

# ACS Key Population & Household Facts



4615 Verona Rd, Madison, WI, 53711, USA

Ring: 1 mile radius

Totals	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total Population	10,352		766	
Total Households	4,163		339	
Total Housing Units	4,352		340	
<b>Population 15+ by Marital Status</b>				
Total	8,071	100.0%	592	
Never married	3,021	37.4%	371	
Married	4,005	49.6%	380	
Widowed	264	3.3%	67	
Divorced	781	9.7%	200	
<b>Population 25+ by Educational Attainment</b>				
Total	6,969	100.0%	534	
No schooling	73	1.1%	75	
Nursery School	0	0.0%	0	
Kindergarden	0	0.0%	0	
1st to 4th Grade	0	0.0%	0	
5th to 8th Grade	300	4.3%	191	
Some High School	210	3.0%	136	
High School Diploma	577	8.3%	187	
GED	170	2.4%	121	
Some College	1,427	20.5%	269	
Associates degree	546	7.8%	107	
Bachelors degree	2,109	30.3%	215	
Masters degree	905	13.0%	111	
Professional school degree	325	4.7%	44	
Doctorate degree	326	4.7%	60	













































Source: U.S. Census Bureau, 2019-2023 American Community Survey.









Reliability: high

medium low















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Civilian Employed Population 16+ By Occupation	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	5,434	100.0%	475	
Management	610	11.2%	97	
Business and financial operations	441	8.1%	104	
Computer and mathematical	311	5.7%	68	
Architecture and engineering	139	2.6%	59	
Life, physical, and social science	159	2.9%	33	
Community and social services	30	0.6%	14	
Legal	76	1.4%	28	
Education, training, and library	296	5.5%	88	
Arts, design, entertainment, sports, and media	80	1.5%	40	
Healthcare practitioner, technologists, and technicians	466	8.6%	102	
Healthcare support	424	7.8%	209	
Protective service	33	0.6%	48	
Food preparation and serving related	285	5.2%	178	
Building and grounds cleaning and maintenance	79	1.4%	74	
Personal care and service	196	3.6%	134	
Sales and related	311	5.7%	121	
Office and administrative support	442	8.1%	107	
Farming, fishing, and forestry	19	0.3%	29	
Construction and extraction	91	1.7%	63	
Installation, maintenance, and repair	188	3.5%	89	
Production	340	6.3%	134	
Transportation and material moving	418	7.7%	172	

Civilian Employed Population 16+ by Industry	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	5,434	100.0%	475	
Agriculture, forestry, fishing and hunting	26	0.5%	29	
Mining, quarrying, and oil and gas extraction	0	0.0%	0	
Construction	156	2.9%	81	
Manufacturing	532	9.8%	173	
Wholesale trade	90	1.7%	40	
Retail trade	468	8.6%	128	
Transportation and warehousing	169	3.1%	74	
Utilities	26	0.5%	33	
Information	218	4.0%	75	
Finance and insurance	232	4.3%	74	
Real estate and rental and leasing	103	1.9%	53	
Professional, scientific, and technical services	569	10.5%	112	
Management of companies and enterprises	0	0.0%	0	
Administrative/Support/Waste management services	153	2.8%	90	
Educational services	534	9.8%	95	
Health care and social assistance	1,247	22.9%	276	
Arts, entertainment, and recreation	99	1.8%	86	
Accommodation and food services	318	5.8%	200	
Other services, except public administration	197	3.6%	69	
Public administration	297	5.5%	76	

Race	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	10,352	100.0%	766	
White alone	6,485	62.6%	483	
Black or African American alone	1,149	11.1%	372	
American Indian and Alaska Native alone	44	0.4%	39	
Asian alone	1,008	9.7%	282	
Native Hawaiian and Other Pacific Islander alone	42	0.4%	47	
Some other race alone	430	4.2%	242	
Two or more races	1,194	11.5%	373	

**Hispanic or Latino Origin by Race**

Total	10,352	100.0%	766	
Not Hispanic or Latino	8,011	77.4%	552	
White alone	5,360	51.8%	391	
Black or African American alone	1,149	11.1%	372	
American Indian and Alaska Native alone	26	0.3%	37	
Asian alone	1,008	9.7%	282	
Native Hawaiian and Other Pacific Islander alone	42	0.4%	47	
Some other race alone	55	0.5%	58	
Two or more races	372	3.6%	67	
Hispanic or Latino	2,340	22.6%	538	
White alone	1,125	10.9%	354	
Black or African American alone	0	0.0%	0	
American Indian and Alaska Native alone	18	0.2%	30	
Asian alone	0	0.0%	0	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	
Some other race alone	375	3.6%	247	
Two or more races	822	7.9%	374	

Total Population by Age	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total Population	10,352	100.0%	766	
Under 5 years	661	6.4%	161	
5 to 9 years	765	7.4%	128	
10 to 14 years	855	8.3%	167	
15 to 19 years	438	4.2%	116	
20 to 24 years	665	6.4%	208	
25 to 29 years	578	5.6%	167	
30 to 34 years	977	9.4%	161	
35 to 39 years	702	6.8%	111	
40 to 44 years	827	8.0%	168	
45 to 49 years	702	6.8%	214	
50 to 54 years	542	5.2%	179	
55 to 59 years	496	4.8%	106	
60 to 64 years	563	5.4%	160	
65 to 69 years	709	6.8%	216	
70 to 74 years	365	3.5%	67	
75 to 79 years	227	2.2%	60	
80 to 85 years	178	1.7%	45	
85 years and over	102	1.0%	27	

