \$258.21 M | \$472.12 M |
| Monthly Household Consumer Expenditure (2023) | | | | |
| Total Household Expenditure | | \$6,329 | \$7,133 | \$7,358 |
| Total Non-Retail Expenditure | | \$3,365 53.2% | \$3,791 53.2% | \$3,916 53.2% |
| Total Retail Expenditures | | \$2,964 46.8% | \$3,342 46.8% | \$3,442 46.8% |
| Apparel | | \$225 3.6% | \$256 3.6% | \$265 3.6% |
| Contributions | | \$211 3.3% | \$247 3.5% | \$259 3.5% |
| Education | | \$199 3.1% | \$238 3.3% | \$253 3.4% |
| Entertainment | | \$358 5.7% | \$411 5.8% | \$426 5.8% |
| Food and Beverages | | \$926 14.6% | \$1,035 14.5% | \$1,064 14.5% |
| Furnishings and Equipment | | \$223 3.5% | \$255 3.6% | \$264 3.6% |
| Gifts | | \$163 2.6% | \$191 2.7% | \$200 2.7% |
| Health Care | | \$524 8.3% | \$584 8.2% | \$597 8.1% |
| Household Operations | | \$250 3.9% | \$285 4.0% | \$296 4.0% |
| Miscellaneous Expenses | | \$120 1.9% | \$136 1.9% | \$140 1.9% |
| Personal Care | | \$85 1.3% | \$96 1.3% | \$99 1.3% |
| Personal Insurance | | \$44 0.7% | \$53 0.7% | \$55 0.7% |
| Reading | | \$14 0.2% | \$16 0.2% | \$16 0.2% |
| Shelter | | \$1,353 21.4% | \$1,508 21.1% | \$1,554 21.1% |
| Tobacco | | \$37 0.6% | \$38 0.5% | \$39 0.5% |
| Transportation | | \$1,141 18.0% | \$1,285 18.0% | \$1,321 18.0% |
| Utilities | | \$455 7.2% | \$500 7.0% | \$510 6.9% |