



Community Profile

Rings: 1, 3, 5 mile radii

US-151, Columbus, WI 53925, USA

Latitude: 43.3152
Longitude: -89.04403

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	452	5,131	6,912
2010 Total Population	564	5,618	7,705
2018 Total Population	573	5,859	8,014
2018 Group Quarters	1	47	60
2023 Total Population	580	6,012	8,220
2018-2023 Annual Rate	0.24%	0.52%	0.51%
2018 Total Daytime Population	566	5,244	7,567
Workers	328	2,620	4,057
Residents	238	2,624	3,510
Household Summary			
2000 Households	155	2,072	2,692
2000 Average Household Size	2.88	2.42	2.52
2010 Households	207	2,374	3,119
2010 Average Household Size	2.72	2.35	2.45
2018 Households	209	2,462	3,230
2018 Average Household Size	2.74	2.36	2.46
2023 Households	212	2,523	3,309
2023 Average Household Size	2.74	2.36	2.47
2018-2023 Annual Rate	0.29%	0.49%	0.48%
2010 Families	130	1,520	2,084
2010 Average Family Size	3.41	2.90	2.97
2018 Families	130	1,558	2,134
2018 Average Family Size	3.40	2.91	2.98
2023 Families	131	1,589	2,176
2023 Average Family Size	3.40	2.91	2.98
2018-2023 Annual Rate	0.15%	0.39%	0.39%
Housing Unit Summary			
2000 Housing Units	151	2,166	2,809
Owner Occupied Housing Units	63.6%	63.9%	66.9%
Renter Occupied Housing Units	38.4%	31.8%	29.0%
Vacant Housing Units	-2.0%	4.3%	4.2%
2010 Housing Units	212	2,559	3,342
Owner Occupied Housing Units	59.0%	62.1%	64.8%
Renter Occupied Housing Units	38.7%	30.7%	28.5%
Vacant Housing Units	2.4%	7.2%	6.7%
2018 Housing Units	214	2,653	3,455
Owner Occupied Housing Units	58.4%	61.4%	64.1%
Renter Occupied Housing Units	39.7%	31.4%	29.3%
Vacant Housing Units	2.3%	7.2%	6.5%
2023 Housing Units	218	2,730	3,553
Owner Occupied Housing Units	59.2%	62.6%	65.5%
Renter Occupied Housing Units	38.1%	29.8%	27.6%
Vacant Housing Units	2.8%	7.6%	6.9%
Median Household Income			
2018	\$67,570	\$59,065	\$61,317
2023	\$75,209	\$66,239	\$68,271
Median Home Value			
2018	\$216,935	\$182,970	\$193,124
2023	\$237,500	\$206,102	\$218,415
Per Capita Income			
2018	\$37,865	\$33,094	\$32,126
2023	\$43,289	\$38,163	\$36,704
Median Age			
2010	40.8	39.0	39.0
2018	43.0	40.7	40.5
2023	44.0	41.7	41.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	209	2,462	3,230
<\$15,000	8.1%	7.9%	7.5%
\$15,000 - \$24,999	3.3%	5.2%	5.6%
\$25,000 - \$34,999	8.1%	9.8%	9.1%
\$35,000 - \$49,999	15.8%	17.7%	16.1%
\$50,000 - \$74,999	19.1%	20.3%	21.1%
\$75,000 - \$99,999	19.6%	15.8%	16.8%
\$100,000 - \$149,999	13.9%	14.0%	15.0%
\$150,000 - \$199,999	6.7%	4.5%	4.7%
\$200,000+	5.7%	4.8%	4.1%
Average Household Income	\$86,141	\$78,347	\$78,353
2023 Households by Income			
Household Income Base	212	2,523	3,309
<\$15,000	7.1%	6.7%	6.5%
\$15,000 - \$24,999	2.8%	4.5%	4.8%
\$25,000 - \$34,999	7.1%	8.8%	8.2%
\$35,000 - \$49,999	14.6%	16.1%	14.8%
\$50,000 - \$74,999	17.9%	18.9%	19.7%
\$75,000 - \$99,999	19.3%	16.2%	17.2%
\$100,000 - \$149,999	15.1%	16.3%	17.3%
\$150,000 - \$199,999	8.0%	5.7%	5.8%
\$200,000+	7.5%	6.7%	5.8%
Average Household Income	\$98,349	\$90,532	\$89,713
2018 Owner Occupied Housing Units by Value			
Total	125	1,629	2,216
<\$50,000	0.0%	5.2%	5.1%
\$50,000 - \$99,999	2.4%	7.1%	6.4%
\$100,000 - \$149,999	15.2%	22.8%	20.2%
\$150,000 - \$199,999	23.2%	22.5%	21.2%
\$200,000 - \$249,999	24.8%	16.4%	17.1%
\$250,000 - \$299,999	17.6%	13.1%	13.6%
\$300,000 - \$399,999	7.2%	6.4%	8.8%
\$400,000 - \$499,999	0.8%	2.1%	3.3%
\$500,000 - \$749,999	0.0%	1.3%	1.9%
\$750,000 - \$999,999	1.6%	1.0%	0.8%
\$1,000,000 - \$1,499,999	5.6%	1.8%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$282,927	\$221,314	\$229,413
2023 Owner Occupied Housing Units by Value			
Total	129	1,710	2,326
<\$50,000	0.0%	4.2%	4.0%
\$50,000 - \$99,999	1.6%	5.4%	4.8%
\$100,000 - \$149,999	10.9%	18.2%	16.0%
\$150,000 - \$199,999	19.4%	20.1%	18.7%
\$200,000 - \$249,999	24.8%	17.3%	17.6%
\$250,000 - \$299,999	21.7%	16.5%	16.6%
\$300,000 - \$399,999	10.9%	8.7%	11.2%
\$400,000 - \$499,999	1.6%	3.3%	4.8%
\$500,000 - \$749,999	0.0%	2.2%	3.0%
\$750,000 - \$999,999	3.1%	1.6%	1.2%
\$1,000,000 - \$1,499,999	7.0%	2.5%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$320,962	\$252,266	\$259,888