ACS Key Population & Household Facts | | Ring: 1 mile radius




















Population by Sex by Age	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	10,352	100.0%	766	
Male Population	5,205	50.3%	457	
Under 5 years	321	3.1%	96	
5 to 9 years	416	4.0%	103	
10 to 14 years	492	4.8%	131	
15 to 19 years	200	1.9%	83	
20 to 24 years	310	3.0%	121	
25 to 29 years	306	3.0%	122	
30 to 34 years	387	3.7%	99	
35 to 39 years	368	N/A	78	
40 to 44 years	389	3.8%	119	
45 to 49 years	382	3.7%	169	
50 to 54 years	270	2.6%	119	
55 to 59 years	273	2.6%	90	
60 to 64 years	268	2.6%	133	
65 to 69 years	416	4.0%	201	
70 to 74 years	134	1.3%	56	
75 to 79 years	126	1.2%	54	
80 to 84 years	89	0.9%	32	
85 years and over	58	0.6%	22	
Female Population	5,147	49.7%	503	
Under 5 years	340	3.3%	130	
5 to 9 years	348	3.4%	81	
10 to 14 years	363	3.5%	123	
15 to 19 years	237	2.3%	80	
20 to 24 years	355	3.4%	170	
25 to 29 years	272	2.6%	114	
30 to 34 years	590	5.7%	139	
35 to 39 years	334	3.2%	82	
40 to 44 years	439	4.2%	140	
45 to 49 years	320	3.1%	131	
50 to 54 years	272	2.6%	133	
55 to 59 years	224	2.2%	69	
60 to 64 years	295	2.8%	84	
65 to 69 years	293	2.8%	79	
70 to 74 years	231	2.2%	53	
75 to 79 years	101	1.0%	28	
80 to 84 years	88	0.9%	32	
85 years and over	44	0.4%	18	


Total Households by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	4,163	100.0%	339	🟡
Less than \$10,000	61	1.5%	42	🔴
\$10,000 to \$14,999	75	1.8%	61	🔴
\$15,000 to \$19,999	181	4.3%	118	🟡
\$20,000 to \$24,999	80	1.9%	112	🔴
\$25,000 to \$29,999	72	1.7%	41	🟡
\$30,000 to \$34,999	74	1.8%	48	🟡
\$35,000 to \$39,999	107	2.6%	78	🔴
\$40,000 to \$44,999	204	4.9%	109	🟡
\$45,000 to \$49,999	89	2.1%	63	🔴
\$50,000 to \$59,999	437	10.5%	179	🟡
\$60,000 to \$74,999	432	10.4%	173	🟡
\$75,000 to \$99,999	632	15.2%	153	🟡
\$100,000 to \$124,999	438	10.5%	118	🟡
\$125,000 to \$149,999	237	5.7%	60	🟡
\$150,000 to \$199,999	467	11.2%	96	🟡
\$200,000 or more	577	13.9%	61	🟢
Median Household Income	\$83,766		N/A	🔴
Average Household Income	\$119,340		\$12,009	🟢

Households With Householder Age <25 Years by Income				
Total	299	100.0%	149	🟡
Less than \$10,000	0	0.0%	0	
\$10,000 to \$14,999	4	1.3%	150	🔴
\$15,000 to \$19,999	12	4.0%	26	🔴
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	8	2.7%	17	🔴
\$35,000 to \$39,999	17	5.7%	42	🔴
\$40,000 to \$44,999	91	30.4%	82	🔴
\$45,000 to \$49,999	1	0.3%	20	🔴
\$50,000 to \$59,999	113	37.8%	118	🔴
\$60,000 to \$74,999	50	16.7%	59	🔴
\$75,000 to \$99,999	1	0.3%	37	🔴
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	0	0.0%	7	
\$150,000 to \$199,999	1	0.3%	10	🔴
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr <25	\$50,812		N/A	🔴
Average Household Income for HHr <25	N/A		N/A	🔴

Households with Householder Age 25-44 Years by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	1,504	100.0%	186	
Less than \$10,000	28	1.9%	26	
\$10,000 to \$14,999	6	0.4%	10	
\$15,000 to \$19,999	69	4.6%	75	
\$20,000 to \$24,999	0	0.0%	5	
\$25,000 to \$29,999	25	1.7%	29	
\$30,000 to \$34,999	41	2.7%	35	
\$35,000 to \$39,999	83	5.5%	72	
\$40,000 to \$44,999	80	5.3%	84	
\$45,000 to \$49,999	31	2.1%	41	
\$50,000 to \$59,999	49	3.3%	51	
\$60,000 to \$74,999	168	11.2%	66	
\$75,000 to \$99,999	272	18.1%	76	
\$100,000 to \$124,999	169	11.2%	65	
\$125,000 to \$149,999	131	8.7%	49	
\$150,000 to \$199,999	155	10.3%	52	
\$200,000 or more	200	13.3%	40	
Median Household Income for HHr 25-44	\$89,044		N/A	
Average Household Income for HHr 25-44	N/A		N/A	

