



Community Profile

Rings: 1, 3, 5 mile radii

751, 801, 811 Lois Drive, Sun Prairie, WI

Latitude: 43.19
Longitude: -89.23

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	10,377	24,194	29,168
2010 Total Population	12,232	33,433	40,971
2018 Total Population	13,164	38,088	47,145
2018 Group Quarters	74	150	250
2023 Total Population	14,074	41,481	51,644
2018-2023 Annual Rate	1.35%	1.72%	1.84%
2018 Total Daytime Population	9,483	28,174	46,622
Workers	3,385	10,831	25,193
Residents	6,098	17,343	21,429
Household Summary			
2000 Households	3,963	9,181	11,142
2000 Average Household Size	2.59	2.61	2.60
2010 Households	4,817	13,036	16,218
2010 Average Household Size	2.52	2.55	2.51
2018 Households	5,225	15,065	19,022
2018 Average Household Size	2.51	2.52	2.47
2023 Households	5,600	16,489	20,982
2023 Average Household Size	2.50	2.51	2.45
2018-2023 Annual Rate	1.40%	1.82%	1.98%
2010 Families	3,365	8,804	10,782
2010 Average Family Size	2.98	3.08	3.05
2018 Families	3,645	10,097	12,493
2018 Average Family Size	2.94	3.03	2.98
2023 Families	3,902	11,022	13,718
2023 Average Family Size	2.92	3.01	2.96
2018-2023 Annual Rate	1.37%	1.77%	1.89%
Housing Unit Summary			
2000 Housing Units	4,161	9,536	11,603
Owner Occupied Housing Units	56.7%	62.6%	63.3%
Renter Occupied Housing Units	38.5%	33.6%	32.7%
Vacant Housing Units	4.8%	3.7%	4.0%
2010 Housing Units	5,173	13,866	17,304
Owner Occupied Housing Units	58.7%	61.3%	61.1%
Renter Occupied Housing Units	34.5%	32.7%	32.6%
Vacant Housing Units	6.9%	6.0%	6.3%
2018 Housing Units	5,507	15,564	19,833
Owner Occupied Housing Units	58.9%	61.1%	59.4%
Renter Occupied Housing Units	35.9%	35.7%	36.6%
Vacant Housing Units	5.1%	3.2%	4.1%
2023 Housing Units	5,868	16,882	21,607
Owner Occupied Housing Units	60.6%	62.1%	60.2%
Renter Occupied Housing Units	34.9%	35.5%	37.0%
Vacant Housing Units	4.6%	2.3%	2.9%
Median Household Income			
2018	\$68,443	\$75,793	\$77,217
2023	\$76,238	\$81,490	\$82,931
Median Home Value			
2018	\$229,407	\$236,296	\$240,227
2023	\$250,919	\$256,160	\$261,027
Per Capita Income			
2018	\$33,348	\$35,672	\$36,808
2023	\$37,843	\$40,224	\$41,499
Median Age			
2010	33.3	34.4	35.0
2018	34.7	35.9	36.6
2023	35.3	36.0	36.8

