

# Demographic and Income Profile



4615 Verona Rd, Madison, WI, 53711, USA

Ring: 1 mile radius

Summary	Census 2020	2025	2030
Total Population	10,819	10,818	10,970
Total Households	4,388	4,495	4,613
Family Households	2,711	2,678	2,734
Average Household Size	2.45	2.39	2.36
Owner Occupied Housing Units	2,308	2,352	2,478
Renter Occupied Housing Units	2,080	2,143	2,134
Median Age	35.8	37.0	38.2

Trends 2025 - 2030	Area	State	National
Population	0.3%	0.2%	0.4%
Households	0.5%	0.4%	0.6%
Family Population	0.4%	0.2%	0.5%
Owner Occupied Housing Units	1.0%	0.6%	0.0%
Median Household Income	3.2%	2.4%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	772	7.1%	752	7.0%	730	6.7%
5-9	772	7.1%	796	7.4%	752	6.9%
10-14	823	7.6%	724	6.7%	770	7.0%
15-19	637	5.9%	769	7.1%	699	6.4%
20-24	498	4.6%	641	5.9%	752	6.9%
25-29	823	7.6%	535	5.0%	678	6.2%
30-34	936	8.7%	834	7.7%	570	5.2%
35-39	951	8.8%	906	8.4%	844	7.7%
40-44	738	6.8%	926	8.6%	905	8.3%
45-49	645	6.0%	668	6.2%	853	7.8%
50-54	592	5.5%	630	5.8%	659	6.0%
55-59	552	5.1%	516	4.8%	541	4.9%
60-64	553	5.1%	499	4.6%	515	4.7%
65-69	555	5.1%	446	4.1%	425	3.9%
70-74	398	3.7%	467	4.3%	386	3.5%
75-79	264	2.4%	331	3.1%	402	3.7%
80-84	155	1.4%	223	2.1%	279	2.5%
Age 85+	155	1.4%	155	1.4%	210	1.9%

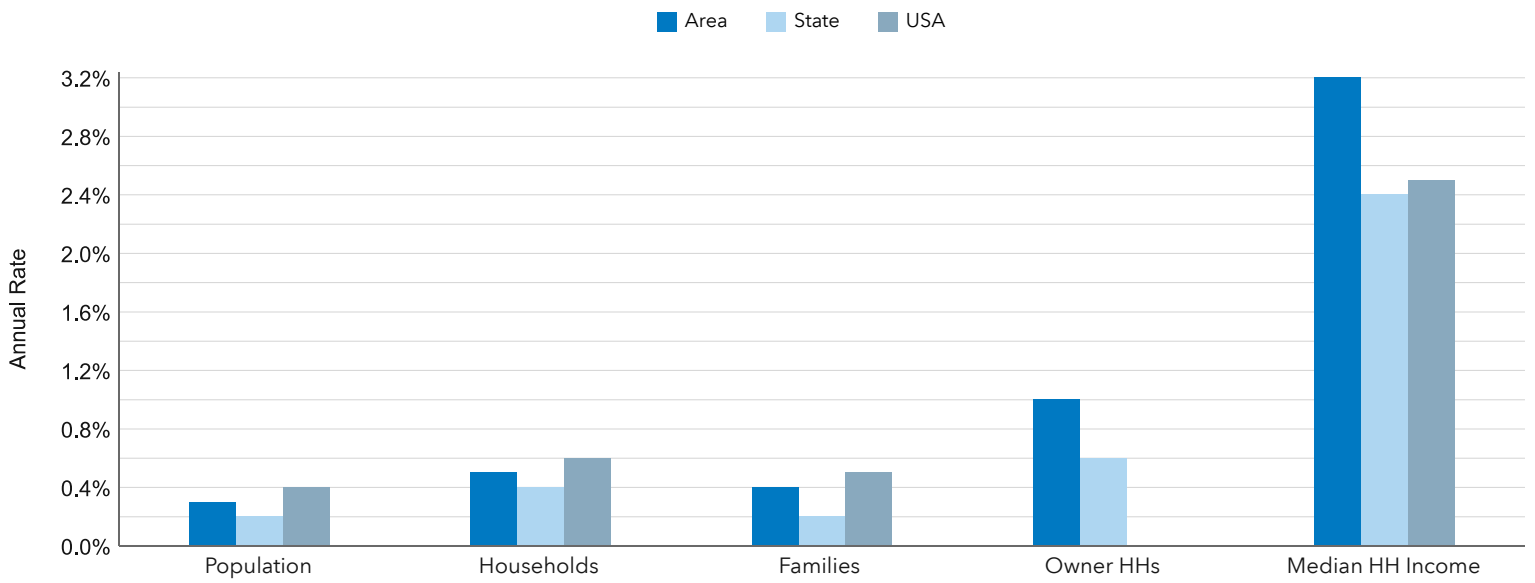
Households by Income	2025		2030	
	Number	Percent	Number	Percent
<\$10,000	68	1.5%	57	1.2%
\$10,000-14,999	65	1.4%	51	1.1%
\$15,000-19,999	165	3.7%	125	2.7%
\$20,000-24,999	126	2.8%	99	2.1%
\$25,000-29,999	58	1.3%	38	0.8%
\$30,000-34,999	146	3.3%	117	2.5%
\$35,000-39,999	171	3.8%	140	3.0%
\$40,000-44,999	180	4.0%	163	3.5%
\$45,000-49,999	116	2.6%	96	2.1%
\$50,000-59,999	314	7.0%	295	6.4%
\$60,000-74,999	481	10.7%	465	10.1%
\$75000-99999	604	13.4%	583	12.6%
\$100,000-124,999	497	11.1%	530	11.5%
\$125,000-149,999	277	6.2%	302	6.5%
\$150000-199999	528	11.8%	637	13.8%
\$200,000-249,999	227	5.0%	297	6.4%
\$250,000-299,999	148	3.3%	210	4.5%
\$300,000-399,999	125	2.8%	188	4.1%
\$400,000-499,999	43	1.0%	30	0.7%
\$500,000+	155	3.5%	189	4.1%
Median Household Income	\$88,078	-	\$102,956	-
Average Household Income	\$125,196	-	\$141,878	-
Per Capita Income	\$52,540	-	\$60,260	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,353	58.7%	6,155	56.9%	6,050	55.1%
Black Alone	1,128	10.4%	1,162	10.7%	1,186	10.8%
American Indian	131	1.2%	128	1.2%	129	1.2%
Asian Alone	487	4.5%	519	4.8%	557	5.1%
Pacific Islander	3	0.0%	3	0.0%	3	0.0%
Some Other Race	1,555	14.4%	1,640	15.2%	1,761	16.1%
Two or More Races	1,163	10.8%	1,211	11.2%	1,284	11.7%
Hispanic (Any Race)	2,709	25.0%	2,846	26.3%	3,033	27.6%