Households with Householder Age 45-64 Years by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	1,481	100.0%	271	
Less than \$10,000	5	0.3%	9	
\$10,000 to \$14,999	38	2.6%	42	
\$15,000 to \$19,999	75	5.1%	102	
\$20,000 to \$24,999	70	4.7%	109	
\$25,000 to \$29,999	12	0.8%	10	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	6	0.4%	14	
\$40,000 to \$44,999	21	1.4%	27	
\$45,000 to \$49,999	58	3.9%	53	
\$50,000 to \$59,999	157	10.6%	118	
\$60,000 to \$74,999	189	12.8%	155	
\$75,000 to \$99,999	327	22.1%	137	
\$100,000 to \$124,999	124	8.4%	55	
\$125,000 to \$149,999	69	4.7%	38	
\$150,000 to \$199,999	106	7.2%	39	
\$200,000 or more	224	15.1%	43	
Median Household Income for HHr 45-64	\$81,384		N/A	
Average Household Income for HHr 45-64	N/A		N/A	




Households with Householder Age 65+ by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	880	100.0%	145	
Less than \$10,000	29	3.3%	34	
\$10,000 to \$14,999	27	3.1%	44	
\$15,000 to \$19,999	25	2.8%	110	
\$20,000 to \$24,999	9	1.0%	20	
\$25,000 to \$29,999	36	4.1%	60	
\$30,000 to \$34,999	25	2.8%	35	
\$35,000 to \$39,999	1	0.1%	9	
\$40,000 to \$44,999	12	1.4%	13	
\$45,000 to \$49,999	0	0.0%	5	
\$50,000 to \$59,999	119	13.5%	52	
\$60,000 to \$74,999	26	3.0%	18	
\$75,000 to \$99,999	32	3.6%	18	
\$100,000 to \$124,999	144	16.4%	93	
\$125,000 to \$149,999	36	4.1%	21	
\$150,000 to \$199,999	205	23.3%	70	
\$200,000 or more	153	17.4%	33	
Median Household Income for HHr 65+	\$115,588		N/A	
Average Household Income for HHr 65+	N/A		N/A	

 **Source:** U.S. Census 2019-2023 American Community Survey. **Data Note:** N/A means not available. Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2023, adjusted for inflation.

**2019-2023 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2019-2023 ACS estimates, five-year period data collected monthly from January 1, 2019 through December 31, 2023. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** Symbols represent threshold values Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

-  High Reliability: Small CVs (less than or equal to 12 percent) are flagged green and are considered reasonably reliable.
-  Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow and should be used with caution.
-  Low Reliability: Large CVs (over 40 percent) are flagged red and are considered very unreliable.

# ACS Key Population & Household Facts



4615 Verona Rd, Madison, WI, 53711, USA

Ring: 3 mile radius

Totals	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total Population	94,463		3,062	
Total Households	42,730		1,252	
Total Housing Units	44,148		1,268	
























## Population 15+ by Marital Status






















Total	77,806	100.0%	2,340	
Never married	31,012	39.9%	1,493	
Married	37,340	48.0%	1,232	
Widowed	2,859	3.7%	390	
Divorced	6,595	8.5%	619	









## Population 25+ by Educational Attainment

Total	64,208	100.0%	1,926	
No schooling	687	1.1%	239	
Nursery School	0	0.0%	0	
Kindergarden	0	0.0%	0	
1st to 4th Grade	239	0.4%	152	
5th to 8th Grade	624	1.0%	244	
Some High School	1,230	1.9%	276	
High School Diploma	7,347	11.4%	722	
GED	1,285	2.0%	311	
Some College	8,461	13.2%	751	
Associates degree	4,217	6.6%	503	
Bachelors degree	21,045	32.8%	1,041	
Masters degree	10,876	16.9%	734	
Professional school degree	3,100	4.8%	355	
Doctorate degree	5,097	7.9%	569	





































Civilian Employed Population 16+ By Occupation	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	53,805	100.0%	1,943	
Management	6,229	11.6%	565	
Business and financial operations	3,648	6.8%	358	
Computer and mathematical	4,823	9.0%	470	
Architecture and engineering	1,267	2.4%	259	
Life, physical, and social science	2,954	5.5%	593	
Community and social services	869	1.6%	185	
Legal	853	1.6%	209	
Education, training, and library	4,997	9.3%	427	
Arts, design, entertainment, sports, and media	1,595	3.0%	237	
Healthcare practitioner, technologists, and technicians	4,471	8.3%	410	
Healthcare support	1,869	3.5%	406	
Protective service	693	1.3%	217	
Food preparation and serving related	2,570	4.8%	428	
Building and grounds cleaning and maintenance	1,398	2.6%	291	
Personal care and service	1,205	2.2%	266	
Sales and related	3,368	6.3%	454	
Office and administrative support	4,384	8.2%	473	
Farming, fishing, and forestry	60	0.1%	40	
Construction and extraction	1,027	1.9%	241	
Installation, maintenance, and repair	852	1.6%	235	
Production	2,125	4.0%	347	
Transportation and material moving	2,547	4.7%	476	