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	565	5,617	7,706
0 - 4	6.5%	6.5%	6.7%
5 - 9	5.5%	6.7%	6.7%
10 - 14	5.8%	6.2%	6.6%
15 - 24	10.3%	11.1%	11.4%
25 - 34	14.7%	14.2%	13.4%
35 - 44	11.5%	12.8%	13.3%
45 - 54	16.6%	16.5%	16.4%
55 - 64	12.2%	11.8%	11.9%
65 - 74	8.5%	7.0%	7.1%
75 - 84	5.7%	4.8%	4.4%
85 +	2.5%	2.4%	2.0%
18 +	77.9%	76.4%	75.7%
2018 Population by Age			
Total	571	5,859	8,014
0 - 4	6.0%	5.9%	6.1%
5 - 9	5.1%	5.8%	6.1%
10 - 14	5.4%	6.2%	6.4%
15 - 24	9.5%	10.5%	10.8%
25 - 34	15.2%	13.7%	13.3%
35 - 44	10.7%	12.7%	12.6%
45 - 54	14.4%	13.8%	14.1%
55 - 64	13.5%	14.2%	14.2%
65 - 74	11.4%	9.7%	9.6%
75 - 84	6.1%	4.9%	4.6%
85 +	2.8%	2.4%	2.1%
18 +	80.2%	78.2%	77.4%
2023 Population by Age			
Total	581	6,013	8,220
0 - 4	5.9%	5.9%	6.0%
5 - 9	4.8%	5.7%	6.1%
10 - 14	5.3%	6.1%	6.4%
15 - 24	9.0%	10.4%	10.6%
25 - 34	15.0%	13.1%	12.8%
35 - 44	11.0%	13.1%	13.0%
45 - 54	13.3%	12.7%	12.7%
55 - 64	12.7%	13.4%	13.6%
65 - 74	12.7%	11.5%	11.2%
75 - 84	7.6%	5.8%	5.4%
85 +	2.8%	2.4%	2.1%
18 +	80.4%	78.3%	77.4%
2010 Population by Sex			
Males	272	2,757	3,807
Females	292	2,861	3,898
2018 Population by Sex			
Males	276	2,885	3,970
Females	298	2,975	4,044
2023 Population by Sex			
Males	280	2,970	4,083
Females	300	3,042	4,136

