

Complete Profile

2010-2020 Census, 2022 Estimates with 2027 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							
Population							
Estimated Population (2022)		12,763		90,659		171,975	
Projected Population (2027)		13,106		93,621		179,052	
Census Population (2020)		12,867		89,423		169,405	
Census Population (2010)		12,046		80,394		151,925	
Projected Annual Growth (2022-2027)		343	0.5%	2,962	0.7%	7,077	0.8%
Historical Annual Growth (2020-2022)		-104	-	1,236	0.7%	2,570	0.8%
Historical Annual Growth (2010-2020)		821	0.7%	9,029	1.1%	17,480	1.2%
Estimated Population Density (2022)		4,065	psm	3,208	psm	2,191	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi
Households							
Estimated Households (2022)		6,635		42,789		76,739	
Projected Households (2027)		6,788		43,928		79,404	
Census Households (2020)		6,615		41,927		75,193	
Census Households (2010)		6,242		36,966		66,086	
Projected Annual Growth (2022-2027)		153	0.5%	1,139	0.5%	2,666	0.7%
Historical Annual Change (2010-2022)		393	0.5%	5,823	1.3%	10,652	1.3%
Average Household Income							
Estimated Average Household Income (2022)		\$95,399		\$105,947		\$110,692	
Projected Average Household Income (2027)		\$113,999		\$123,852		\$128,075	
Census Average Household Income (2010)		\$67,276		\$80,418		\$84,818	
Census Average Household Income (2000)		\$60,776		\$67,551		\$69,001	
Projected Annual Change (2022-2027)		\$18,600	3.9%	\$17,906	3.4%	\$17,383	3.1%
Historical Annual Change (2000-2022)		\$34,623	2.6%	\$38,396	2.6%	\$41,691	2.7%
Median Household Income							
Estimated Median Household Income (2022)		\$75,271		\$89,093		\$92,103	
Projected Median Household Income (2027)		\$90,158		\$106,121		\$110,105	
Census Median Household Income (2010)		\$53,428		\$62,235		\$64,067	
Census Median Household Income (2000)		\$46,786		\$55,801		\$54,906	
Projected Annual Change (2022-2027)		\$14,886	4.0%	\$17,027	3.8%	\$18,002	3.9%
Historical Annual Change (2000-2022)		\$28,486	2.8%	\$33,292	2.7%	\$37,198	3.1%
Per Capita Income							
Estimated Per Capita Income (2022)		\$50,227		\$50,149		\$49,575	
Projected Per Capita Income (2027)		\$59,655		\$58,253		\$56,972	
Census Per Capita Income (2010)		\$34,854		\$36,986		\$36,903	
Census Per Capita Income (2000)		\$30,529		\$30,245		\$29,359	
Projected Annual Change (2022-2027)		\$9,428	3.8%	\$8,104	3.2%	\$7,397	3.0%
Historical Annual Change (2000-2022)		\$19,698	2.9%	\$19,903	3.0%	\$20,215	3.1%
Estimated Average Household Net Worth (2022)		\$497,600		\$661,867		\$719,958	

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West Towne Collection		1 mi radius		3 mi radius		5 mi radius	
Madison, WI 53719							
Race and Ethnicity							
Total Population (2022)		12,763		90,659		171,975	
White (2022)		8,353	65.5%	65,978	72.8%	126,563	73.6%
Black or African American (2022)		1,177	9.2%	6,204	6.8%	10,690	6.2%