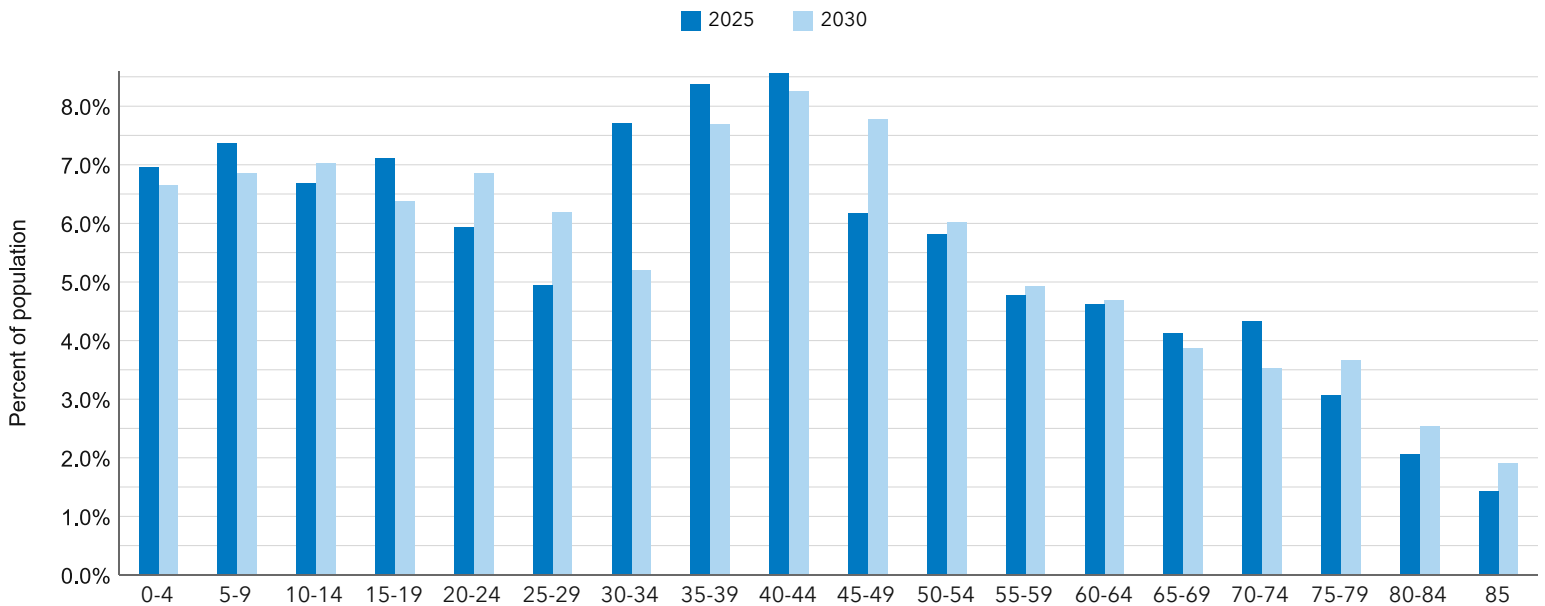
## Key Indicators for 2025



## Trends: 2025 - 2030 Annual Rate



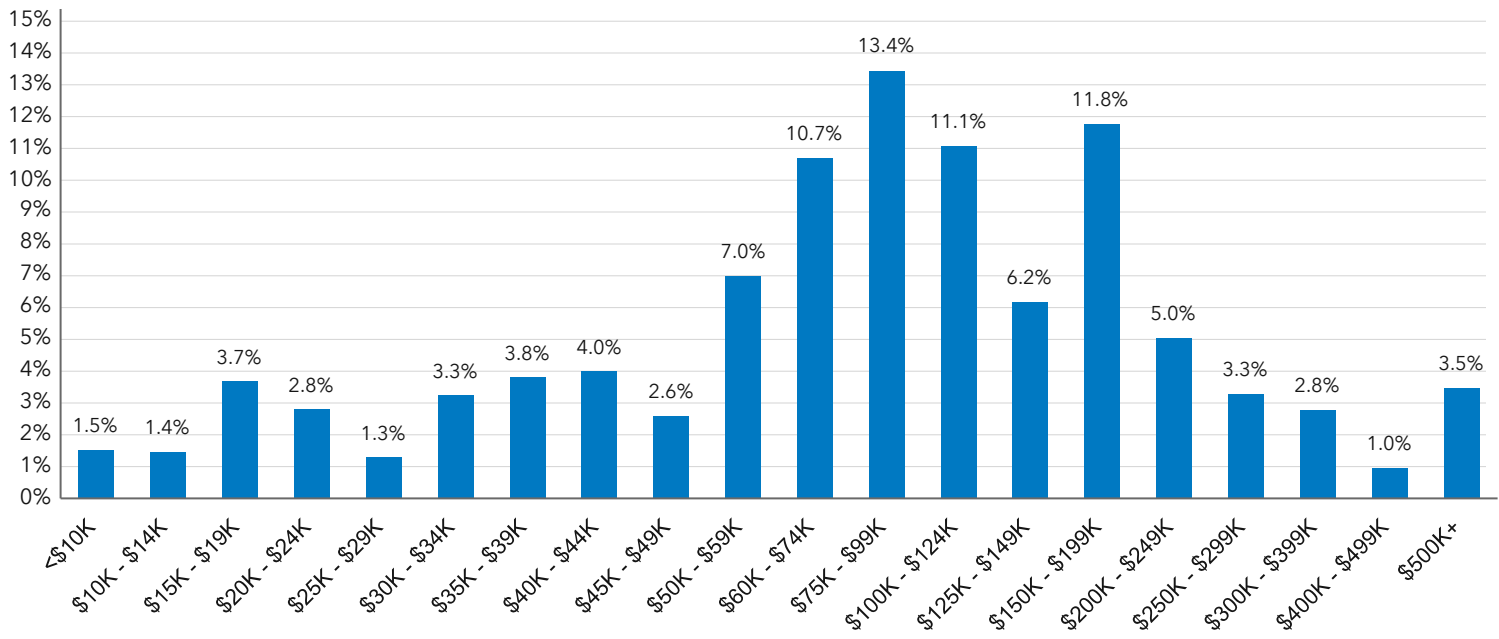
## Population by Age



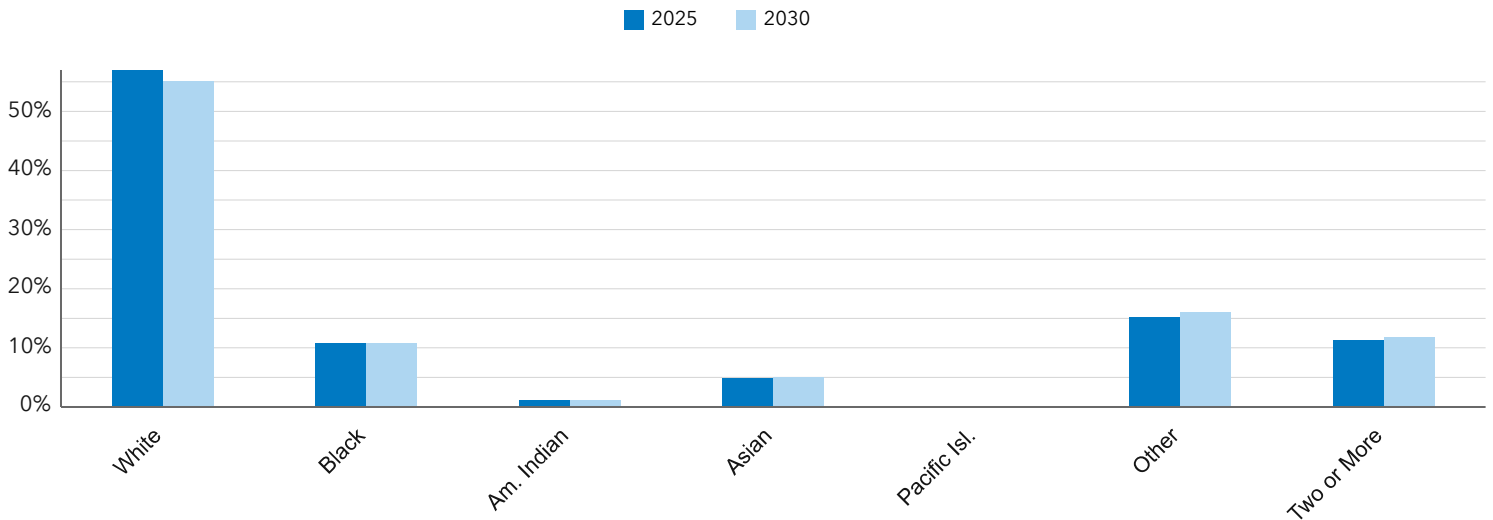
## Key Indicators for 2025



## Households by Income for 2025



## Population by Race



# Demographic and Income Profile



4615 Verona Rd, Madison, WI, 53711, USA

Ring: 3 mile radius

Summary	Census 2020	2025	2030
Total Population	92,647	95,159	97,828
Total Households	40,740	42,543	44,398
Family Households	22,466	22,471	23,167
Average Household Size	2.24	2.20	2.17
Owner Occupied Housing Units	20,850	21,569	22,644
Renter Occupied Housing Units	19,890	20,974	21,754
Median Age	35.4	36.6	37.9

Trends 2025 - 2030	Area	State	National
Population	0.6%	0.2%	0.4%
Households	0.9%	0.4%	0.6%
Family Population	0.6%	0.2%	0.5%