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	5,225	15,065	19,022
<\$15,000	6.9%	5.7%	5.5%
\$15,000 - \$24,999	6.1%	6.2%	5.8%
\$25,000 - \$34,999	9.4%	7.8%	7.2%
\$35,000 - \$49,999	12.9%	11.3%	10.9%
\$50,000 - \$74,999	18.3%	18.3%	18.7%
\$75,000 - \$99,999	13.4%	16.0%	16.5%
\$100,000 - \$149,999	19.9%	20.3%	21.1%
\$150,000 - \$199,999	7.6%	10.0%	9.9%
\$200,000+	5.5%	4.5%	4.5%
Average Household Income	\$87,672	\$89,849	\$91,107
2023 Households by Income			
Household Income Base	5,600	16,489	20,982
<\$15,000	6.1%	5.0%	4.8%
\$15,000 - \$24,999	5.4%	5.5%	5.2%
\$25,000 - \$34,999	8.6%	7.1%	6.6%
\$35,000 - \$49,999	11.9%	10.4%	9.9%
\$50,000 - \$74,999	17.1%	17.0%	17.3%
\$75,000 - \$99,999	13.2%	15.8%	16.3%
\$100,000 - \$149,999	21.4%	21.7%	22.6%
\$150,000 - \$199,999	8.9%	11.8%	11.6%
\$200,000+	7.3%	5.8%	5.9%
Average Household Income	\$99,333	\$100,841	\$102,066
2018 Owner Occupied Housing Units by Value			
Total	3,246	9,507	11,771
<\$50,000	0.3%	0.8%	0.9%
\$50,000 - \$99,999	0.9%	0.7%	0.7%
\$100,000 - \$149,999	8.7%	7.4%	7.4%
\$150,000 - \$199,999	29.1%	25.5%	23.5%
\$200,000 - \$249,999	18.7%	21.5%	21.7%
\$250,000 - \$299,999	14.7%	18.1%	18.1%
\$300,000 - \$399,999	18.2%	17.0%	17.2%
\$400,000 - \$499,999	5.4%	5.6%	6.8%
\$500,000 - \$749,999	3.9%	3.1%	3.2%
\$750,000 - \$999,999	0.1%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$258,318	\$259,743	\$265,442
2023 Owner Occupied Housing Units by Value			
Total	3,554	10,491	12,997
<\$50,000	0.2%	0.6%	0.6%
\$50,000 - \$99,999	0.6%	0.5%	0.5%
\$100,000 - \$149,999	6.3%	5.3%	5.2%
\$150,000 - \$199,999	25.0%	21.5%	19.5%
\$200,000 - \$249,999	17.6%	19.8%	20.1%
\$250,000 - \$299,999	15.3%	19.1%	19.0%
\$300,000 - \$399,999	22.2%	20.9%	21.1%
\$400,000 - \$499,999	7.2%	7.6%	9.1%
\$500,000 - \$749,999	5.5%	4.4%	4.5%
\$750,000 - \$999,999	0.2%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$279,312	\$279,792	\$286,612

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	12,229	33,431	40,968
0 - 4	8.4%	8.0%	7.8%
5 - 9	8.3%	8.1%	7.8%
10 - 14	7.7%	7.5%	7.2%
15 - 24	12.5%	11.2%	11.1%
25 - 34	15.6%	16.1%	16.2%
35 - 44	14.7%	15.5%	15.3%
45 - 54	14.2%	14.1%	14.3%
55 - 64	10.1%	10.4%	10.6%
65 - 74	4.6%	4.8%	4.9%
75 - 84	2.5%	2.8%	3.0%
85 +	1.4%	1.5%	1.8%
18 +	71.2%	72.3%	73.2%
2018 Population by Age			
Total	13,165	38,090	47,145
0 - 4	7.7%	7.3%	7.0%
5 - 9	7.5%	7.3%	7.0%
10 - 14	7.4%	7.3%	7.0%
15 - 24	12.9%	12.3%	12.1%
25 - 34	15.1%	14.5%	14.4%
35 - 44	14.0%	14.9%	14.9%
45 - 54	13.0%	13.3%	13.3%
55 - 64	11.4%	11.6%	12.0%
65 - 74	7.1%	7.3%	7.6%
75 - 84	2.7%	2.8%	3.1%
85 +	1.3%	1.4%	1.7%
18 +	73.3%	73.9%	74.9%
2023 Population by Age			
Total	14,075	41,481	51,643
0 - 4	7.6%	7.3%	6.9%
5 - 9	7.2%	7.0%	6.7%
10 - 14	7.2%	7.2%	6.9%
15 - 24	12.3%	12.3%	12.0%
25 - 34	15.2%	14.9%	14.7%
35 - 44	14.4%	14.8%	14.8%
45 - 54	11.9%	12.5%	12.5%
55 - 64	11.3%	11.2%	11.5%
65 - 74	8.0%	8.1%	8.5%
75 - 84	3.6%	3.5%	3.8%
85 +	1.3%	1.3%	1.5%
18 +	73.8%	74.2%	75.2%
2010 Population by Sex			
Males	5,961	16,295	19,985
Females	6,271	17,138	20,986
2018 Population by Sex			
Males	6,430	18,643	23,093
Females	6,734	19,445	24,052
2023 Population by Sex			
Males	6,902	20,360	25,369
Females	7,172	21,121	26,275

