

## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.0546/-89.5057

West Towne Collection		1 mi radius		3 mi radius		5 mi radius	
Madison, WI 53719							
Population							
Estimated Population (2025)	13,314		95,359		180,655		
Projected Population (2030)	13,216		97,040		184,298		
Census Population (2020)	12,517		89,574		169,958		
Census Population (2010)	11,710		80,453		152,424		
Projected Annual Growth (2025-2030)	-98	-0.1%	1,681	0.4%	3,642	0.4%	
Historical Annual Growth (2020-2025)	797	-	5,785	1.3%	10,697	1.3%	
Historical Annual Growth (2010-2020)	807	0.7%	9,121	1.1%	17,534	1.2%	
Estimated Population Density (2025)	4,240	psm	3,374	psm	2,301	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2025)	6,726		44,626		80,409		
Projected Households (2030)	6,973		47,345		85,235		
Census Households (2020)	6,438		41,945		75,422		
Census Households (2010)	6,063		36,936		66,299		
Projected Annual Growth (2025-2030)	247	0.7%	2,718	1.2%	4,826	1.2%	
Historical Annual Change (2010-2025)	663	0.7%	7,690	1.4%	14,110	1.4%	
Average Household Income							
Estimated Average Household Income (2025)	\$108,782		\$130,759		\$141,060		
Projected Average Household Income (2030)	\$106,311		\$128,266		\$138,788		
Census Average Household Income (2010)	\$64,917		\$80,152		\$84,831		
Census Average Household Income (2000)	\$59,951		\$67,227		\$69,019		
Projected Annual Change (2025-2030)	-\$2,471	-0.5%	-\$2,494	-0.4%	-\$2,272	-0.3%	
Historical Annual Change (2000-2025)	\$48,831	3.3%	\$63,533	3.8%	\$72,040	4.2%	
Median Household Income							
Estimated Median Household Income (2025)	\$78,286		\$97,862		\$104,406		
Projected Median Household Income (2030)	\$76,960		\$96,582		\$103,065		
Census Median Household Income (2010)	\$52,329		\$62,134		\$64,103		
Census Median Household Income (2000)	\$46,486		\$55,555		\$54,944		
Projected Annual Change (2025-2030)	-\$1,326	-0.3%	-\$1,280	-0.3%	-\$1,342	-0.3%	
Historical Annual Change (2000-2025)	\$31,799	2.7%	\$42,307	3.0%	\$49,462	3.6%	
Per Capita Income							
Estimated Per Capita Income (2025)	\$55,608		\$61,360		\$62,996		
Projected Per Capita Income (2030)	\$56,747		\$62,743		\$64,394		
Census Per Capita Income (2010)	\$33,603		\$36,808		\$36,906		
Census Per Capita Income (2000)	\$29,997		\$30,102		\$29,369		
Projected Annual Change (2025-2030)	\$1,139	0.4%	\$1,383	0.5%	\$1,398	0.4%	
Historical Annual Change (2000-2025)	\$25,610	3.4%	\$31,258	4.2%	\$33,627	4.6%	
Estimated Average Household Net Worth (2025)	\$663,900		\$1.09 M		\$1.24 M		

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West Towne Collection							
Madison, WI 53719		1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity							
Total Population (2025)	13,314		95,359		180,655		
White (2025)	8,853	66.5%	69,310	72.7%	134,114	74.2%	
Black or African American (2025)	1,347	10.1%	6,798	7.1%	11,750	6.5%	
American Indian or Alaska Native (2025)	39	0.3%	304	0.3%	604	0.3%	