Owner Occupied Housing Units	1.0%	0.6%	0.0%
Median Household Income	3.1%	2.4%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	5,394	5.8%	5,271	5.5%	5,246	5.4%
5-9	5,483	5.9%	5,278	5.5%	4,986	5.1%
10-14	5,364	5.8%	5,271	5.5%	5,140	5.3%
15-19	4,882	5.3%	5,505	5.8%	5,439	5.6%
20-24	6,778	7.3%	7,335	7.7%	8,175	8.4%
25-29	9,432	10.2%	8,011	8.4%	8,780	9.0%
30-34	8,358	9.0%	8,467	8.9%	6,858	7.0%
35-39	7,202	7.8%	7,407	7.8%	7,420	7.6%
40-44	5,712	6.2%	6,844	7.2%	7,018	7.2%
45-49	4,945	5.3%	5,492	5.8%	6,578	6.7%
50-54	4,985	5.4%	4,935	5.2%	5,422	5.5%
55-59	4,943	5.3%	4,668	4.9%	4,604	4.7%
60-64	4,958	5.3%	4,639	4.9%	4,526	4.6%
65-69	4,864	5.3%	4,520	4.8%	4,382	4.5%
70-74	3,797	4.1%	4,326	4.5%	4,130	4.2%
75-79	2,371	2.6%	3,295	3.5%	3,866	4.0%
80-84	1,490	1.6%	1,980	2.1%	2,768	2.8%
Age 85+	1,689	1.8%	1,915	2.0%	2,489	2.5%