American Indian or Alaska Native (2022)		57	0.4%	310	0.3%	594	0.3%
Asian (2022)		1,740	13.6%	9,829	10.8%	18,217	10.6%
Hawaiian or Pacific Islander (2022)		8	-	41	-	57	-
Other Race (2022)		712	5.6%	4,134	4.6%	7,901	4.6%
Two or More Races (2022)		715	5.6%	4,162	4.6%	7,954	4.6%
Population < 18 (2022)		2,179 17.1%		18,471 20.4%		35,572 20.7%	
White Not Hispanic		845	38.8%	10,230	55.4%	20,840	58.6%
Black or African American		409	18.8%	2,108	11.4%	3,528	9.9%
Asian		446	20.5%	2,461	13.3%	3,967	11.2%
Other Race Not Hispanic		131	6.0%	1,189	6.4%	2,368	6.7%
Hispanic		348	16.0%	2,482	13.4%	4,869	13.7%
Not Hispanic or Latino Population (2022)		11,267 88.3%		82,777 91.3%		157,190 91.4%	
Not Hispanic White		7,382	65.5%	60,711	73.3%	116,930	74.4%
Not Hispanic Black or African American		1,056	9.4%	5,450	6.6%	9,140	5.8%
Not Hispanic American Indian or Alaska Native		48	0.4%	270	0.3%	504	0.3%
Not Hispanic Asian		1,562	13.9%	9,084	11.0%	16,943	10.8%
Not Hispanic Hawaiian or Pacific Islander		8	-	41	-	57	-
Not Hispanic Other Race		603	5.4%	3,602	4.4%	6,794	4.3%
Not Hispanic Two or More Races		608	5.4%	3,618	4.4%	6,823	4.3%
Hispanic or Latino Population (2022)		1,496 11.7%		7,882 8.7%		14,785 8.6%	
Hispanic White		972	65.0%	5,267	66.8%	9,634	65.2%
Hispanic Black or African American		121	8.1%	753	9.6%	1,550	10.5%
Hispanic American Indian or Alaska Native		9	0.6%	40	0.5%	90	0.6%
Hispanic Asian		178	11.9%	745	9.5%	1,274	8.6%
Hispanic Hawaiian or Pacific Islander		-	-	-	-	-	-
Hispanic Other Race		108	7.2%	532	6.8%	1,107	7.5%
Hispanic Two or More Races		108	7.2%	544	6.9%	1,130	7.6%
Not Hispanic or Latino Population (2020)		11,693 90.9%		81,563 91.2%		154,235 91.0%	
Hispanic or Latino Population (2020)		1,174	9.1%	7,860	8.8%	15,170	9.0%
Not Hispanic or Latino Population (2010)		11,147 92.5%		75,126 93.4%		141,065 92.9%	
Hispanic or Latino Population (2010)		898	7.5%	5,268	6.6%	10,860	7.1%
Not Hispanic or Latino Population (2027)		11,578 88.3%		85,534 91.4%		163,780 91.5%	
Hispanic or Latino Population (2027)		1,528	11.7%	8,087	8.6%	15,272	8.5%
Projected Annual Growth (2022-2027)		32	0.4%	205	0.5%	487	0.7%
Historical Annual Growth (2010-2020)		276	3.1%	2,592	4.9%	4,310	4.0%

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Madison, WI 53719							
Total Age Distribution (2022)							
Total Population		12,763		90,659		171,975	
Age Under 5 Years		658	5.2%	5,027	5.5%	9,429	5.5%
Age 5 to 9 Years		574	4.5%	5,078	5.6%	9,960	5.8%
Age 10 to 14 Years		625	4.9%	5,266	5.8%	10,154	5.9%
Age 15 to 19 Years		534	4.2%	4,345	4.8%	10,115	5.9%
Age 20 to 24 Years		1,237	9.7%	6,136	6.8%	14,492	8.4%
Age 25 to 29 Years		1,578	12.4%	9,160	10.1%	16,031	9.3%
Age 30 to 34 Years		1,011	7.9%	6,984	7.7%	12,645	7.4%
Age 35 to 39 Years		831	6.5%	6,553	7.2%	12,462	7.2%
Age 40 to 44 Years		700	5.5%	5,668	6.3%	11,083	6.4%