Asian (2025)	1,844	13.9%	10,504	11.0%	17,538	9.7%	
Hawaiian or Pacific Islander (2025)	8	-	41	-	58	-	
Other Race (2025)	446	3.3%	2,873	3.0%	5,549	3.1%	
Two or More Races (2025)	778	5.8%	5,529	5.8%	11,042	6.1%	
Population < 18 (2025)	2,190	16.4%	18,031	18.9%	35,558	19.7%	
White Not Hispanic	862	39.3%	9,963	55.3%	20,722	58.3%	
Black or African American	461	21.1%	2,240	12.4%	3,789	10.7%	
Asian	390	17.8%	2,218	12.3%	3,573	10.0%	
Other Race Not Hispanic	120	5.5%	1,001	5.6%	2,212	6.2%	
Hispanic	356	16.3%	2,609	14.5%	5,263	14.8%	
Not Hispanic or Latino Population (2025)	12,089	90.8%	87,020	91.3%	164,622	91.1%	
Not Hispanic White	8,592	71.1%	67,337	77.4%	130,358	79.2%	
Not Hispanic Black or African American	1,318	10.9%	6,620	7.6%	11,427	6.9%	
Not Hispanic American Indian or Alaska Native	14	0.1%	111	0.1%	214	0.1%	
Not Hispanic Asian	1,839	15.2%	10,465	12.0%	17,458	10.6%	
Not Hispanic Hawaiian or Pacific Islander	4	-	28	-	39	-	
Not Hispanic Other Race	15	0.1%	89	0.1%	148	-	
Not Hispanic Two or More Races	307	2.5%	2,370	2.7%	4,977	3.0%	
Hispanic or Latino Population (2025)	1,225	9.2%	8,339	8.7%	16,033	8.9%	
Hispanic White	261	21.3%	1,974	23.7%	3,756	23.4%	
Hispanic Black or African American	29	2.4%	177	2.1%	323	2.0%	
Hispanic American Indian or Alaska Native	25	2.0%	192	2.3%	389	2.4%	
Hispanic Asian	5	0.4%	39	0.5%	80	0.5%	
Hispanic Hawaiian or Pacific Islander	4	0.3%	13	0.2%	19	0.1%	
Hispanic Other Race	430	35.1%	2,784	33.4%	5,401	33.7%	
Hispanic Two or More Races	471	38.4%	3,159	37.9%	6,065	37.8%	
Not Hispanic or Latino Population (2020)	11,330	90.5%	81,910	91.4%	154,870	91.1%	
Hispanic or Latino Population (2020)	1,187	9.5%	7,664	8.6%	15,089	8.9%	
Not Hispanic or Latino Population (2010)	10,804	92.3%	75,048	93.3%	141,515	92.8%	
Hispanic or Latino Population (2010)	906	7.7%	5,405	6.7%	10,909	7.2%	
Not Hispanic or Latino Population (2030)	11,935	90.3%	88,125	90.8%	167,091	90.7%	
Hispanic or Latino Population (2030)	1,281	9.7%	8,915	9.2%	17,207	9.3%	
Projected Annual Growth (2025-2030)	56	0.9%	576	1.4%	1,174	1.5%	
Historical Annual Growth (2010-2020)	281	3.1%	2,259	4.2%	4,179	3.8%	

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West Towne Collection							
Madison, WI 53719		1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2025)							
Total Population	13,314		95,359		180,655		
Age Under 5 Years	658	4.9%	5,013	5.3%	9,354	5.2%	
Age 5 to 9 Years	651	4.9%	5,147	5.4%	10,072	5.6%	
Age 10 to 14 Years	552	4.1%	4,969	5.2%	10,051	5.6%	
Age 15 to 19 Years	501	3.8%	4,501	4.7%	11,149	6.2%	
Age 20 to 24 Years	1,360	10.2%	7,667	8.0%	16,480	9.1%	
Age 25 to 29 Years	1,673	12.6%	9,642	10.1%	16,784	9.3%	
Age 30 to 34 Years	1,284	9.6%	8,386	8.8%	14,640	8.1%	
Age 35 to 39 Years	988	7.4%	7,349	7.7%	13,225	7.3%	
Age 40 to 44 Years	777	5.8%	6,435	6.7%	12,193	6.7%	
Age 45 to 49 Years	651	4.9%	5,309	5.6%	10,252	5.7%	
Age 50 to 54 Years	602	4.5%	4,902	5.1%	9,438	5.2%	
Age 55 to 59 Years	507	3.8%	4,487	4.7%	8,676	4.8%	