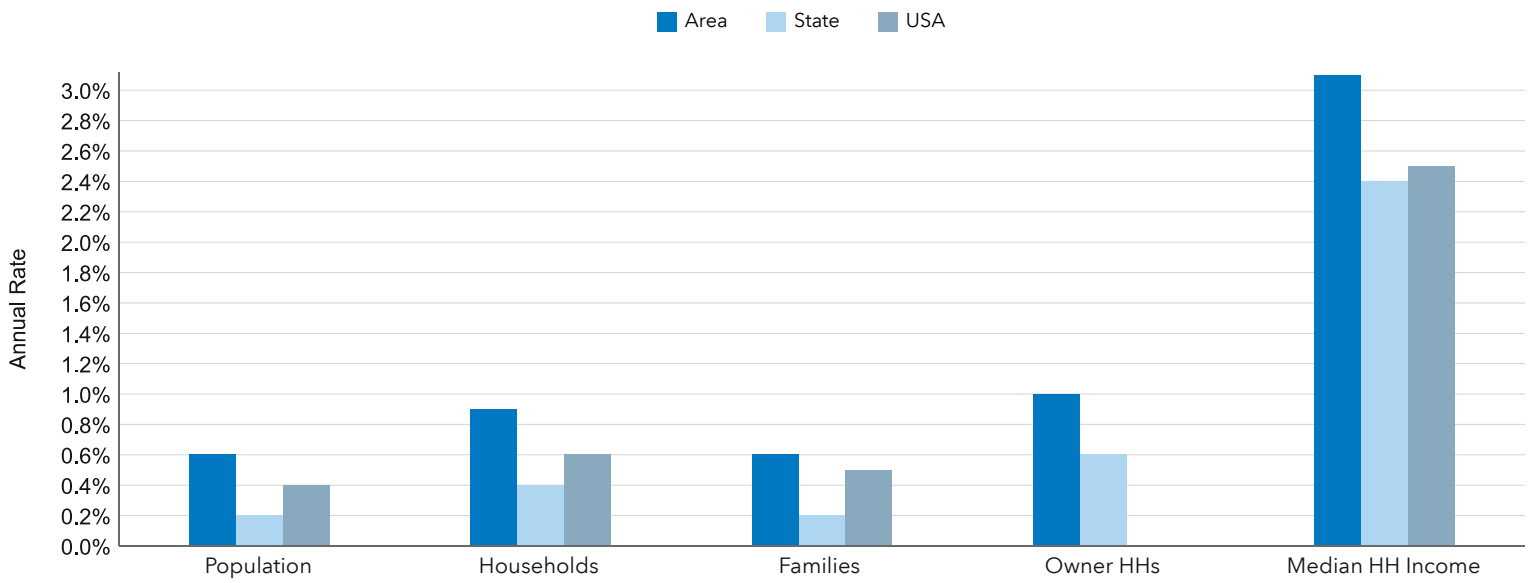
Households by Income	2025		2030	
	Number	Percent	Number	Percent
<\$10,000	1,546	3.6%	1,444	3.3%
\$10,000-14,999	859	2.0%	740	1.7%
\$15,000-19,999	968	2.3%	820	1.9%
\$20,000-24,999	1,422	3.3%	1,160	2.6%
\$25,000-29,999	1,204	2.8%	988	2.2%
\$30,000-34,999	1,551	3.6%	1,385	3.1%
\$35,000-39,999	1,146	2.7%	968	2.2%
\$40,000-44,999	1,583	3.7%	1,478	3.3%
\$45,000-49,999	1,269	3.0%	1,146	2.6%
\$50,000-59,999	2,650	6.2%	2,564	5.8%
\$60,000-74,999	4,147	9.8%	3,921	8.8%
\$75000-99999	5,145	12.1%	5,109	11.5%
\$100,000-124,999	4,297	10.1%	4,462	10.1%
\$125,000-149,999	3,163	7.4%	3,418	7.7%
\$150000-199999	4,795	11.3%	5,928	13.3%
\$200,000-249,999	2,369	5.6%	3,104	7.0%
\$250,000-299,999	1,604	3.8%	2,230	5.0%
\$300,000-399,999	1,100	2.6%	1,596	3.6%
\$400,000-499,999	420	1.0%	293	0.7%
\$500,000+	1,305	3.1%	1,644	3.7%
Median Household Income	\$87,586	-	\$102,184	-
Average Household Income	\$122,944	-	\$137,925	-
Per Capita Income	\$54,594	-	\$62,158	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	62,435	67.4%	62,370	65.5%	62,204	63.6%
Black Alone	8,328	9.0%	8,902	9.3%	9,316	9.5%
American Indian	561	0.6%	558	0.6%	570	0.6%
Asian Alone	7,210	7.8%	8,014	8.4%	8,995	9.2%
Pacific Islander	40	0.0%	40	0.0%	40	0.0%
Some Other Race	5,843	6.3%	6,386	6.7%	7,048	7.2%
Two or More Races	8,230	8.9%	8,890	9.3%	9,656	9.9%
Hispanic (Any Race)	11,867	12.8%	12,946	13.6%	14,165	14.5%