Civilian Employed Population 16+ by Industry	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	53,805	100.0%	1,943	
Agriculture, forestry, fishing and hunting	112	0.2%	51	
Mining, quarrying, and oil and gas extraction	5	0.0%	8	
Construction	1,680	3.1%	301	
Manufacturing	4,691	8.7%	538	
Wholesale trade	825	1.5%	196	
Retail trade	4,566	8.5%	491	
Transportation and warehousing	1,374	2.5%	352	
Utilities	158	0.3%	55	
Information	1,804	3.4%	321	
Finance and insurance	2,729	5.1%	385	
Real estate and rental and leasing	719	1.3%	154	
Professional, scientific, and technical services	7,470	13.9%	616	
Management of companies and enterprises	109	0.2%	51	
Administrative/Support/Waste management services	1,437	2.7%	291	
Educational services	8,581	15.9%	585	
Health care and social assistance	9,029	16.8%	791	
Arts, entertainment, and recreation	863	1.6%	192	
Accommodation and food services	3,150	5.8%	471	
Other services, except public administration	2,065	3.8%	319	
Public administration	2,438	4.5%	376	

Race	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	94,463	100.0%	3,062	
White alone	67,474	71.4%	2,451	
Black or African American alone	6,499	6.9%	1,206	
American Indian and Alaska Native alone	444	0.5%	219	
Asian alone	7,088	7.5%	849	
Native Hawaiian and Other Pacific Islander alone	43	0.1%	47	
Some other race alone	3,386	3.6%	681	
Two or more races	9,531	10.1%	1,259	

### Hispanic or Latino Origin by Race

Total	94,463	100.0%	3,062	
Not Hispanic or Latino	81,468	86.2%	2,826	
White alone	62,692	66.4%	2,276	
Black or African American alone	6,485	6.9%	1,206	
American Indian and Alaska Native alone	236	0.2%	132	
Asian alone	7,088	7.5%	849	
Native Hawaiian and Other Pacific Islander alone	43	0.0%	47	
Some other race alone	501	0.5%	196	
Two or more races	4,424	4.7%	908	
Hispanic or Latino	12,995	13.8%	1,453	
White alone	4,781	5.1%	1,013	
Black or African American alone	14	0.0%	16	
American Indian and Alaska Native alone	208	0.2%	175	
Asian alone	0	0.0%	0	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	
Some other race alone	2,885	3.1%	661	
Two or more races	5,107	5.4%	878	

Total Population by Age	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total Population	94,463	100.0%	3,062	
Under 5 years	6,001	6.3%	619	
5 to 9 years	5,333	5.7%	583	
10 to 14 years	5,323	5.6%	601	
15 to 19 years	5,016	5.3%	507	
20 to 24 years	8,582	9.1%	850	
25 to 29 years	8,440	8.9%	677	
30 to 34 years	7,850	8.3%	603	
35 to 39 years	7,722	8.2%	617	
40 to 44 years	6,046	6.4%	572	
45 to 49 years	5,135	5.4%	516	
50 to 54 years	4,852	5.1%	478	
55 to 59 years	4,362	4.6%	398	
60 to 64 years	4,960	5.3%	492	
65 to 69 years	4,685	5.0%	501	
70 to 74 years	3,962	4.2%	539	
75 to 79 years	2,500	2.6%	332	
80 to 85 years	2,076	2.2%	359	
85 years and over	1,617	1.7%	325	




















Population by Sex by Age	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	94,463	100.0%	3,062	
Male Population	48,153	51.0%	1,837	
Under 5 years	2,969	3.1%	460	
5 to 9 years	3,003	3.2%	442	
10 to 14 years	2,932	3.1%	471	
15 to 19 years	2,521	2.7%	350	
20 to 24 years	4,724	5.0%	626	
25 to 29 years	4,486	4.7%	490	
30 to 34 years	3,622	3.8%	373	
35 to 39 years	4,026	N/A	438	
40 to 44 years	3,137	3.3%	383	
45 to 49 years	2,809	3.0%	406	
50 to 54 years	2,432	2.6%	317	
55 to 59 years	2,144	2.3%	305	
60 to 64 years	2,280	2.4%	354	
65 to 69 years	2,605	2.8%	414	
70 to 74 years	1,759	1.9%	357	
75 to 79 years	1,240	1.3%	236	
80 to 84 years	886	0.9%	197	
85 years and over	577	0.6%	186	
Female Population	46,310	49.0%	1,755	
Under 5 years	3,032	3.2%	414	
5 to 9 years	2,330	2.5%	380	
10 to 14 years	2,391	2.5%	373	
15 to 19 years	2,495	2.6%	358	
20 to 24 years	3,858	4.1%	574	
25 to 29 years	3,954	4.2%	467	
30 to 34 years	4,228	4.5%	474	
35 to 39 years	3,697	3.9%	434	
40 to 44 years	2,909	3.1%	424	
45 to 49 years	2,327	2.5%	318	
50 to 54 years	2,420	2.6%	358	
55 to 59 years	2,217	2.3%	255	
60 to 64 years	2,680	2.8%	333	
65 to 69 years	2,080	2.2%	272	
70 to 74 years	2,203	2.3%	404	
75 to 79 years	1,260	1.3%	233	
80 to 84 years	1,190	1.3%	301	
85 years and over	1,040	1.1%	266	