Age 60 to 64 Years	528	4.0%	4,873	5.1%	9,079	5.0%	
Age 65 to 69 Years	545	4.1%	4,995	5.2%	9,061	5.0%	
Age 70 to 74 Years	546	4.1%	4,555	4.8%	8,132	4.5%	
Age 75 to 79 Years	453	3.4%	3,103	3.3%	5,512	3.1%	
Age 80 to 84 Years	364	2.7%	1,923	2.0%	3,264	1.8%	
Age 85 Years or Over	674	5.1%	2,102	2.2%	3,295	1.8%	
Median Age	37.2		37.0		36.0		
Age 19 Years or Less	2,362	17.7%	19,631	20.6%	40,626	22.5%	
Age 20 to 64 Years	8,369	62.9%	59,049	61.9%	110,767	61.3%	
Age 65 Years or Over	2,582	19.4%	16,679	17.5%	29,262	16.2%	
Female Age Distribution (2025)							
Female Population	6,486	48.7%	47,887	50.2%	89,837	49.7%	
Age Under 5 Years	319	4.9%	2,457	5.1%	4,638	5.2%	
Age 5 to 9 Years	304	4.7%	2,477	5.2%	4,900	5.5%	
Age 10 to 14 Years	271	4.2%	2,456	5.1%	4,940	5.5%	
Age 15 to 19 Years	238	3.7%	2,162	4.5%	4,608	5.1%	
Age 20 to 24 Years	689	10.6%	3,769	7.9%	7,962	8.9%	
Age 25 to 29 Years	827	12.7%	4,713	9.8%	8,215	9.1%	
Age 30 to 34 Years	619	9.6%	4,117	8.6%	7,181	8.0%	
Age 35 to 39 Years	471	7.3%	3,552	7.4%	6,561	7.3%	
Age 40 to 44 Years	365	5.6%	3,136	6.5%	6,036	6.7%	
Age 45 to 49 Years	337	5.2%	2,666	5.6%	5,200	5.8%	
Age 50 to 54 Years	302	4.7%	2,509	5.2%	4,811	5.4%	
Age 55 to 59 Years	281	4.3%	2,401	5.0%	4,602	5.1%	
Age 60 to 64 Years	283	4.4%	2,650	5.5%	4,892	5.4%	
Age 65 to 69 Years	307	4.7%	2,695	5.6%	4,773	5.3%	
Age 70 to 74 Years	290	4.5%	2,486	5.2%	4,366	4.9%	
Age 75 to 79 Years	233	3.6%	1,652	3.4%	2,898	3.2%	
Age 80 to 84 Years	164	2.5%	1,051	2.2%	1,736	1.9%	
Age 85 Years or Over	186	2.9%	938	2.0%	1,519	1.7%	
Female Median Age	35.9		37.8		37.1		
Age 19 Years or Less	1,131	17.4%	9,551	19.9%	19,086	21.2%	
Age 20 to 64 Years	4,174	64.4%	29,513	61.6%	55,459	61.7%	
Age 65 Years or Over	1,181	18.2%	8,823	18.4%	15,292	17.0%	

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Madison, WI 53719							
Male Age Distribution (2025)							
Male Population	6,828	51.3%	47,472	49.8%	90,818	50.3%	
Age Under 5 Years	339	5.0%	2,556	5.4%	4,716	5.2%	
Age 5 to 9 Years	348	5.1%	2,671	5.6%	5,172	5.7%	
Age 10 to 14 Years	281	4.1%	2,514	5.3%	5,111	5.6%	
Age 15 to 19 Years	264	3.9%	2,340	4.9%	6,541	7.2%	
Age 20 to 24 Years	671	9.8%	3,898	8.2%	8,519	9.4%	
Age 25 to 29 Years	847	12.4%	4,929	10.4%	8,569	9.4%	
Age 30 to 34 Years	664	9.7%	4,269	9.0%	7,459	8.2%	
Age 35 to 39 Years	516	7.6%	3,796	8.0%	6,663	7.3%	
Age 40 to 44 Years	412	6.0%	3,299	6.9%	6,157	6.8%	
Age 45 to 49 Years	314	4.6%	2,643	5.6%	5,052	5.6%	
Age 50 to 54 Years	300	4.4%	2,393	5.0%	4,627	5.1%	
Age 55 to 59 Years	227	3.3%	2,085	4.4%	4,074	4.5%	
Age 60 to 64 Years	245	3.6%	2,223	4.7%	4,188	4.6%	
Age 65 to 69 Years	238	3.5%	2,299	4.8%	4,288	4.7%	
Age 70 to 74 Years	256	3.8%	2,069	4.4%	3,766	4.1%	
Age 75 to 79 Years	221	3.2%	1,451	3.1%	2,613	2.9%	
Age 80 to 84 Years	199	2.9%	872	1.8%	1,528	1.7%	
Age 85 Years or Over	487	7.1%	1,164	2.5%	1,776	2.0%	
Male Median Age	37.9		36.2		35.1		