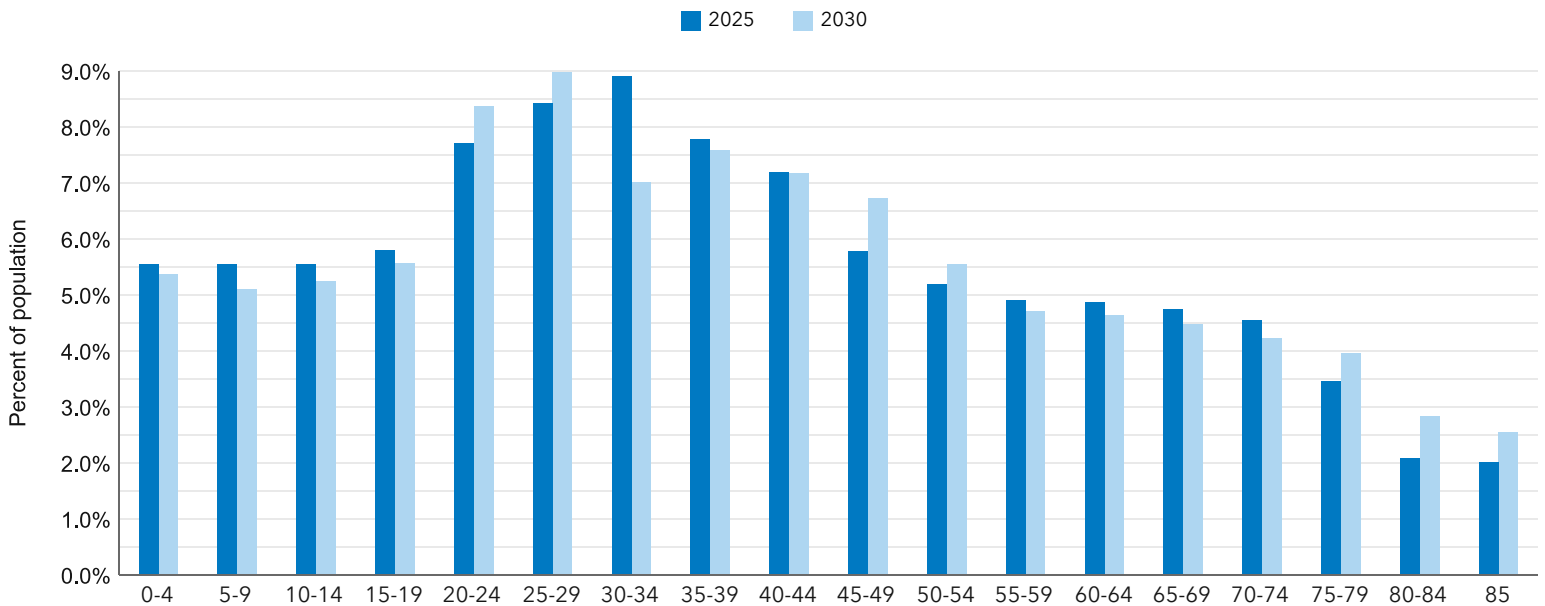
## Key Indicators for 2025



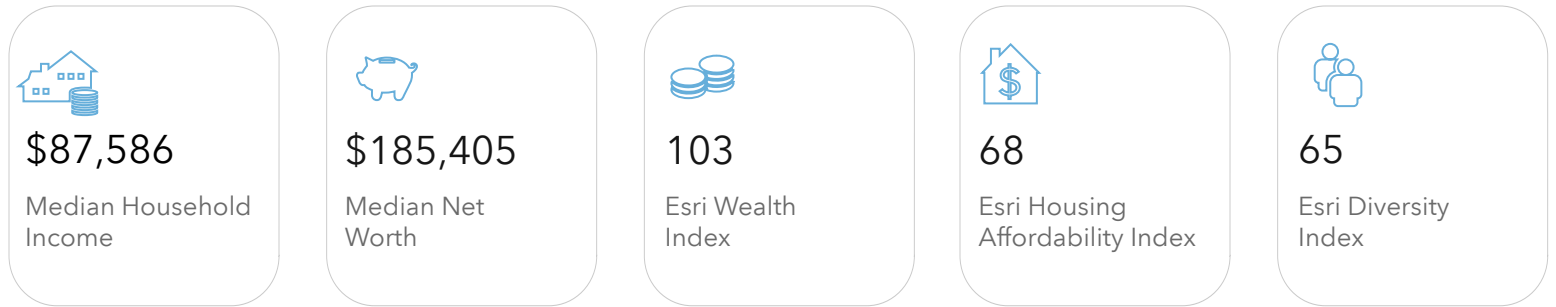
## Trends: 2025 - 2030 Annual Rate



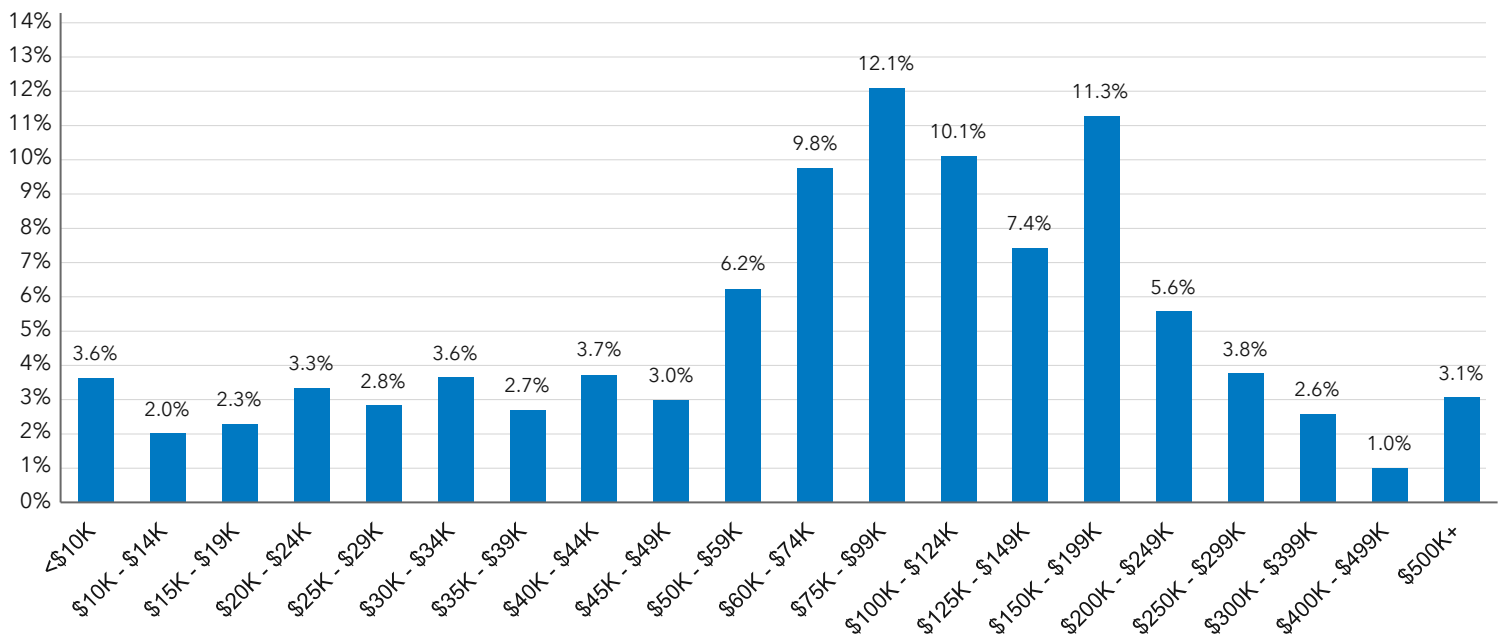
## Population by Age



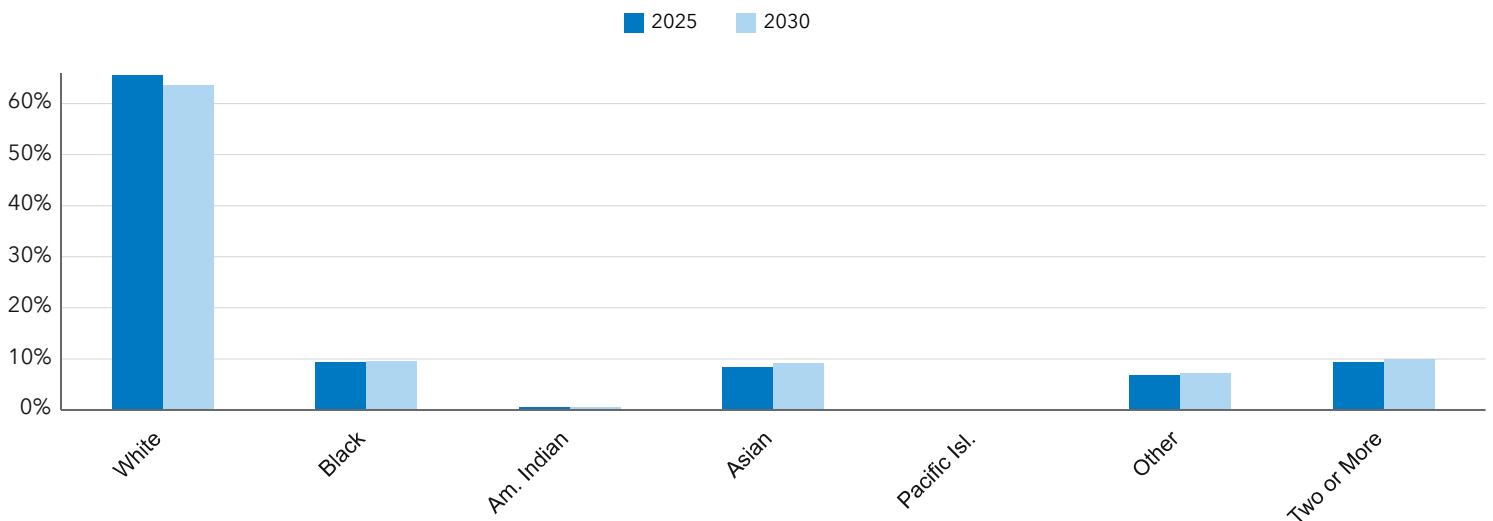
## Key Indicators for 2025



## Households by Income for 2025



## Population by Race



# Demographic and Income Profile



4615 Verona Rd, Madison, WI, 53711, USA

Ring: 5 mile radius

Summary	Census 2020	2025	2030
Total Population	211,100	220,315	230,611
Total Households	92,496	98,625	104,785
Family Households	41,543	42,170	43,920
Average Household Size	2.14	2.10	2.08
Owner Occupied Housing Units	37,823	39,604	41,845
Renter Occupied Housing Units	54,673	59,021	62,941
Median Age	30.3	31.3	31.6

Trends 2025 - 2030	Area	State	National
Population	0.9%	0.2%	0.4%
Households	1.2%	0.4%	0.6%
Family Population	0.8%	0.2%	0.5%