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

April 19, 2019



Community Profile

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2010 Population by Race/Ethnicity			
Total	564	5,618	7,705
White Alone	96.1%	95.8%	96.0%
Black Alone	1.4%	0.9%	0.8%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	0.4%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	1.1%	1.1%
Two or More Races	1.4%	1.3%	1.3%
Hispanic Origin	2.0%	3.2%	3.1%
Diversity Index	11.2	13.8	13.4
2018 Population by Race/Ethnicity			
Total	573	5,859	8,015
White Alone	94.4%	94.1%	94.3%
Black Alone	1.9%	1.2%	1.1%
American Indian Alone	0.7%	0.4%	0.4%
Asian Alone	0.5%	0.9%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.7%	1.6%
Two or More Races	1.7%	1.8%	1.8%
Hispanic Origin	3.0%	4.5%	4.4%
Diversity Index	15.9	19.1	18.4
2023 Population by Race/Ethnicity			
Total	581	6,012	8,219
White Alone	92.9%	92.6%	92.9%
Black Alone	2.6%	1.5%	1.3%
American Indian Alone	0.9%	0.5%	0.4%
Asian Alone	0.7%	1.1%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	2.2%	2.1%
Two or More Races	2.1%	2.1%	2.2%
Hispanic Origin	3.8%	5.8%	5.5%
Diversity Index	19.6	23.7	22.7
2010 Population by Relationship and Household Type			
Total	564	5,618	7,705
In Households	99.8%	99.1%	99.2%
In Family Households	80.0%	80.8%	82.6%
Householder	27.7%	27.1%	27.5%
Spouse	22.5%	21.2%	21.7%
Child	27.0%	28.8%	29.6%
Other relative	1.4%	1.4%	1.6%
Nonrelative	1.4%	2.3%	2.3%
In Nonfamily Households	19.9%	18.3%	16.5%
In Group Quarters	0.2%	0.9%	0.8%
Institutionalized Population	0.2%	0.8%	0.6%
Noninstitutionalized Population	0.0%	0.1%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	424	4,190	5,652
Less than 9th Grade	0.5%	1.9%	1.8%
9th - 12th Grade, No Diploma	1.4%	3.3%	3.9%
High School Graduate	25.5%	26.0%	27.3%
GED/Alternative Credential	2.8%	2.5%	2.7%
Some College, No Degree	20.5%	20.2%	20.0%
Associate Degree	12.5%	12.2%	12.6%
Bachelor's Degree	23.6%	25.2%	23.2%
Graduate/Professional Degree	13.2%	8.7%	8.6%
2018 Population 15+ by Marital Status			
Total	478	4,807	6,522
Never Married	25.5%	25.6%	25.5%
Married	63.2%	57.2%	57.8%
Widowed	3.3%	4.6%	4.4%
Divorced	7.9%	12.6%	12.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	98.0%	98.1%	98.2%
Civilian Unemployed (Unemployment Rate)	2.0%	1.9%	1.8%
2018 Employed Population 16+ by Industry			
Total	343	3,281	4,559
Agriculture/Mining	0.9%	1.2%	2.3%
Construction	2.9%	4.8%	5.4%
Manufacturing	13.7%	18.3%	18.9%
Wholesale Trade	1.2%	1.9%	2.3%
Retail Trade	8.5%	11.9%	12.0%
Transportation/Utilities	11.4%	9.2%	7.7%
Information	2.9%	1.2%	1.5%
Finance/Insurance/Real Estate	12.8%	9.5%	8.3%
Services	38.5%	37.2%	37.0%
Public Administration	7.0%	4.7%	4.5%
2018 Employed Population 16+ by Occupation			
Total	343	3,283	4,558
White Collar	74.6%	68.4%	65.5%
Management/Business/Financial	14.6%	16.4%	16.3%
Professional	27.4%	21.7%	20.2%
Sales	7.3%	8.6%	8.4%
Administrative Support	25.4%	21.6%	20.6%
Services	8.5%	9.8%	10.8%
Blue Collar	16.9%	21.9%	23.6%
Farming/Forestry/Fishing	0.0%	0.3%	0.7%
Construction/Extraction	1.7%	3.5%	3.9%
Installation/Maintenance/Repair	0.0%	1.5%	2.4%
Production	7.0%	10.4%	10.1%
Transportation/Material Moving	8.2%	6.3%	6.5%
2010 Population By Urban/ Rural Status			
Total Population	564	5,618	7,705
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	93.1%	86.7%	76.6%
Rural Population	6.9%	13.3%	23.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	206	2,373	3,118