Age 19 Years or Less	1,231	18.0%	10,080	21.2%	21,540	23.7%	
Age 20 to 64 Years	4,195	61.4%	29,537	62.2%	55,308	60.9%	
Age 65 Years or Over	1,402	20.5%	7,856	16.5%	13,970	15.4%	
Males per 100 Females (2025)							
Overall Comparison	105		99		101		
Age Under 5 Years	106	51.5%	104	51.0%	102	50.4%	
Age 5 to 9 Years	115	53.4%	108	51.9%	106	51.4%	
Age 10 to 14 Years	104	50.9%	102	50.6%	103	50.8%	
Age 15 to 19 Years	111	52.6%	108	52.0%	142	58.7%	
Age 20 to 24 Years	97	49.3%	103	50.8%	107	51.7%	
Age 25 to 29 Years	102	50.6%	105	51.1%	104	51.1%	
Age 30 to 34 Years	107	51.7%	104	50.9%	104	50.9%	
Age 35 to 39 Years	109	52.3%	107	51.7%	102	50.4%	
Age 40 to 44 Years	113	53.0%	105	51.3%	102	50.5%	
Age 45 to 49 Years	93	48.2%	99	49.8%	97	49.3%	
Age 50 to 54 Years	99	49.8%	95	48.8%	96	49.0%	
Age 55 to 59 Years	81	44.7%	87	46.5%	89	47.0%	
Age 60 to 64 Years	87	46.4%	84	45.6%	86	46.1%	
Age 65 to 69 Years	78	43.7%	85	46.0%	90	47.3%	
Age 70 to 74 Years	88	46.9%	83	45.4%	86	46.3%	
Age 75 to 79 Years	95	48.7%	88	46.8%	90	47.4%	
Age 80 to 84 Years	121	54.8%	83	45.3%	88	46.8%	
Age 85 Years or Over	261	72.3%	124	55.4%	117	53.9%	
Age 19 Years or Less	109	52.1%	106	51.3%	113	53.0%	
Age 20 to 39 Years	104	50.9%	105	51.1%	104	51.1%	
Age 40 to 64 Years	96	48.9%	95	48.6%	94	48.5%	
Age 65 Years or Over	119	54.3%	89	47.1%	91	47.7%	

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West Towne Collection							
Madison, WI 53719		1 mi radius		3 mi radius		5 mi radius	
Household Type (2025)							
Total Households	6,726		44,626		80,409		
Households with Children	1,157	17.2%	10,331	23.1%	20,433	25.4%	
Average Household Size	1.9		2.1		2.2		
Household Density per Square Mile	2,142		1,579		1,024		
Population Family	6,802	51.1%	61,325	64.3%	121,767	67.4%	
Population Non-Family	5,866	44.1%	32,874	34.5%	55,048	30.5%	
Population Group Quarters	646	4.9%	1,160	1.2%	3,840	2.1%	
Family Households	2,271	33.8%	20,419	45.8%	40,998	51.0%	
Married Couple Households	1,640	72.2%	16,522	80.9%	32,871	80.2%	
Other Family Households with Children	631	27.8%	3,897	19.1%	8,127	19.8%	
Family Households with Children	1,155	50.8%	10,316	50.5%	20,394	49.7%	
Married Couple with Children	803	69.5%	7,929	76.9%	15,454	75.8%	
Other Family Households with Children	352	30.5%	2,387	23.1%	4,940	24.2%	
Family Households No Children	1,116	49.2%	10,103	49.5%	20,605	50.3%	
Married Couple No Children	837	75.0%	8,593	85.1%	17,417	84.5%	
Other Family Households No Children	279	25.0%	1,510	14.9%	3,188	15.5%	
Non-Family Households	4,455	66.2%	24,207	54.2%	39,411	49.0%	
Non-Family Households with Children	3	-	14	-	40	0.1%	
Non-Family Households No Children	4,453	99.9%	24,193	99.9%	39,371	99.9%	
Average Family Household Size	3.0		3.0		3.0		
Average Family Income	\$156,118		\$177,801		\$187,863		
Median Family Income	\$114,369		\$136,930		\$146,708		
Average Non-Family Household Size	1.3		1.4		1.4		
Marital Status (2025)							
Population Age 15 Years or Over	11,453		80,229		151,178		