Owner Occupied Housing Units	1.1%	0.6%	0.0%
Median Household Income	2.6%	2.4%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	10,535	5.0%	10,512	4.8%	10,778	4.7%
5-9	9,938	4.7%	9,863	4.5%	9,495	4.1%
10-14	9,269	4.4%	9,399	4.3%	9,426	4.1%
15-19	18,197	8.6%	19,151	8.7%	19,532	8.5%
20-24	33,627	15.9%	34,359	15.6%	37,480	16.3%
25-29	23,080	10.9%	21,849	9.9%	23,393	10.1%
30-34	17,539	8.3%	18,839	8.6%	16,612	7.2%
35-39	13,682	6.5%	14,981	6.8%	15,611	6.8%
40-44	10,643	5.0%	12,649	5.7%	13,576	5.9%
45-49	9,247	4.4%	10,229	4.6%	12,099	5.3%
50-54	9,280	4.4%	9,348	4.2%	10,164	4.4%
55-59	9,427	4.5%	8,838	4.0%	8,844	3.8%
60-64	9,439	4.5%	9,150	4.2%	8,809	3.8%
65-69	9,106	4.3%	8,779	4.0%	8,806	3.8%
70-74	7,343	3.5%	8,458	3.8%	8,348	3.6%
75-79	4,512	2.1%	6,343	2.9%	7,471	3.2%
80-84	2,816	1.3%	3,781	1.7%	5,315	2.3%
Age 85+	3,419	1.6%	3,787	1.7%	4,851	2.1%