Total Households by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	42,730	100.0%	1,252	
Less than \$10,000	1,472	3.4%	282	
\$10,000 to \$14,999	696	1.6%	249	
\$15,000 to \$19,999	1,251	2.9%	357	
\$20,000 to \$24,999	1,166	2.7%	234	
\$25,000 to \$29,999	1,579	3.7%	405	
\$30,000 to \$34,999	1,425	3.3%	306	
\$35,000 to \$39,999	1,285	3.0%	289	
\$40,000 to \$44,999	1,324	3.1%	295	
\$45,000 to \$49,999	1,207	2.8%	250	
\$50,000 to \$59,999	3,250	7.6%	443	
\$60,000 to \$74,999	3,814	8.9%	505	
\$75,000 to \$99,999	5,255	12.3%	507	
\$100,000 to \$124,999	4,596	10.8%	459	
\$125,000 to \$149,999	3,194	7.5%	333	
\$150,000 to \$199,999	4,511	10.6%	437	
\$200,000 or more	6,702	15.7%	509	
Median Household Income	\$87,105		N/A	
Average Household Income	\$120,626		\$5,570	

Households With Householder Age <25 Years by Income				
	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	4,389	100.0%	557	
Less than \$10,000	406	9.3%	111	
\$10,000 to \$14,999	207	4.7%	176	
\$15,000 to \$19,999	129	2.9%	53	
\$20,000 to \$24,999	362	8.3%	134	
\$25,000 to \$29,999	141	3.2%	70	
\$30,000 to \$34,999	457	10.4%	251	
\$35,000 to \$39,999	152	3.5%	102	
\$40,000 to \$44,999	331	7.5%	187	
\$45,000 to \$49,999	194	4.4%	134	
\$50,000 to \$59,999	483	11.0%	175	
\$60,000 to \$74,999	453	10.3%	159	
\$75,000 to \$99,999	595	13.6%	263	
\$100,000 to \$124,999	192	4.4%	86	
\$125,000 to \$149,999	113	2.6%	82	
\$150,000 to \$199,999	77	1.8%	38	
\$200,000 or more	98	2.2%	70	
Median Household Income for HHr <25	\$45,235		N/A	
Average Household Income for HHr <25	N/A		N/A	

Households with Householder Age 25-44 Years by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	16,892	100.0%	797	
Less than \$10,000	596	3.5%	216	
\$10,000 to \$14,999	140	0.8%	101	
\$15,000 to \$19,999	483	2.9%	235	
\$20,000 to \$24,999	327	1.9%	110	
\$25,000 to \$29,999	276	1.6%	101	
\$30,000 to \$34,999	380	2.3%	102	
\$35,000 to \$39,999	746	4.4%	247	
\$40,000 to \$44,999	401	2.4%	128	
\$45,000 to \$49,999	581	3.4%	162	
\$50,000 to \$59,999	1,417	8.4%	300	
\$60,000 to \$74,999	1,466	8.7%	256	
\$75,000 to \$99,999	2,147	12.7%	288	
\$100,000 to \$124,999	2,091	12.4%	349	
\$125,000 to \$149,999	1,448	8.6%	222	
\$150,000 to \$199,999	1,822	10.8%	237	
\$200,000 or more	2,571	15.2%	342	
Median Household Income for HHr 25-44	\$92,737		N/A	
Average Household Income for HHr 25-44	N/A		N/A	

Households with Householder Age 45-64 Years by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	11,918	100.0%	683	
Less than \$10,000	306	2.6%	137	
\$10,000 to \$14,999	212	1.8%	120	
\$15,000 to \$19,999	277	2.3%	123	
\$20,000 to \$24,999	287	2.4%	153	
\$25,000 to \$29,999	367	3.1%	221	
\$30,000 to \$34,999	235	2.0%	97	
\$35,000 to \$39,999	165	1.4%	66	
\$40,000 to \$44,999	332	2.8%	161	
\$45,000 to \$49,999	219	1.8%	107	
\$50,000 to \$59,999	686	5.8%	214	
\$60,000 to \$74,999	1,091	9.2%	267	
\$75,000 to \$99,999	1,413	11.9%	255	
\$100,000 to \$124,999	1,303	10.9%	240	
\$125,000 to \$149,999	889	7.5%	192	
\$150,000 to \$199,999	1,419	11.9%	250	
\$200,000 or more	2,717	22.8%	286	
Median Household Income for HHr 45-64	\$105,987		N/A	
Average Household Income for HHr 45-64	N/A		N/A	