Age 45 to 49 Years		507	4.0%	4,666	5.1%	9,094	5.3%
Age 50 to 54 Years		574	4.5%	4,925	5.4%	9,381	5.5%
Age 55 to 59 Years		602	4.7%	5,459	6.0%	10,278	6.0%
Age 60 to 64 Years		646	5.1%	5,536	6.1%	10,142	5.9%
Age 65 to 69 Years		621	4.9%	4,941	5.5%	9,036	5.3%
Age 70 to 74 Years		614	4.8%	4,339	4.8%	7,473	4.3%
Age 75 to 79 Years		458	3.6%	2,746	3.0%	4,409	2.6%
Age 80 to 84 Years		367	2.9%	1,867	2.1%	2,837	1.6%
Age 85 Years or Over		628	4.9%	1,961	2.2%	2,953	1.7%
Median Age		39.4		38.4		36.9	
Age 19 Years or Less		2,390	18.7%	19,717	21.7%	39,658	23.1%
Age 20 to 64 Years		7,685	60.2%	55,088	60.8%	105,608	61.4%
Age 65 Years or Over		2,688	21.1%	15,854	17.5%	26,709	15.5%
Female Age Distribution (2022)							
Female Population		6,608	51.8%	46,496	51.3%	87,382	50.8%
Age Under 5 Years		335	5.1%	2,488	5.3%	4,674	5.3%
Age 5 to 9 Years		253	3.8%	2,455	5.3%	4,855	5.6%
Age 10 to 14 Years		280	4.2%	2,493	5.4%	4,834	5.5%
Age 15 to 19 Years		261	4.0%	2,164	4.7%	5,021	5.7%
Age 20 to 24 Years		664	10.0%	3,265	7.0%	7,409	8.5%
Age 25 to 29 Years		767	11.6%	4,493	9.7%	7,817	8.9%
Age 30 to 34 Years		500	7.6%	3,480	7.5%	6,218	7.1%
Age 35 to 39 Years		372	5.6%	3,123	6.7%	6,089	7.0%
Age 40 to 44 Years		339	5.1%	2,824	6.1%	5,504	6.3%
Age 45 to 49 Years		260	3.9%	2,398	5.2%	4,667	5.3%
Age 50 to 54 Years		296	4.5%	2,586	5.6%	4,889	5.6%
Age 55 to 59 Years		319	4.8%	2,886	6.2%	5,375	6.2%
Age 60 to 64 Years		350	5.3%	2,932	6.3%	5,319	6.1%
Age 65 to 69 Years		374	5.7%	2,710	5.8%	4,858	5.6%
Age 70 to 74 Years		350	5.3%	2,373	5.1%	4,008	4.6%
Age 75 to 79 Years		267	4.0%	1,508	3.2%	2,339	2.7%
Age 80 to 84 Years		202	3.0%	1,058	2.3%	1,606	1.8%
Age 85 Years or Over		420	6.4%	1,262	2.7%	1,899	2.2%
Female Median Age		41.5		39.8		38.0	
Age 19 Years or Less		1,130	17.1%	9,600	20.6%	19,384	22.2%
Age 20 to 64 Years		3,866	58.5%	27,986	60.2%	53,288	61.0%
Age 65 Years or Over		1,612	24.4%	8,910	19.2%	14,710	16.8%

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Madison, WI 53719							
Male Age Distribution (2022)							
Male Population		6,155	48.2%	44,163	48.7%	84,593	49.2%
Age Under 5 Years		323	5.2%	2,540	5.8%	4,755	5.6%
Age 5 to 9 Years		320	5.2%	2,623	5.9%	5,105	6.0%
Age 10 to 14 Years		345	5.6%	2,774	6.3%	5,320	6.3%
Age 15 to 19 Years		273	4.4%	2,180	4.9%	5,094	6.0%
Age 20 to 24 Years		573	9.3%	2,871	6.5%	7,083	8.4%
Age 25 to 29 Years		811	13.2%	4,667	10.6%	8,214	9.7%
Age 30 to 34 Years		512	8.3%	3,504	7.9%	6,427	7.6%
Age 35 to 39 Years		458	7.4%	3,430	7.8%	6,373	7.5%
Age 40 to 44 Years		361	5.9%	2,844	6.4%	5,579	6.6%
Age 45 to 49 Years		247	4.0%	2,268	5.1%	4,426	5.2%
Age 50 to 54 Years		278	4.5%	2,340	5.3%	4,492	5.3%
Age 55 to 59 Years		284	4.6%	2,573	5.8%	4,903	5.8%
Age 60 to 64 Years		296	4.8%	2,604	5.9%	4,823	5.7%
Age 65 to 69 Years		247	4.0%	2,232	5.1%	4,178	4.9%
Age 70 to 74 Years		264	4.3%	1,966	4.5%	3,466	4.1%