Never Married	4,496	39.3%	28,098	35.0%	55,170	36.5%	
Currently Married	4,009	35.0%	38,683	48.2%	72,657	48.1%	
Previously Married	2,947	25.7%	13,448	16.8%	23,351	15.4%	
Separated	576	19.6%	3,279	24.4%	5,124	21.9%	
Widowed	1,139	38.6%	3,725	27.7%	6,357	27.2%	
Divorced	1,232	41.8%	6,444	47.9%	11,870	50.8%	
Educational Attainment (2025)							
Adult Population Age 25 Years or Over	9,591		68,061		123,549		
Elementary (Grade Level 0 to 8)	215	2.2%	1,520	2.2%	2,101	1.7%	
Some High School (Grade Level 9 to 11)	132	1.4%	1,084	1.6%	2,072	1.7%	
High School Graduate	1,475	15.4%	8,182	12.0%	13,682	11.1%	
Some College	1,380	14.4%	8,639	12.7%	14,552	11.8%	
Associate Degree Only	494	5.2%	4,410	6.5%	8,581	6.9%	
Bachelor Degree Only	3,289	34.3%	23,941	35.2%	43,680	35.4%	
Graduate Degree	2,606	27.2%	20,285	29.8%	38,879	31.5%	
Any College (Some College or Higher)	7,769	81.0%	57,275	84.2%	105,693	85.5%	
College Degree + (Bachelor Degree or Higher)	5,895	61.5%	44,226	65.0%	82,560	66.8%	

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Madison, WI 53719							
Housing							
Total Housing Units (2025)	7,217		47,759		86,019		
Total Housing Units (2020)	6,814		43,946		78,491		
Historical Annual Growth (2020-2025)	403 -		3,813 -		7,528 -		
Housing Units Occupied (2025)	6,726	93.2%	44,626	93.4%	80,409	93.5%	
Housing Units Owner-Occupied	2,177	32.4%	22,591	50.6%	41,923	52.1%	
Housing Units Renter-Occupied	4,550	67.6%	22,035	49.4%	38,486	47.9%	
Housing Units Vacant (2025)	491	6.8%	3,132	6.6%	5,610	6.5%	
Household Size (2025)							
Total Households	6,726		44,626		80,409		
1 Person Households	3,493	51.9%	18,523	41.5%	29,420	36.6%	
2 Person Households	1,809	26.9%	13,593	30.5%	26,936	33.5%	
3 Person Households	633	9.4%	5,498	12.3%	10,238	12.7%	
4 Person Households	484	7.2%	4,649	10.4%	9,146	11.4%	
5 Person Households	196	2.9%	1,573	3.5%	3,215	4.0%	
6 Person Households	75	1.1%	566	1.3%	1,016	1.3%	
7 or More Person Households	35	0.5%	224	0.5%	438	0.5%	
Household Income Distribution (2025)							
HH Income \$200,000 or More	779	11.6%	7,060	15.8%	15,154	18.8%	
HH Income \$150,000 to \$199,999	643	9.6%	5,108	11.4%	9,352	11.6%	
HH Income \$125,000 to \$149,999	507	7.5%	4,051	9.1%	6,719	8.4%	
HH Income \$100,000 to \$124,999	625	9.3%	4,932	11.1%	8,271	10.3%	
HH Income \$75,000 to \$99,999	815	12.1%	5,512	12.4%	9,720	12.1%	
HH Income \$50,000 to \$74,999	1,219	18.1%	7,410	16.6%	11,682	14.5%	
HH Income \$35,000 to \$49,999	795	11.8%	3,650	8.2%	6,799	8.5%	
HH Income \$25,000 to \$34,999	540	8.0%	2,561	5.7%	4,305	5.4%	
HH Income \$15,000 to \$24,999	413	6.1%	2,062	4.6%	3,761	4.7%	
HH Income \$10,000 to \$14,999	141	2.1%	780	1.7%	1,404	1.7%	
HH Income Under \$10,000	249	3.7%	1,501	3.4%	3,242	4.0%	
Household Vehicles (2025)							
Households 0 Vehicles Available	752	11.2%	3,124	7.0%	5,972	7.4%	
Households 1 Vehicle Available	3,562	53.0%	20,496	45.9%	34,308	42.7%	