Households with 1 Person	30.6%	29.8%	27.1%
Households with 2+ People	69.4%	70.2%	72.9%
Family Households	63.1%	64.1%	66.8%
Husband-wife Families	51.5%	50.1%	52.8%
With Related Children	20.4%	20.8%	22.0%
Other Family (No Spouse Present)	11.7%	14.0%	14.0%
Other Family with Male Householder	3.4%	4.6%	4.9%
With Related Children	1.9%	3.0%	3.2%
Other Family with Female Householder	8.7%	9.4%	9.1%
With Related Children	5.3%	6.2%	6.1%
Nonfamily Households	6.3%	6.2%	6.1%
All Households with Children	28.5%	30.7%	32.0%
Multigenerational Households	1.9%	1.9%	1.9%
Unmarried Partner Households	7.2%	7.5%	7.6%
Male-female	6.8%	7.2%	7.2%
Same-sex	0.5%	0.3%	0.4%
2010 Households by Size			
Total	208	2,374	3,119
1 Person Household	30.3%	29.7%	27.1%
2 Person Household	38.5%	36.2%	37.0%
3 Person Household	13.5%	14.2%	14.8%
4 Person Household	12.5%	13.1%	13.4%
5 Person Household	3.4%	4.5%	5.2%
6 Person Household	1.4%	1.6%	1.7%
7 + Person Household	0.5%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	207	2,374	3,119
Owner Occupied	60.4%	66.9%	69.5%
Owned with a Mortgage/Loan	44.0%	49.7%	51.5%
Owned Free and Clear	16.4%	17.1%	18.0%
Renter Occupied	39.6%	33.1%	30.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	212	2,559	3,342
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	94.3%	86.4%	77.7%
Rural Housing Units	5.7%	13.6%	22.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Middleburg (4C)
2.	Middleburg (4C)	Heartland Communities	Parks and Rec (5C)
3.	Top Tier (1A)	Middleburg (4C)	Heartland Communities
2018 Consumer Spending			
Apparel & Services: Total \$	\$448,395	\$4,902,396	\$6,457,113
Average Spent	\$2,145.43	\$1,991.23	\$1,999.11
Spending Potential Index	99	92	92
Education: Total \$	\$336,265	\$3,252,879	\$4,265,216
Average Spent	\$1,608.92	\$1,321.23	\$1,320.50
Spending Potential Index	111	91	91
Entertainment/Recreation: Total \$	\$674,843	\$7,572,905	\$9,894,482
Average Spent	\$3,228.91	\$3,075.92	\$3,063.31
Spending Potential Index	100	96	95
Food at Home: Total \$	\$1,030,191	\$11,738,697	\$15,293,630
Average Spent	\$4,929.14	\$4,767.95	\$4,734.87
Spending Potential Index	98	95	94
Food Away from Home: Total \$	\$715,557	\$7,965,321	\$10,502,998
Average Spent	\$3,423.72	\$3,235.31	\$3,251.70
Spending Potential Index	97	92	93
Health Care: Total \$	\$1,210,853	\$13,920,517	\$18,124,150
Average Spent	\$5,793.56	\$5,654.15	\$5,611.19
Spending Potential Index	101	99	98
HH Furnishings & Equipment: Total \$	\$430,338	\$4,828,321	\$6,359,503
Average Spent	\$2,059.03	\$1,961.14	\$1,968.89
Spending Potential Index	99	94	94
Personal Care Products & Services: Total \$	\$169,322	\$1,876,353	\$2,481,328
Average Spent	\$810.15	\$762.13	\$768.21
Spending Potential Index	98	92	93
Shelter: Total \$	\$3,670,094	\$37,767,886	\$49,354,662
Average Spent	\$17,560.26	\$15,340.33	\$15,280.08
Spending Potential Index	105	91	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$536,204	\$5,719,806	\$7,472,329
Average Spent	\$2,565.57	\$2,323.24	\$2,313.41
Spending Potential Index	103	93	93
Travel: Total \$	\$467,360	\$4,847,278	\$6,399,746
Average Spent	\$2,236.17	\$1,968.84	\$1,981.35
Spending Potential Index	104	91	92
Vehicle Maintenance & Repairs: Total \$	\$221,854	\$2,517,058	\$3,294,241
Average Spent	\$1,061.50	\$1,022.36	\$1,019.89
Spending Potential Index	99	95	95

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.