Households with Householder Age 65+ by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	9,530	100.0%	699	
Less than \$10,000	165	1.7%	69	
\$10,000 to \$14,999	137	1.4%	85	
\$15,000 to \$19,999	362	3.8%	246	
\$20,000 to \$24,999	190	2.0%	61	
\$25,000 to \$29,999	796	8.3%	320	
\$30,000 to \$34,999	354	3.7%	118	
\$35,000 to \$39,999	221	2.3%	96	
\$40,000 to \$44,999	261	2.7%	99	
\$45,000 to \$49,999	212	2.2%	84	
\$50,000 to \$59,999	665	7.0%	200	
\$60,000 to \$74,999	804	8.4%	305	
\$75,000 to \$99,999	1,101	11.6%	220	
\$100,000 to \$124,999	1,010	10.6%	190	
\$125,000 to \$149,999	744	7.8%	150	
\$150,000 to \$199,999	1,192	12.5%	257	
\$200,000 or more	1,317	13.8%	253	
Median Household Income for HHr 65+	\$86,976		N/A	
Average Household Income for HHr 65+	N/A		N/A	

 **Source:** U.S. Census 2019-2023 American Community Survey. **Data Note:** N/A means not available. Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2023, adjusted for inflation.

**2019-2023 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2019-2023 ACS estimates, five-year period data collected monthly from January 1, 2019 through December 31, 2023. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** Symbols represent threshold values Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

-  High Reliability: Small CVs (less than or equal to 12 percent) are flagged green and are considered reasonably reliable.
-  Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow and should be used with caution.
-  Low Reliability: Large CVs (over 40 percent) are flagged red and are considered very unreliable.

# ACS Key Population & Household Facts



4615 Verona Rd, Madison, WI, 53711, USA

Ring: 5 mile radius

Totals	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total Population	209,996		4,955	
Total Households	95,791		2,147	
Total Housing Units	99,600		2,172	
<b>Population 15+ by Marital Status</b>				
Total	182,290	100.0%	4,219	
Never married	94,508	51.8%	3,196	
Married	68,422	37.5%	1,890	
Widowed	5,967	3.3%	704	
Divorced	13,392	7.3%	1,043	
<b>Population 25+ by Educational Attainment</b>				
Total	126,890	100.0%	3,066	
No schooling	1,616	1.3%	409	
Nursery School	0	0.0%	0	
Kindergarden	15	0.0%	22	
1st to 4th Grade	295	0.2%	211	
5th to 8th Grade	1,206	0.9%	398	
Some High School	2,766	2.2%	451	
High School Diploma	13,519	10.7%	1,113	
GED	2,306	1.8%	431	
Some College	16,463	13.0%	1,156	
Associates degree	7,681	6.0%	660	
Bachelors degree	43,614	34.4%	1,772	
Masters degree	22,251	17.5%	1,238	
Professional school degree	5,734	4.5%	515	
Doctorate degree	9,426	7.4%	791	


























Source: U.S. Census Bureau, 2019-2023 American Community Survey.






















Reliability: high









medium low

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Civilian Employed Population 16+ By Occupation	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	120,950	100.0%	3,301	
Management	12,931	10.7%	941	
Business and financial operations	8,374	6.9%	749	
Computer and mathematical	12,158	10.1%	900	
Architecture and engineering	3,239	2.7%	427	
Life, physical, and social science	6,247	5.2%	805	
Community and social services	2,001	1.6%	326	
Legal	1,567	1.3%	302	
Education, training, and library	11,762	9.7%	842	
Arts, design, entertainment, sports, and media	3,162	2.6%	443	
Healthcare practitioner, technologists, and technicians	9,310	7.7%	671	
Healthcare support	4,118	3.4%	647	
Protective service	1,532	1.3%	337	
Food preparation and serving related	7,326	6.1%	829	
Building and grounds cleaning and maintenance	3,129	2.6%	554	
Personal care and service	2,581	2.1%	400	
Sales and related	8,484	7.0%	805	
Office and administrative support	9,997	8.3%	852	
Farming, fishing, and forestry	131	0.1%	75	
Construction and extraction	1,680	1.4%	297	
Installation, maintenance, and repair	1,719	1.4%	406	
Production	4,597	3.8%	641	
Transportation and material moving	4,907	4.1%	655	






















Civilian Employed Population 16+ by Industry	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	120,950	100.0%	3,301	
Agriculture, forestry, fishing and hunting	261	0.2%	107	
Mining, quarrying, and oil and gas extraction	8	0.0%	10	
Construction	2,966	2.5%	387	
Manufacturing	9,762	8.1%	819	
Wholesale trade	2,008	1.7%	447	
Retail trade	10,105	8.3%	895	
Transportation and warehousing	2,669	2.2%	507	
Utilities	354	0.3%	123	
Information	4,464	3.7%	552	
Finance and insurance	6,267	5.2%	696	
Real estate and rental and leasing	1,573	1.3%	305	
Professional, scientific, and technical services	18,351	15.2%	1,155	
Management of companies and enterprises	248	0.2%	110	
Administrative/Support/Waste management services	2,678	2.2%	463	
Educational services	20,496	16.9%	1,128	
Health care and social assistance	18,323	15.2%	1,177	
Arts, entertainment, and recreation	2,008	1.7%	333	
Accommodation and food services	8,985	7.4%	928	
Other services, except public administration	4,444	3.7%	523	
Public administration	4,979	4.1%	682	