Households 2 Vehicles Available	2,062	30.7%	16,839	37.7%	31,657	39.4%	
Households 3 or More Vehicles Available	351	5.2%	4,168	9.3%	8,472	10.5%	
Total Vehicles Available	8,868		67,782		125,477		
Average Vehicles per Household	1.3		1.5		1.6		
Owner-Occupied Household Vehicles	3,786	42.7%	41,643	61.4%	78,710	62.7%	
Average Vehicles per Owner-Occupied Household	1.7		1.8		1.9		
Renter-Occupied Household Vehicles	5,082	57.3%	26,139	38.6%	46,767	37.3%	
Average Vehicles per Renter-Occupied Household	1.1		1.2		1.2		
Travel Time (2025)							
Worker Base Age 16 years or Over	7,096		53,234		100,669		
Travel to Work in 14 Minutes or Less	2,060	29.0%	14,170	26.6%	25,492	25.3%	
Travel to Work in 15 to 29 Minutes	2,797	39.4%	20,783	39.0%	40,496	40.2%	
Travel to Work in 30 to 59 Minutes	913	12.9%	6,919	13.0%	13,137	13.1%	
Travel to Work in 60 Minutes or More	78	1.1%	803	1.5%	1,749	1.7%	
Work at Home	1,247	17.6%	10,559	19.8%	19,794	19.7%	
Average Minutes Travel to Work	16.8		17.5		18.0		

## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.0546/-89.5057

West Towne Collection							
Madison, WI 53719		1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2025)							
Worker Base Age 16 years or Over	7,096		53,234		100,669		
Drive to Work Alone	4,714	66.4%	34,309	64.4%	63,957	63.5%	
Drive to Work in Carpool	487	6.9%	3,729	7.0%	6,469	6.4%	
Travel to Work by Public Transportation	238	3.4%	1,669	3.1%	3,354	3.3%	
Drive to Work on Motorcycle	14	0.2%	105	0.2%	234	0.2%	
Bicycle to Work	80	1.1%	825	1.6%	1,841	1.8%	
Walk to Work	281	4.0%	1,732	3.3%	4,401	4.4%	
Other Means	34	0.5%	306	0.6%	620	0.6%	
Work at Home	1,247	17.6%	10,559	19.8%	19,794	19.7%	
Daytime Demographics (2025)							
Total Businesses	1,135		3,909		6,818		
Total Employees	11,360		49,841		92,775		
Company Headquarter Businesses	48	4.3%	175	4.5%	286	4.2%	
Company Headquarter Employees	1,961	17.3%	8,487	17.0%	20,168	21.7%	
Employee Population per Business	10.0	to 1	12.8	to 1	13.6	to 1	
Residential Population per Business	11.7	to 1	24.4	to 1	26.5	to 1	
Adj. Daytime Demographics Age 16 Years or Over	15,550		75,707		140,944		
Labor Force							
Labor Population Age 16 Years or Over (2025)	11,331		79,219		149,091		
Labor Force Total Males (2025)	5,806	51.2%	39,244	49.5%	74,803	50.2%	
Male Civilian Employed	3,788	65.2%	27,933	71.2%	52,893	70.7%	
Male Civilian Unemployed	113	1.9%	716	1.8%	1,362	1.8%	
Males in Armed Forces	44	0.8%	110	0.3%	214	0.3%	
Males Not in Labor Force	1,861	32.1%	10,485	26.7%	20,334	27.2%	
Labor Force Total Females (2025)	5,525	48.8%	39,976	50.5%	74,289	49.8%	
Female Civilian Employed	3,308	59.9%	25,304	63.3%	47,785	64.3%	
Female Civilian Unemployed	198	3.6%	677	1.7%	1,110	1.5%	
Females in Armed Forces	-	-	6	-	31	-	
Females Not in Labor Force	2,019	36.5%	13,989	35.0%	25,363	34.1%	
Unemployment Rate	311	2.7%	1,392	1.8%	2,471	1.7%	
Occupation (2025)							
Occupation Population Age 16 Years or Over	7,096		53,234		100,669		