Age 75 to 79 Years		192	3.1%	1,238	2.8%	2,070	2.4%
Age 80 to 84 Years		165	2.7%	809	1.8%	1,231	1.5%
Age 85 Years or Over		208	3.4%	699	1.6%	1,055	1.2%
Male Median Age		36.2		36.8		35.8	
Age 19 Years or Less		1,260	20.5%	10,117	22.9%	20,274	24.0%
Age 20 to 64 Years		3,819	62.0%	27,101	61.4%	52,320	61.8%
Age 65 Years or Over		1,076	17.5%	6,944	15.7%	11,999	14.2%
Males per 100 Females (2022)							
Overall Comparison		93		95		97	
Age Under 5 Years		96	49.0%	102	50.5%	102	50.4%
Age 5 to 9 Years		126	55.8%	107	51.7%	105	51.3%
Age 10 to 14 Years		123	55.2%	111	52.7%	110	52.4%
Age 15 to 19 Years		104	51.1%	101	50.2%	101	50.4%
Age 20 to 24 Years		86	46.3%	88	46.8%	96	48.9%
Age 25 to 29 Years		106	51.4%	104	51.0%	105	51.2%
Age 30 to 34 Years		102	50.6%	101	50.2%	103	50.8%
Age 35 to 39 Years		123	55.2%	110	52.3%	105	51.1%
Age 40 to 44 Years		107	51.6%	101	50.2%	101	50.3%
Age 45 to 49 Years		95	48.7%	95	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	47.1%	89	47.1%	91	47.7%
Age 60 to 64 Years		84	45.8%	89	47.0%	91	47.6%
Age 65 to 69 Years		66	39.8%	82	45.2%	86	46.2%
Age 70 to 74 Years		75	43.0%	83	45.3%	86	46.4%
Age 75 to 79 Years		72	41.8%	82	45.1%	88	46.9%
Age 80 to 84 Years		82	45.1%	76	43.3%	77	43.4%
Age 85 Years or Over		50	33.1%	55	35.7%	56	35.7%
Age 19 Years or Less		112	52.7%	105	51.3%	105	51.1%
Age 20 to 39 Years		102	50.5%	101	50.2%	102	50.5%
Age 40 to 64 Years		94	48.4%	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 (2022)							
Total Households		6,635		42,789		76,739	
Households with Children		1,241	18.7%	10,446	24.4%	20,427	26.6%
Average Household Size		1.8		2.1		2.2	
Household Density per Square Mile		2,113		1,514		978	
Population Family		7,580	59.4%	65,667	72.4%	124,965	72.7%
Population Non-Family		4,488	35.2%	23,875	26.3%	43,304	25.2%
Population Group Quarters		695	5.4%	1,117	1.2%	3,706	2.2%
Family Households		2,812	42.4%	23,154	54.1%	43,151	56.2%
Married Couple Households		2,012	71.6%	18,179	78.5%	33,852	78.4%
Other Family Households with Children		799	28.4%	4,976	21.5%	9,300	21.6%
Family Households with Children		1,239	44.1%	10,430	45.0%	20,399	47.3%
Married Couple with Children		775	62.6%	7,442	71.3%	14,759	72.4%
Other Family Households with Children		463	37.4%	2,989	28.7%	5,640	27.6%
Family Households No Children		1,573	55.9%	12,724	55.0%	22,752	52.7%
Married Couple No Children		1,237	78.7%	10,737	84.4%	19,093	83.9%
Other Family Households No Children		336	21.3%	1,987	15.6%	3,660	16.1%
Non-Family Households		3,824	57.6%	19,634	45.9%	33,587	43.8%
Non-Family Households with Children		2	-	16	-	28	-
Non-Family Households No Children		3,822	99.9%	19,619	99.9%	33,559	99.9%
Average Family Household Size		2.7		2.8		2.9	
Average Family Income		\$132,892		\$135,034		\$142,040	
Median Family Income		\$102,046		\$117,149		\$123,201	
Average Non-Family Household Size		1.2		1.2		1.3	