Race	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	209,996	100.0%	4,955	
White alone	152,985	72.8%	4,173	
Black or African American alone	12,268	5.8%	1,677	
American Indian and Alaska Native alone	922	0.4%	296	
Asian alone	19,243	9.2%	1,476	
Native Hawaiian and Other Pacific Islander alone	56	0.0%	50	
Some other race alone	5,864	2.8%	1,118	
Two or more races	18,658	8.9%	1,729	

**Hispanic or Latino Origin by Race**

Total	209,996	100.0%	4,955	
Not Hispanic or Latino	187,674	89.4%	4,649	
White alone	146,131	69.6%	4,005	
Black or African American alone	12,075	5.8%	1,675	
American Indian and Alaska Native alone	524	0.2%	183	
Asian alone	19,159	9.1%	1,469	
Native Hawaiian and Other Pacific Islander alone	56	0.0%	50	
Some other race alone	977	0.5%	444	
Two or more races	8,752	4.2%	1,133	
Hispanic or Latino	22,322	10.6%	1,949	
White alone	6,854	3.3%	1,185	
Black or African American alone	193	0.1%	73	
American Indian and Alaska Native alone	397	0.2%	233	
Asian alone	84	0.0%	79	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	
Some other race alone	4,887	2.3%	935	
Two or more races	9,906	4.7%	1,303	

Total Population by Age	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total Population	209,996	100.0%	4,955	
Under 5 years	9,824	4.7%	876	
5 to 9 years	8,515	4.0%	755	
10 to 14 years	9,367	4.5%	788	
15 to 19 years	18,680	8.9%	1,187	
20 to 24 years	36,720	17.5%	2,352	
25 to 29 years	21,381	10.2%	1,266	
30 to 34 years	15,871	7.6%	974	
35 to 39 years	13,774	6.6%	992	
40 to 44 years	11,367	5.4%	883	
45 to 49 years	8,750	4.2%	708	
50 to 54 years	9,393	4.5%	783	
55 to 59 years	9,208	4.4%	714	
60 to 64 years	9,203	4.4%	723	
65 to 69 years	8,395	4.0%	760	
70 to 74 years	7,890	3.8%	789	
75 to 79 years	4,824	2.3%	526	
80 to 85 years	3,288	1.6%	444	
85 years and over	3,547	1.7%	516	

ACS Key Population & Household Facts | | Ring: 5 mile radius




















Population by Sex by Age	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	209,996	100.0%	4,955	
Male Population	105,202	50.1%	3,033	
Under 5 years	4,862	2.3%	640	
5 to 9 years	4,422	2.1%	556	
10 to 14 years	4,586	2.2%	577	
15 to 19 years	8,798	4.2%	750	
20 to 24 years	18,406	8.8%	1,530	
25 to 29 years	12,057	5.7%	978	
30 to 34 years	8,387	4.0%	710	
35 to 39 years	7,042	N/A	667	
40 to 44 years	5,809	2.8%	640	
45 to 49 years	4,620	2.2%	528	
50 to 54 years	4,657	2.2%	554	
55 to 59 years	4,385	2.1%	462	
60 to 64 years	4,309	2.1%	529	
65 to 69 years	4,312	2.1%	603	
70 to 74 years	3,401	1.6%	528	
75 to 79 years	2,359	1.1%	350	
80 to 84 years	1,535	0.7%	293	
85 years and over	1,255	0.6%	259	
Female Population	104,794	49.9%	3,115	
Under 5 years	4,962	2.4%	599	
5 to 9 years	4,093	1.9%	511	
10 to 14 years	4,781	2.3%	536	
15 to 19 years	9,882	4.7%	909	
20 to 24 years	18,314	8.7%	1,785	
25 to 29 years	9,324	4.4%	803	
30 to 34 years	7,484	3.6%	668	
35 to 39 years	6,733	3.2%	733	
40 to 44 years	5,558	2.6%	609	
45 to 49 years	4,130	2.0%	472	
50 to 54 years	4,736	2.3%	553	
55 to 59 years	4,824	2.3%	544	
60 to 64 years	4,893	2.3%	477	
65 to 69 years	4,083	1.9%	447	
70 to 74 years	4,489	2.1%	586	
75 to 79 years	2,464	1.2%	392	
80 to 84 years	1,753	0.8%	335	
85 years and over	2,292	1.1%	446	


Total Households by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	95,791	100.0%	2,147	
Less than \$10,000	7,026	7.3%	769	
\$10,000 to \$14,999	2,875	3.0%	494	
\$15,000 to \$19,999	3,140	3.3%	505	
\$20,000 to \$24,999	3,420	3.6%	512	
\$25,000 to \$29,999	3,631	3.8%	605	
\$30,000 to \$34,999	3,681	3.8%	520	
\$35,000 to \$39,999	3,136	3.3%	503	
\$40,000 to \$44,999	3,163	3.3%	531	
\$45,000 to \$49,999	3,156	3.3%	522	
\$50,000 to \$59,999	6,166	6.4%	660	
\$60,000 to \$74,999	7,685	8.0%	717	
\$75,000 to \$99,999	11,386	11.9%	940	
\$100,000 to \$124,999	8,948	9.3%	798	
\$125,000 to \$149,999	6,658	7.0%	555	
\$150,000 to \$199,999	9,215	9.6%	680	
\$200,000 or more	12,503	13.1%	880	
Median Household Income	\$76,379		N/A	
Average Household Income	N/A		N/A	