Occupation Total Males	3,787	53.4%	27,930	52.5%	52,884	52.5%	
Occupation Total Females	3,308	46.6%	25,304	47.5%	47,785	47.5%	
Management, Business, Financial Operations	1,481	20.9%	11,189	21.0%	21,507	21.4%	
Professional, Related	2,686	37.9%	23,126	43.4%	43,095	42.8%	
Service	949	13.4%	5,819	10.9%	12,028	11.9%	
Sales, Office	1,145	16.1%	7,345	13.8%	13,553	13.5%	
Farming, Fishing, Forestry	3	-	27	-	174	0.2%	
Construction, Extraction, Maintenance	270	3.8%	1,630	3.1%	3,102	3.1%	
Production, Transport, Material Moving	562	7.9%	4,098	7.7%	7,209	7.2%	
White Collar Workers	5,312	74.9%	41,661	78.3%	78,156	77.6%	
Blue Collar Workers	1,784	25.1%	11,574	21.7%	22,513	22.4%	



## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.0546/-89.5057

West Towne Collection		1 mi radius		3 mi radius		5 mi radius	
Madison, WI 53719							
Units In Structure (2025)							
Total Units	6,726		44,626		80,409		
1 Detached Unit	1,664	24.7%	19,801	44.4%	37,370	46.5%	
1 Attached Unit	488	7.3%	2,972	6.7%	5,023	6.2%	
2 Units	117	1.7%	1,190	2.7%	2,383	3.0%	
3 to 4 Units	329	4.9%	1,831	4.1%	3,994	5.0%	
5 to 9 Units	625	9.3%	2,814	6.3%	4,950	6.2%	
10 to 19 Units	827	12.3%	2,964	6.6%	6,037	7.5%	
20 to 49 Units	1,426	21.2%	6,979	15.6%	10,885	13.5%	
50 or More Units	1,249	18.6%	6,054	13.6%	9,727	12.1%	
Mobile Home or Trailer	1	-	17	-	33	-	
Other Structure	-	-	3	-	7	-	
Homes Built By Year (2025)							
Homes Built 2020 or later	186	2.6%	1,747	3.7%	3,286	3.8%	
Homes Built 2010 to 2019	899	12.5%	6,722	14.1%	11,997	13.9%	
Homes Built 2000 to 2009	1,031	14.3%	6,835	14.3%	13,135	15.3%	
Homes Built 1990 to 1999	1,173	16.2%	5,990	12.5%	10,369	12.1%	
Homes Built 1980 to 1989	1,198	16.6%	5,376	11.3%	8,568	10.0%	
Homes Built 1970 to 1979	1,203	16.7%	6,325	13.2%	10,772	12.5%	
Homes Built 1960 to 1969	635	8.8%	5,702	11.9%	8,868	10.3%	
Homes Built 1950 to 1959	144	2.0%	3,610	7.6%	5,972	6.9%	
Homes Built 1940 to 1949	38	0.5%	657	1.4%	1,780	2.1%	
Homes Built Before 1939	220	3.0%	1,662	3.5%	5,662	6.6%	
Median Age of Homes	36.3	yrs	38.4	yrs	39.6	yrs	
Home Values (2025)							
Owner Specified Housing Units	2,177		22,591		41,923		
Home Values \$1,000,000 or More	16	0.8%	458	2.0%	1,468	3.5%	
Home Values \$750,000 to \$999,999	62	2.8%	1,173	5.2%	3,183	7.6%	
Home Values \$500,000 to \$749,999	503	23.1%	5,305	23.5%	11,155	26.6%	
Home Values \$400,000 to \$499,999	458	21.0%	5,190	23.0%	8,830	21.1%	
Home Values \$300,000 to \$399,999	553	25.4%	6,140	27.2%	10,176	24.3%	
Home Values \$250,000 to \$299,999	202	9.3%	1,982	8.8%	3,138	7.5%	
Home Values \$200,000 to \$249,999	108	5.0%	1,053	4.7%	1,767	4.2%	
Home Values \$175,000 to \$199,999	52	2.4%	305	1.4%	476	1.1%	
Home Values \$150,000 to \$174,999	131	6.0%	543	2.4%	894	2.1%	
Home Values \$125,000 to \$149,999	8	0.4%	81	0.4%	174	0.4%	
Home Values \$100,000 to \$124,999	28	1.3%	110	0.5%	178	0.4%	
Home Values \$90,000 to \$99,999	1	-	34	0.2%	48	0.1%	
Home Values \$80,000 to \$89,999	-	-	3	-	14	-	