Marital Status (2022)							
Population Age 15 Years or Over		10,906		75,287		142,432	
Never Married		4,281	39.2%	25,795	34.3%	52,087	36.6%
Currently Married		4,126	37.8%	36,934	49.1%	68,632	48.2%
Previously Married		2,500	22.9%	12,558	16.7%	21,713	15.2%
Separated		478	19.1%	3,090	24.6%	5,018	23.1%
Widowed		882	35.3%	3,156	25.1%	5,379	24.8%
Divorced		1,140	45.6%	6,312	50.3%	11,316	52.1%
Educational Attainment (2022)							
Adult Population Age 25 Years or Over		9,136		64,806		117,825	
Elementary (Grade Level 0 to 8)		211	2.3%	1,077	1.7%	1,816	1.5%
Some High School (Grade Level 9 to 11)		165	1.8%	902	1.4%	1,807	1.5%
High School Graduate		1,245	13.6%	6,759	10.4%	11,988	10.2%
Some College		1,208	13.2%	8,478	13.1%	14,304	12.1%
Associate Degree Only		532	5.8%	4,347	6.7%	8,325	7.1%
Bachelor Degree Only		3,144	34.4%	23,215	35.8%	41,553	35.3%
Graduate Degree		2,630	28.8%	20,029	30.9%	38,033	32.3%
Any College (Some College or Higher)		7,515	82.3%	56,069	86.5%	102,214	86.8%
College Degree + (Bachelor Degree or Higher)		5,774	63.2%	43,244	66.7%	79,586	67.5%

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Housing						
Total Housing Units (2022)	7,054		45,046		80,512	
Total Housing Units (2020)	7,000		43,932		78,251	
Historical Annual Growth (2020-2022)	54	-	1,114	-	2,261	-
Housing Units Occupied (2022)	6,635	94.1%	42,789	95.0%	76,739	95.3%
Housing Units Owner-Occupied	2,364	35.6%	23,283	54.4%	42,798	55.8%
Housing Units Renter-Occupied	4,271	64.4%	19,506	45.6%	33,941	44.2%
Housing Units Vacant (2022)	418	5.9%	2,257	5.0%	3,774	4.7%
Household Size (2022)						
Total Households	6,635		42,789		76,739	
1 Person Households	3,097	46.7%	15,619	36.5%	25,625	33.4%
2 Person Households	2,270	34.2%	15,925	37.2%	28,560	37.2%
3 Person Households	646	9.7%	5,178	12.1%	9,989	13.0%
4 Person Households	428	6.5%	4,003	9.4%	8,301	10.8%
5 Person Households	135	2.0%	1,468	3.4%	3,046	4.0%
6 Person Households	45	0.7%	435	1.0%	894	1.2%
7 or More Person Households	14	0.2%	160	0.4%	325	0.4%
Household Income Distribution (2022)						
HH Income \$200,000 or More	523	7.9%	5,055	11.8%	10,458	13.6%
HH Income \$150,000 to \$199,999	413	6.2%	3,877	9.1%	6,871	9.0%
HH Income \$125,000 to \$149,999	417	6.3%	3,778	8.8%	6,651	8.7%
HH Income \$100,000 to \$124,999	647	9.8%	4,770	11.1%	8,376	10.9%
HH Income \$75,000 to \$99,999	1,149	17.3%	6,591	15.4%	11,228	14.6%
HH Income \$50,000 to \$74,999	1,677	25.3%	8,344	19.5%	13,642	17.8%
HH Income \$35,000 to \$49,999	705	10.6%	3,724	8.7%	7,168	9.3%
HH Income \$25,000 to \$34,999	482	7.3%	2,467	5.8%	4,395	5.7%
HH Income \$15,000 to \$24,999	282	4.3%	2,206	5.2%	3,933	5.1%
HH Income \$10,000 to \$14,999	155	2.3%	766	1.8%	1,407	1.8%
HH Income Under \$10,000	187	2.8%	1,210	2.8%	2,609	3.4%
Household Vehicles (2022)						
Households 0 Vehicles Available	573	8.6%	2,516	5.9%	4,647	6.1%