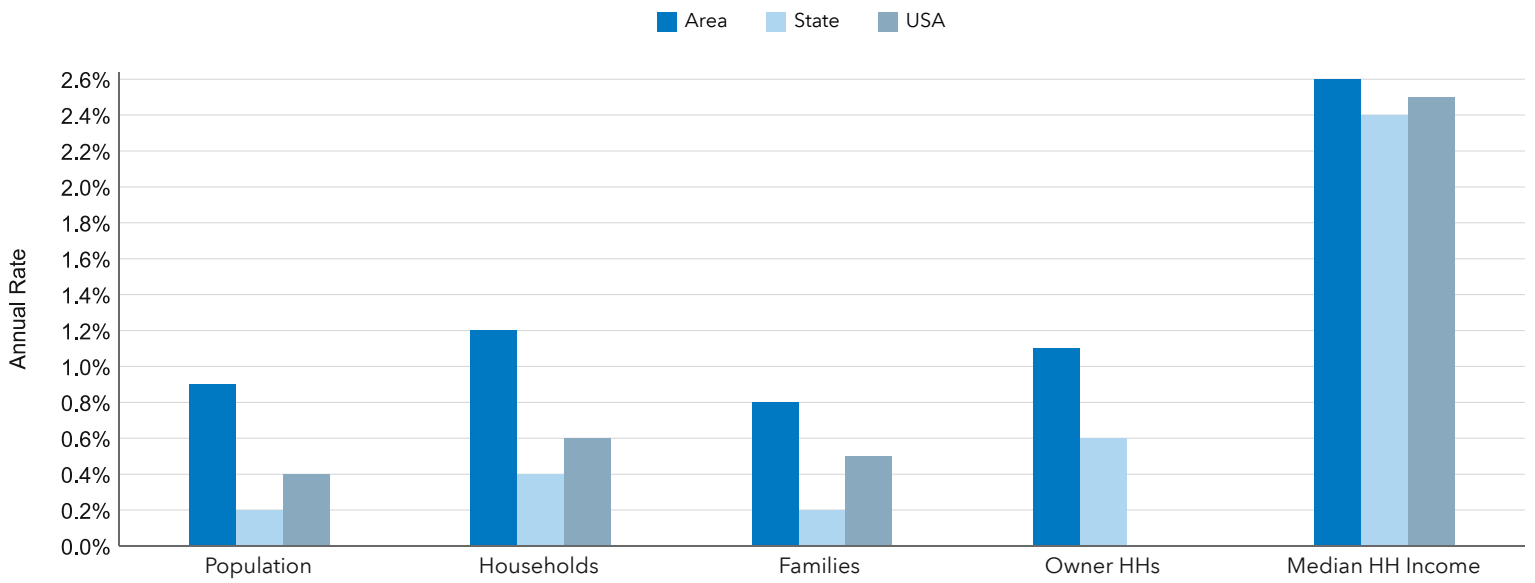
Households by Income	2025		2030	
	Number	Percent	Number	Percent
<\$10,000	7,214	7.3%	7,009	6.7%
\$10,000-14,999	3,024	3.1%	2,784	2.7%
\$15,000-19,999	2,777	2.8%	2,542	2.4%
\$20,000-24,999	3,665	3.7%	3,182	3.0%
\$25,000-29,999	3,134	3.2%	2,625	2.5%
\$30,000-34,999	4,218	4.3%	3,963	3.8%
\$35,000-39,999	2,986	3.0%	2,683	2.6%
\$40,000-44,999	3,844	3.9%	3,883	3.7%
\$45,000-49,999	2,926	3.0%	2,810	2.7%
\$50,000-59,999	5,765	5.8%	5,801	5.5%
\$60,000-74,999	9,016	9.1%	8,947	8.5%
\$75000-99999	11,076	11.2%	11,451	10.9%
\$100,000-124,999	9,035	9.2%	9,686	9.2%
\$125,000-149,999	6,852	7.0%	7,638	7.3%
\$150000-199999	9,976	10.1%	12,525	11.9%
\$200,000-249,999	4,613	4.7%	6,124	5.8%
\$250,000-299,999	3,059	3.1%	4,297	4.1%
\$300,000-399,999	2,153	2.2%	3,150	3.0%
\$400,000-499,999	822	0.8%	582	0.6%
\$500,000+	2,470	2.5%	3,102	3.0%
Median Household Income	\$76,302	-	\$86,879	-
Average Household Income	\$110,696	-	\$123,583	-
Per Capita Income	\$49,761	-	\$56,365	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	147,474	69.9%	149,972	68.1%	152,574	66.2%
Black Alone	14,157	6.7%	15,401	7.0%	16,387	7.1%
American Indian	1,062	0.5%	1,079	0.5%	1,139	0.5%
Asian Alone	21,596	10.2%	24,269	11.0%	27,539	11.9%
Pacific Islander	120	0.1%	123	0.1%	127	0.1%
Some Other Race	9,735	4.6%	10,799	4.9%	12,126	5.3%
Two or More Races	16,956	8.0%	18,672	8.5%	20,719	9.0%
Hispanic (Any Race)	21,512	10.2%	23,911	10.9%	26,728	11.6%