Households With Householder Age <25 Years by Income				
Total	17,925	100.0%	1,165	
Less than \$10,000	3,843	21.4%	582	
\$10,000 to \$14,999	1,565	8.7%	421	
\$15,000 to \$19,999	1,162	6.5%	303	
\$20,000 to \$24,999	1,423	7.9%	354	
\$25,000 to \$29,999	892	5.0%	246	
\$30,000 to \$34,999	1,156	6.5%	341	
\$35,000 to \$39,999	735	4.1%	248	
\$40,000 to \$44,999	873	4.9%	323	
\$45,000 to \$49,999	889	5.0%	317	
\$50,000 to \$59,999	925	5.2%	252	
\$60,000 to \$74,999	1,552	8.7%	368	
\$75,000 to \$99,999	1,166	6.5%	346	
\$100,000 to \$124,999	823	4.6%	224	
\$125,000 to \$149,999	469	2.6%	168	
\$150,000 to \$199,999	262	1.5%	145	
\$200,000 or more	191	1.1%	110	
Median Household Income for HHr <25	\$30,294		N/A	
Average Household Income for HHr <25	N/A		N/A	

Households with Householder Age 25-44 Years by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	37,289	100.0%	1,442	
Less than \$10,000	1,846	5.0%	439	
\$10,000 to \$14,999	460	1.2%	158	
\$15,000 to \$19,999	849	2.3%	274	
\$20,000 to \$24,999	995	2.7%	277	
\$25,000 to \$29,999	1,037	2.8%	245	
\$30,000 to \$34,999	1,341	3.6%	302	
\$35,000 to \$39,999	1,421	3.8%	380	
\$40,000 to \$44,999	979	2.6%	267	
\$45,000 to \$49,999	1,450	3.9%	365	
\$50,000 to \$59,999	2,835	7.6%	505	
\$60,000 to \$74,999	3,104	8.3%	389	
\$75,000 to \$99,999	5,062	13.6%	576	
\$100,000 to \$124,999	4,130	11.1%	607	
\$125,000 to \$149,999	2,928	7.8%	371	
\$150,000 to \$199,999	3,956	10.6%	432	
\$200,000 or more	4,896	13.1%	553	
Median Household Income for HHr 25-44	\$84,775		N/A	
Average Household Income for HHr 25-44	N/A		N/A	

Households with Householder Age 45-64 Years by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	22,220	100.0%	1,065	
Less than \$10,000	712	3.2%	206	
\$10,000 to \$14,999	500	2.3%	181	
\$15,000 to \$19,999	530	2.4%	180	
\$20,000 to \$24,999	482	2.2%	179	
\$25,000 to \$29,999	534	2.4%	247	
\$30,000 to \$34,999	426	1.9%	143	
\$35,000 to \$39,999	443	2.0%	172	
\$40,000 to \$44,999	778	3.5%	304	
\$45,000 to \$49,999	341	1.5%	136	
\$50,000 to \$59,999	1,272	5.7%	255	
\$60,000 to \$74,999	1,568	7.1%	316	
\$75,000 to \$99,999	2,529	11.4%	402	
\$100,000 to \$124,999	2,175	9.8%	355	
\$125,000 to \$149,999	1,717	7.7%	268	
\$150,000 to \$199,999	2,986	13.4%	402	
\$200,000 or more	5,229	23.5%	542	
Median Household Income for HHr 45-64	\$110,157		N/A	
Average Household Income for HHr 45-64	N/A		N/A	




Households with Householder Age 65+ by Income	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	18,356	100.0%	1,106	
Less than \$10,000	625	3.4%	212	
\$10,000 to \$14,999	351	1.9%	136	
\$15,000 to \$19,999	599	3.3%	257	
\$20,000 to \$24,999	520	2.8%	167	
\$25,000 to \$29,999	1,169	6.4%	432	
\$30,000 to \$34,999	759	4.1%	199	
\$35,000 to \$39,999	536	2.9%	139	
\$40,000 to \$44,999	533	2.9%	125	
\$45,000 to \$49,999	476	2.6%	140	
\$50,000 to \$59,999	1,135	6.2%	244	
\$60,000 to \$74,999	1,462	8.0%	363	
\$75,000 to \$99,999	2,629	14.3%	538	
\$100,000 to \$124,999	1,820	9.9%	332	
\$125,000 to \$149,999	1,545	8.4%	276	
\$150,000 to \$199,999	2,012	11.0%	317	
\$200,000 or more	2,187	11.9%	427	
Median Household Income for HHr 65+	\$82,975		N/A	
Average Household Income for HHr 65+	N/A		N/A	

 **Source:** U.S. Census 2019-2023 American Community Survey. **Data Note:** N/A means not available. Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2023, adjusted for inflation.

**2019-2023 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2019-2023 ACS estimates, five-year period data collected monthly from January 1, 2019 through December 31, 2023. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** Symbols represent threshold values Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

-  High Reliability: Small CVs (less than or equal to 12 percent) are flagged green and are considered reasonably reliable.
-  Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow and should be used with caution.
-  Low Reliability: Large CVs (over 40 percent) are flagged red and are considered very unreliable.