Households 1 Vehicle Available	3,321	50.1%	18,442	43.1%	31,248	40.7%
Households 2 Vehicles Available	2,200	33.2%	17,132	40.0%	31,918	41.6%
Households 3 or More Vehicles Available	542	8.2%	4,699	11.0%	8,925	11.6%
Total Vehicles Available	9,460		67,904		124,439	
Average Vehicles per Household	1.4		1.6		1.6	
Owner-Occupied Household Vehicles	4,044	42.8%	43,759	64.4%	81,958	65.9%
Average Vehicles per Owner-Occupied Household	1.7		1.9		1.9	
Renter-Occupied Household Vehicles	5,416	57.2%	24,145	35.6%	42,481	34.1%
Average Vehicles per Renter-Occupied Household	1.3		1.2		1.3	
Travel Time (2022)						
Worker Base Age 16 years or Over	7,122		52,006		97,480	
Travel to Work in 14 Minutes or Less	2,077	29.2%	13,544	26.0%	24,812	25.5%
Travel to Work in 15 to 29 Minutes	1,907	26.8%	15,739	30.3%	31,500	32.3%
Travel to Work in 30 to 59 Minutes	686	9.6%	4,931	9.5%	9,652	9.9%
Travel to Work in 60 Minutes or More	76	1.1%	669	1.3%	1,203	1.2%
Work at Home	2,377	33.4%	17,123	32.9%	30,313	31.1%
Average Minutes Travel to Work	15.5		16.5		17.0	

Complete Profile

2010-2020 Census, 2022 Estimates with 2027 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 (2022)							
Worker Base Age 16 years or Over		7,122		52,006		97,480	
Drive to Work Alone		3,879	54.5%	29,287	56.3%	54,737	56.2%
Drive to Work in Carpool		360	5.1%	2,440	4.7%	4,141	4.2%
Travel to Work by Public Transportation		109	1.5%	826	1.6%	1,801	1.8%
Drive to Work on Motorcycle		-	-	4	-	13	-
Bicycle to Work		63	0.9%	722	1.4%	1,702	1.7%
Walk to Work		145	2.0%	786	1.5%	3,471	3.6%
Other Means		188	2.6%	817	1.6%	1,303	1.3%
Work at Home		2,377	33.4%	17,123	32.9%	30,313	31.1%
Daytime Demographics (2022)							
Total Businesses		1,196		4,046		6,770	
Total Employees		13,601		59,717		102,527	
Company Headquarter Businesses		59	4.9%	196	4.8%	307	4.5%
Company Headquarter Employees		2,439	17.9%	9,350	15.7%	20,019	19.5%
Employee Population per Business		11.4	to 1	14.8	to 1	15.1	to 1
Residential Population per Business		10.7	to 1	22.4	to 1	25.4	to 1
Adj. Daytime Demographics Age 16 Years or Over		17,213		81,878		145,256	
Labor Force							
Labor Population Age 16 Years or Over (2022)		10,787		74,254		140,399	
Labor Force Total Males (2022)		5,102	47.3%	35,717	48.1%	68,364	48.7%
Male Civilian Employed		3,739	73.3%	26,947	75.4%	50,358	73.7%
Male Civilian Unemployed		111	2.2%	801	2.2%	1,364	2.0%
Males in Armed Forces		41	0.8%	71	0.2%	130	0.2%
Males Not in Labor Force		1,210	23.7%	7,898	22.1%	16,511	24.2%
Labor Force Total Females (2022)		5,685	52.7%	38,537	51.9%	72,035	51.3%
Female Civilian Employed		3,383	59.5%	25,059	65.0%	47,122	65.4%
Female Civilian Unemployed		143	2.5%	547	1.4%	1,123	1.6%
Females in Armed Forces		12	0.2%	16	-	60	-
Females Not in Labor Force		2,147	37.8%	12,914	33.5%	23,731	32.9%
Unemployment Rate		254	2.4%	1,349	1.8%	2,487	1.8%