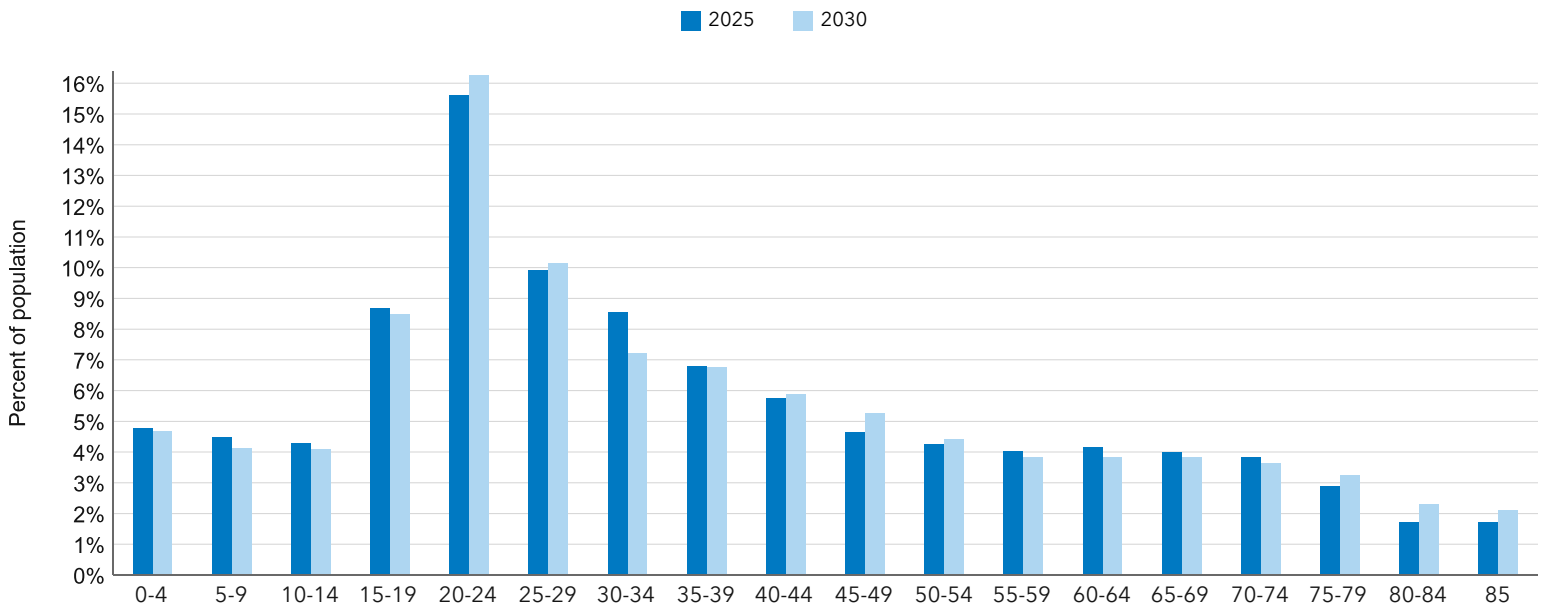
## Key Indicators for 2025



## Trends: 2025 - 2030 Annual Rate



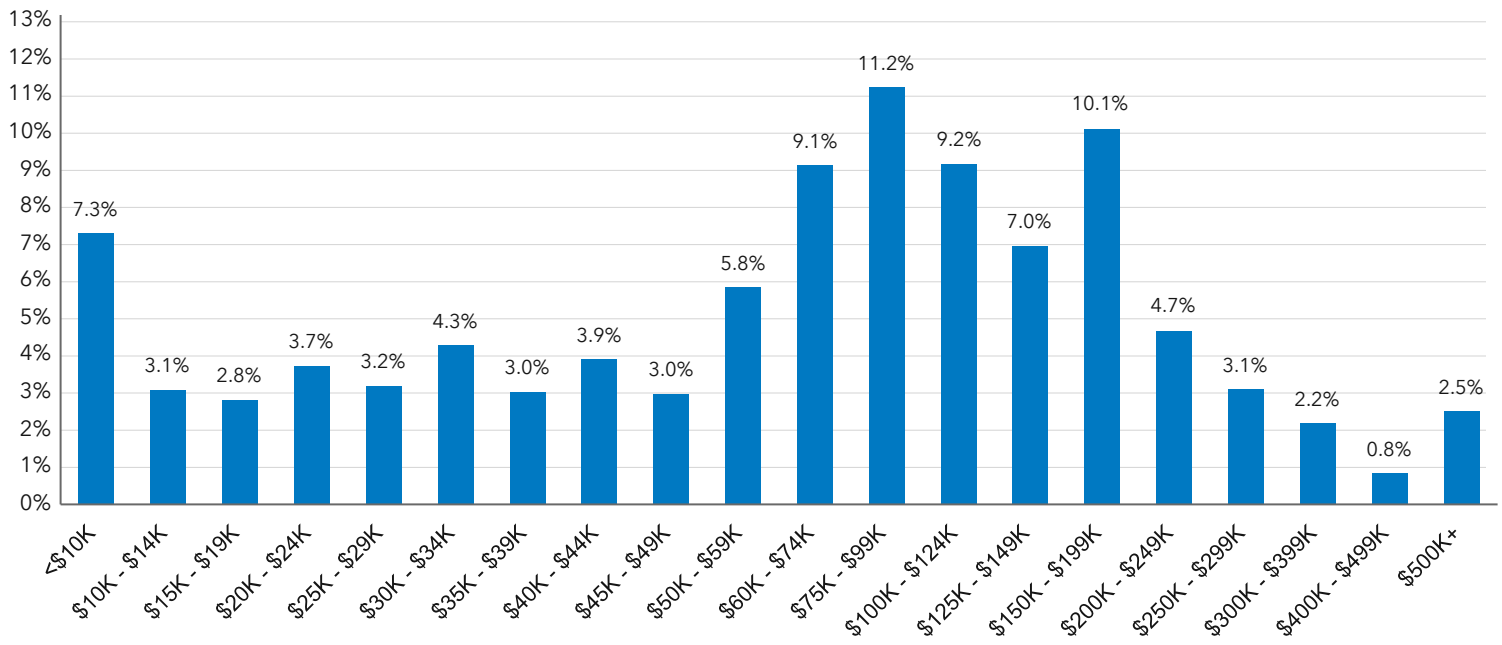
## Population by Age



## Key Indicators for 2025



## Households by Income for 2025



## Population by Race