Home Values \$70,000 to \$79,999	4	0.2%	10	-	16	-	
Home Values \$60,000 to \$69,999	10	0.5%	14	-	23	-	
Home Values \$50,000 to \$59,999	-	-	4	-	16	-	
Home Values \$35,000 to \$49,999	13	0.6%	26	0.1%	41	-	
Home Values \$25,000 to \$34,999	3	0.1%	62	0.3%	110	0.3%	
Home Values \$10,000 to \$24,999	8	0.4%	23	0.1%	33	-	
Home Values Under \$10,000	16	0.7%	75	0.3%	185	0.4%	
Owner-Occupied Median Home Value	\$388,622		\$430,269		\$466,747		
Renter-Occupied Median Rent	\$1,275		\$1,267		\$1,273		



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Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.0546/-89.5057

West Towne Collection		1 mi radius		3 mi radius		5 mi radius	
Madison, WI 53719							
Total Annual Consumer Expenditure (2025)							
Total Household Expenditure		\$654.44 M		\$4.91 B		\$9.2 B	
Total Non-Retail Expenditure		\$343.84 M		\$2.56 B		\$4.84 B	
Total Retail Expenditure		\$310.6 M		\$2.35 B		\$4.36 B	
Alcoholic Beverages		\$4.07 M		\$30.52 M		\$57.13 M	
Apparel		\$12.09 M		\$90.24 M		\$168.72 M	
Contributions		\$21.86 M		\$165.94 M		\$311.45 M	
Education		\$15.39 M		\$116.3 M		\$218.05 M	
Entertainment		\$37.38 M		\$278.66 M		\$520.79 M	
Food Away From Home		\$28.88 M		\$215.92 M		\$403.77 M	
Grocery		\$39.89 M		\$289.32 M		\$537.05 M	
Health Care		\$39.14 M		\$272.11 M		\$491.77 M	
Household Furnishings and Equipment		\$17.56 M		\$131.52 M		\$246.02 M	
Household Operations		\$12.06 M		\$89.96 M		\$168.55 M	
Miscellaneous Expenses		\$11.33 M		\$84.48 M		\$157.59 M	
Personal Care		\$7.97 M		\$58.32 M		\$108.49 M	
Shelter		\$113.09 M		\$792.46 M		\$1.47 B	
Tax and Retirement		\$170.37 M		\$1.35 B		\$2.58 B	
Tobacco and Related		\$2.69 M		\$18.18 M		\$33.3 M	
Transportation		\$92.43 M		\$722.69 M		\$1.34 B	
Utilities		\$28.24 M		\$204.19 M		\$378.74 M	
Monthly Household Consumer Expenditure (2025)							
Total Household Expenditure		\$8,108		\$9,165		\$9,534	
Total Non-Retail Expenditure		\$4,260	52.5%	\$4,782	52.2%	\$5,011	52.6%
Total Retail Expenditures		\$3,848	47.5%	\$4,383	47.8%	\$4,523	47.4%
Alcoholic Beverages		\$50	0.6%	\$57	0.6%	\$59	0.6%
Apparel		\$150	1.8%	\$169	1.8%	\$175	1.8%
Contributions		\$271	3.3%	\$310	3.4%	\$323	3.4%
Education		\$191	2.4%	\$217	2.4%	\$226	2.4%
Entertainment		\$463	5.7%	\$520	5.7%	\$540	5.7%
Food Away From Home		\$358	4.4%	\$403	4.4%	\$418	4.4%
Grocery		\$494	6.1%	\$540	5.9%	\$557	5.8%
Health Care		\$485	6.0%	\$508	5.5%	\$510	5.3%
Household Furnishings and Equipment		\$218	2.7%	\$246	2.7%	\$255	2.7%
Household Operations		\$149	1.8%	\$168	1.8%	\$175	1.8%
Miscellaneous Expenses		\$140	1.7%	\$158	1.7%	\$163	1.7%
Personal Care		\$99	1.2%	\$109	1.2%	\$112	1.2%
Shelter		\$1,401	17.3%	\$1,480	16.1%	\$1,524	16.0%
Tax and Retirement		\$2,111	26.0%	\$2,516	27.4%	\$2,677	27.4%
Tobacco and Related		\$33	0.4%	\$34	0.4%	\$35	0.4%
Transportation		\$1,145	14.1%	\$1,350	14.7%	\$1,393	14.6%
Utilities		\$350	4.3%	\$381	4.2%	\$393	4.1%