Occupation (2022)							
Occupation Population Age 16 Years or Over		7,122		52,006		97,480	
Occupation Total Males		3,739	52.5%	26,947	51.8%	50,358	51.7%
Occupation Total Females		3,383	47.5%	25,059	48.2%	47,122	48.3%
Management, Business, Financial Operations		1,154	16.2%	10,135	19.5%	19,070	19.6%
Professional, Related		3,016	42.3%	22,638	43.5%	41,942	43.0%
Service		1,062	14.9%	5,887	11.3%	11,007	11.3%
Sales, Office		1,169	16.4%	8,175	15.7%	15,345	15.7%
Farming, Fishing, Forestry		21	0.3%	64	0.1%	138	0.1%
Construction, Extraction, Maintenance		188	2.6%	1,660	3.2%	3,232	3.3%
Production, Transport, Material Moving		511	7.2%	3,447	6.6%	6,746	6.9%
White Collar Workers		5,340	75.0%	40,948	78.7%	76,358	78.3%
Blue Collar Workers		1,783	25.0%	11,058	21.3%	21,122	21.7%

Complete Profile

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 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 (2022)							
Total Units		6,635		42,789		76,739	
1 Detached Unit		1,946	29.3%	20,726	48.4%	38,521	50.2%
1 Attached Unit		481	7.2%	3,146	7.4%	5,491	7.2%
2 Units		202	3.0%	1,068	2.5%	2,144	2.8%
3 to 4 Units		345	5.2%	1,715	4.0%	3,508	4.6%
5 to 9 Units		586	8.8%	2,330	5.4%	4,523	5.9%
10 to 19 Units		841	12.7%	3,148	7.4%	5,619	7.3%
20 to 49 Units		1,090	16.4%	5,499	12.9%	8,924	11.6%
50 or More Units		1,131	17.0%	5,030	11.8%	7,784	10.1%
Mobile Home or Trailer		14	0.2%	118	0.3%	215	0.3%
Other Structure		-	-	9	-	10	-
Homes Built By Year (2022)							
Homes Built 2020 or later		14	0.2%	131	0.3%	222	0.3%
Homes Built 2010 to 2019		935	13.3%	6,614	14.7%	12,250	15.2%
Homes Built 2000 to 2009		1,088	15.4%	6,758	15.0%	11,880	14.8%
Homes Built 1990 to 1999		896	12.7%	5,564	12.4%	9,802	12.2%
Homes Built 1980 to 1989		1,089	15.4%	5,148	11.4%	8,667	10.8%
Homes Built 1970 to 1979		1,167	16.5%	6,202	13.8%	10,853	13.5%
Homes Built 1960 to 1969		594	8.4%	4,701	10.4%	8,069	10.0%
Homes Built 1950 to 1959		340	4.8%	3,355	7.4%	6,052	7.5%
Homes Built 1940 to 1949		106	1.5%	792	1.8%	1,605	2.0%
Homes Built Before 1939		405	5.7%	3,524	7.8%	7,337	9.1%
Median Age of Homes		39.8	yrs	41.6	yrs	42.2	yrs
Home Values (2022)							
Owner Specified Housing Units		2,364		23,283		42,798	
Home Values \$1,000,000 or More		16	0.7%	353	1.5%	790	1.8%
Home Values \$750,000 to \$999,999		37	1.6%	532	2.3%	1,416	3.3%
Home Values \$500,000 to \$749,999		306	13.0%	3,408	14.6%	7,391	17.3%
Home Values \$400,000 to \$499,999		435	18.4%	4,086	17.5%	8,550	20.0%
Home Values \$300,000 to \$399,999		690	29.2%	7,538	32.4%	12,750	29.8%
Home Values \$250,000 to \$299,999		352	14.9%	3,236	13.9%	5,388	12.6%
Home Values \$200,000 to \$249,999		248	10.5%	2,289	9.8%	3,511	8.2%
Home Values \$175,000 to \$199,999		53	2.2%	577	2.5%	925	2.2%
Home Values \$150,000 to \$174,999		51	2.2%	490	2.1%	743	1.7%
Home Values \$125,000 to \$149,999		35	1.5%	201	0.9%	363	0.8%