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

May 08, 2019



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2010 Population by Race/Ethnicity			
Total	12,233	33,434	40,971
White Alone	84.4%	86.9%	87.1%
Black Alone	7.1%	5.4%	5.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.0%	3.3%	3.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.9%	1.3%	1.3%
Two or More Races	3.2%	2.7%	2.5%
Hispanic Origin	5.3%	4.0%	3.9%
Diversity Index	35.4	30.0	29.4
2018 Population by Race/Ethnicity			
Total	13,162	38,088	47,144
White Alone	82.0%	84.5%	84.6%
Black Alone	7.4%	5.7%	5.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.3%	4.7%	5.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.1%	1.5%	1.5%
Two or More Races	3.8%	3.3%	3.1%
Hispanic Origin	6.1%	4.6%	4.4%
Diversity Index	39.9	34.3	33.9
2023 Population by Race/Ethnicity			
Total	14,074	41,480	51,644
White Alone	79.8%	82.4%	82.4%
Black Alone	7.8%	6.0%	5.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.3%	5.8%	6.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.4%	1.7%	1.7%
Two or More Races	4.3%	3.8%	3.5%
Hispanic Origin	6.9%	5.2%	5.0%
Diversity Index	43.7	38.3	37.9
2010 Population by Relationship and Household Type			
Total	12,232	33,433	40,971
In Households	99.4%	99.6%	99.4%
In Family Households	84.3%	83.2%	82.2%
Householder	26.5%	26.4%	26.3%
Spouse	19.3%	20.6%	20.8%
Child	33.8%	32.1%	31.1%
Other relative	2.4%	2.1%	2.1%
Nonrelative	2.4%	2.0%	2.0%
In Nonfamily Households	15.1%	16.3%	17.2%
In Group Quarters	0.6%	0.4%	0.6%
Institutionalized Population	0.5%	0.4%	0.4%
Noninstitutionalized Population	0.1%	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	8,501	25,074	31,543
Less than 9th Grade	1.1%	0.8%	0.9%
9th - 12th Grade, No Diploma	3.8%	2.7%	2.6%
High School Graduate	18.4%	16.4%	16.4%
GED/Alternative Credential	2.8%	2.3%	2.2%
Some College, No Degree	20.6%	21.1%	20.7%
Associate Degree	13.2%	13.3%	13.1%
Bachelor's Degree	29.5%	28.7%	29.4%
Graduate/Professional Degree	10.6%	14.7%	14.7%
2018 Population 15+ by Marital Status			
Total	10,196	29,762	37,227
Never Married	34.2%	32.3%	31.6%
Married	51.3%	52.5%	52.8%
Widowed	3.8%	4.7%	5.4%
Divorced	10.7%	10.5%	10.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	97.7%	97.7%
Civilian Unemployed (Unemployment Rate)	3.0%	2.3%	2.3%
2018 Employed Population 16+ by Industry			
Total	7,185	21,121	26,187
Agriculture/Mining	0.4%	0.9%	1.6%
Construction	4.9%	5.4%	5.5%
Manufacturing	10.6%	9.3%	9.4%
Wholesale Trade	2.4%	2.7%	2.6%
Retail Trade	12.0%	11.6%	11.2%
Transportation/Utilities	3.8%	3.2%	3.6%
Information	2.2%	1.8%	1.9%
Finance/Insurance/Real Estate	13.5%	12.8%	12.3%
Services	44.6%	47.0%	46.8%
Public Administration	5.7%	5.4%	5.0%
2018 Employed Population 16+ by Occupation			
Total	7,186	21,118	26,188
White Collar	67.3%	68.5%	67.8%
Management/Business/Financial	17.4%	19.2%	19.5%
Professional	25.3%	25.1%	24.5%
Sales	7.4%	8.7%	8.5%
Administrative Support	17.2%	15.5%	15.4%
Services	15.7%	15.8%	15.7%
Blue Collar	17.0%	15.6%	16.5%
Farming/Forestry/Fishing	0.3%	0.3%	0.7%
Construction/Extraction	3.8%	3.4%	3.4%
Installation/Maintenance/Repair	1.8%	2.3%	2.7%
Production	5.2%	4.3%	4.5%
Transportation/Material Moving	5.9%	5.3%	5.2%
2010 Population By Urban/ Rural Status			
Total Population	12,232	33,433	40,971
Population Inside Urbanized Area	99.7%	96.1%	89.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.3%	3.9%	10.9%