Home Values \$100,000 to \$124,999		29	1.2%	155	0.7%	253	0.6%
Home Values \$90,000 to \$99,999		38	1.6%	113	0.5%	165	0.4%
Home Values \$80,000 to \$89,999		12	0.5%	39	0.2%	48	0.1%
Home Values \$70,000 to \$79,999		18	0.8%	36	0.2%	65	0.2%
Home Values \$60,000 to \$69,999		5	0.2%	9	-	14	-
Home Values \$50,000 to \$59,999		-	-	3	-	10	-
Home Values \$35,000 to \$49,999		16	0.7%	61	0.3%	191	0.4%
Home Values \$25,000 to \$34,999		4	0.2%	53	0.2%	79	0.2%
Home Values \$10,000 to \$24,999		3	0.1%	68	0.3%	91	0.2%
Home Values Under \$10,000		14	0.6%	35	0.2%	55	0.1%
Owner-Occupied Median Home Value		\$347,776		\$364,411		\$387,049	
Renter-Occupied Median Rent		\$1,141		\$1,119		\$1,124	

Complete Profile

2010-2020 Census, 2022 Estimates with 2027 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 (2022)				
Total Household Expenditure		\$448.77 M	\$3.13 B	\$5.77 B
Total Non-Retail Expenditure		\$237.73 M	\$1.66 B	\$3.06 B
Total Retail Expenditure		\$211.04 M	\$1.47 B	\$2.71 B
Apparel		\$15.79 M	\$111.31 M	\$206.08 M
Contributions		\$14.62 M	\$105.78 M	\$196.88 M
Education		\$13.29 M	\$99.15 M	\$187.37 M
Entertainment		\$25.21 M	\$179.27 M	\$331.58 M
Food and Beverages		\$66.09 M	\$457.44 M	\$841.33 M
Furnishings and Equipment		\$15.71 M	\$111.39 M	\$205.77 M
Gifts		\$11.26 M	\$81.08 M	\$151.58 M
Health Care		\$37.76 M	\$260.23 M	\$476.35 M
Household Operations		\$17.53 M	\$124.16 M	\$229.61 M
Miscellaneous Expenses		\$8.5 M	\$59.57 M	\$109.79 M
Personal Care		\$6.04 M	\$42.14 M	\$77.59 M
Personal Insurance		\$3.07 M	\$22.59 M	\$42.09 M
Reading		\$985.48 K	\$6.9 M	\$12.71 M
Shelter		\$95.71 M	\$660.97 M	\$1.22 B
Tobacco		\$2.74 M	\$17.65 M	\$31.95 M
Transportation		\$81.55 M	\$568.72 M	\$1.05 B
Utilities		\$32.92 M	\$223.77 M	\$409.22 M
Monthly Household Consumer Expenditure (2022)				
Total Household Expenditure		\$5,636	\$6,100	\$6,270
Total Non-Retail Expenditure		\$2,986 53.0%	\$3,231 53.0%	\$3,324 53.0%
Total Retail Expenditures		\$2,650 47.0%	\$2,869 47.0%	\$2,946 47.0%
Apparel		\$198 3.5%	\$217 3.6%	\$224 3.6%
Contributions		\$184 3.3%	\$206 3.4%	\$214 3.4%
Education		\$167 3.0%	\$193 3.2%	\$203 3.2%
Entertainment		\$317 5.6%	\$349 5.7%	\$360 5.7%
Food and Beverages		\$830 14.7%	\$891 14.6%	\$914 14.6%
Furnishings and Equipment		\$197 3.5%	\$217 3.6%	\$223 3.6%
Gifts		\$141 2.5%	\$158 2.6%	\$165 2.6%
Health Care		\$474 8.4%	\$507 8.3%	\$517 8.3%
Household Operations		\$220 3.9%	\$242 4.0%	\$249 4.0%
Miscellaneous Expenses		\$107 1.9%	\$116 1.9%	\$119 1.9%
Personal Care		\$76 1.3%	\$82 1.3%	\$84 1.3%
Personal Insurance		\$39 0.7%	\$44 0.7%	\$46 0.7%
Reading		\$12 0.2%	\$13 0.2%	\$14 0.2%
Shelter		\$1,202 21.3%	\$1,287 21.1%	\$1,322 21.1%
Tobacco		\$34 0.6%	\$34 0.6%	\$35 0.6%
Transportation		\$1,024 18.2%	\$1,108 18.2%	\$1,136 18.1%
Utilities		\$413 7.3%	\$436 7.1%	\$444 7.1%