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	4,817	13,037	16,218
Households with 1 Person	22.4%	24.7%	25.4%
Households with 2+ People	77.6%	75.3%	74.6%
Family Households	69.9%	67.5%	66.5%
Husband-wife Families	51.3%	52.8%	52.5%
With Related Children	26.1%	26.4%	25.4%
Other Family (No Spouse Present)	18.6%	14.8%	14.0%
Other Family with Male Householder	4.8%	4.0%	3.9%
With Related Children	3.4%	2.8%	2.7%
Other Family with Female Householder	13.8%	10.7%	10.0%
With Related Children	10.5%	8.1%	7.5%
Nonfamily Households	7.7%	7.7%	8.2%
All Households with Children	40.4%	37.7%	36.1%
Multigenerational Households	2.3%	1.9%	1.8%
Unmarried Partner Households	8.7%	7.9%	7.9%
Male-female	8.1%	7.2%	7.2%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	4,816	13,036	16,219
1 Person Household	22.4%	24.7%	25.4%
2 Person Household	34.1%	33.8%	34.4%
3 Person Household	17.7%	17.2%	17.0%
4 Person Household	15.9%	15.2%	14.6%
5 Person Household	6.5%	6.1%	5.8%
6 Person Household	2.1%	1.9%	1.8%
7 + Person Household	1.3%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	4,818	13,036	16,218
Owner Occupied	63.0%	65.3%	65.2%
Owned with a Mortgage/Loan	52.2%	54.5%	53.9%
Owned Free and Clear	10.8%	10.7%	11.3%
Renter Occupied	37.0%	34.7%	34.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,173	13,866	17,304
Housing Units Inside Urbanized Area	99.6%	96.3%	89.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.4%	3.7%	10.3%

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.

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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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Bright Young Professionals	Bright Young Professionals
2.	Bright Young Professionals	Soccer Moms (4A)	Soccer Moms (4A)
3.	Parks and Rec (5C)	Up and Coming Families	Up and Coming Families
2018 Consumer Spending			
Apparel & Services: Total \$	\$12,113,820	\$36,115,770	\$46,021,086
Average Spent	\$2,318.43	\$2,397.33	\$2,419.36
Spending Potential Index	107	110	111
Education: Total \$	\$7,980,541	\$23,168,622	\$29,815,011
Average Spent	\$1,527.38	\$1,537.91	\$1,567.40
Spending Potential Index	106	106	108
Entertainment/Recreation: Total \$	\$17,463,992	\$51,663,955	\$66,179,678
Average Spent	\$3,342.39	\$3,429.40	\$3,479.11
Spending Potential Index	104	106	108
Food at Home: Total \$	\$27,250,937	\$80,745,990	\$103,197,625
Average Spent	\$5,215.49	\$5,359.84	\$5,425.17
Spending Potential Index	104	107	108
Food Away from Home: Total \$	\$19,626,510	\$58,634,703	\$74,773,343
Average Spent	\$3,756.27	\$3,892.11	\$3,930.89
Spending Potential Index	107	111	112
Health Care: Total \$	\$30,447,809	\$89,411,495	\$114,878,008
Average Spent	\$5,827.33	\$5,935.05	\$6,039.22
Spending Potential Index	102	104	105
HH Furnishings & Equipment: Total \$	\$11,538,141	\$34,376,540	\$43,945,560
Average Spent	\$2,208.26	\$2,281.88	\$2,310.25
Spending Potential Index	106	109	111
Personal Care Products & Services: Total \$	\$4,604,577	\$13,718,838	\$17,526,447
Average Spent	\$881.26	\$910.64	\$921.38
Spending Potential Index	106	110	111
Shelter: Total \$	\$92,071,968	\$271,851,449	\$347,839,903
Average Spent	\$17,621.43	\$18,045.23	\$18,286.19
Spending Potential Index	105	108	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,031,270	\$38,114,157	\$49,052,628
Average Spent	\$2,494.02	\$2,529.98	\$2,578.73
Spending Potential Index	100	102	104
Travel: Total \$	\$11,801,686	\$34,927,074	\$44,787,253
Average Spent	\$2,258.70	\$2,318.43	\$2,354.50
Spending Potential Index	105	108	109
Vehicle Maintenance & Repairs: Total \$	\$5,868,029	\$17,418,977	\$22,276,799
Average Spent	\$1,123.07	\$1,156.25	\$1,171.11
Spending Potential Index	104	108	109

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.