



# Community Profile

Rings: 1, 3, 5 mile radii

1700 Milton Ave, Janesville, WI 53545, USA

Latitude: 42.7047  
Longitude: -89.00575

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	8,431	49,470	64,083
2010 Total Population	8,296	51,123	66,950
2018 Total Population	8,330	51,692	67,938
2018 Group Quarters	21	626	842
2023 Total Population	8,404	52,347	68,896
2018-2023 Annual Rate	0.18%	0.25%	0.28%
2018 Total Daytime Population	9,174	58,436	71,208
Workers	5,126	33,787	38,624
Residents	4,048	24,649	32,584
<b>Household Summary</b>			
2000 Households	3,744	19,821	25,275
2000 Average Household Size	2.24	2.43	2.47
2010 Households	3,690	20,991	27,058
2010 Average Household Size	2.24	2.40	2.44
2018 Households	3,731	21,441	27,740
2018 Average Household Size	2.23	2.38	2.42
2023 Households	3,773	21,783	28,229
2023 Average Household Size	2.22	2.37	2.41
2018-2023 Annual Rate	0.22%	0.32%	0.35%
2010 Families	2,227	13,463	17,790
2010 Average Family Size	2.80	2.93	2.95
2018 Families	2,214	13,589	18,046
2018 Average Family Size	2.77	2.90	2.91
2023 Families	2,225	13,742	18,288
2023 Average Family Size	2.76	2.88	2.89
2018-2023 Annual Rate	0.10%	0.22%	0.27%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,829	20,841	26,511
Owner Occupied Housing Units	64.3%	62.5%	66.1%
Renter Occupied Housing Units	33.5%	32.6%	29.2%
Vacant Housing Units	2.2%	4.9%	4.7%
2010 Housing Units	3,912	22,862	29,291
Owner Occupied Housing Units	59.7%	60.3%	63.8%
Renter Occupied Housing Units	34.6%	31.5%	28.5%
Vacant Housing Units	5.7%	8.2%	7.6%
2018 Housing Units	3,931	23,172	29,779
Owner Occupied Housing Units	56.0%	57.3%	61.1%
Renter Occupied Housing Units	38.9%	35.2%	32.0%
Vacant Housing Units	5.1%	7.5%	6.8%
2023 Housing Units	3,981	23,569	30,314
Owner Occupied Housing Units	57.3%	58.4%	62.3%
Renter Occupied Housing Units	37.5%	34.0%	30.8%
Vacant Housing Units	5.2%	7.6%	6.9%
<b>Median Household Income</b>			
2018	\$44,186	\$52,514	\$53,903
2023	\$47,791	\$56,139	\$57,713
<b>Median Home Value</b>			
2018	\$124,836	\$145,147	\$145,304
2023	\$127,935	\$155,404	\$155,940
<b>Per Capita Income</b>			
2018	\$24,650	\$28,728	\$28,842
2023	\$27,547	\$32,243	\$32,442
<b>Median Age</b>			
2010	38.8	37.4	37.8
2018	40.8	39.0	39.4
2023	42.0	39.9	40.5

**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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<b>2018 Households by Income</b>			
Household Income Base	3,731	21,441	27,740
<\$15,000	12.0%	11.3%	10.2%
\$15,000 - \$24,999	14.0%	11.5%	10.5%
\$25,000 - \$34,999	11.8%	10.2%	10.2%
\$35,000 - \$49,999	17.7%	14.3%	14.8%
\$50,000 - \$74,999	21.3%	18.4%	19.6%
\$75,000 - \$99,999	12.7%	14.0%	14.3%
\$100,000 - \$149,999	7.7%	13.6%	13.3%
\$150,000 - \$199,999	1.7%	3.7%	4.1%
\$200,000+	1.2%	2.9%	3.0%
Average Household Income	\$55,564	\$68,528	\$70,031
<b>2023 Households by Income</b>			
Household Income Base	3,773	21,783	28,229
<\$15,000	11.0%	10.3%	9.2%
\$15,000 - \$24,999	12.6%	10.5%	9.5%
\$25,000 - \$34,999	11.2%	9.7%	9.7%
\$35,000 - \$49,999	17.0%	13.7%	14.0%
\$50,000 - \$74,999	21.1%	17.8%	18.8%
\$75,000 - \$99,999	13.9%	14.5%	14.9%
\$100,000 - \$149,999	9.3%	15.3%	15.0%
\$150,000 - \$199,999	2.3%	4.5%	5.0%
\$200,000+	1.5%	3.7%	3.9%
Average Household Income	\$61,980	\$76,733	\$78,571
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	2,203	13,277	18,204
<\$50,000	3.3%	3.1%	3.8%
\$50,000 - \$99,999	19.2%	17.5%	17.9%
\$100,000 - \$149,999	55.5%	32.6%	31.3%
\$150,000 - \$199,999	13.1%	22.3%	21.0%
\$200,000 - \$249,999	5.9%	10.2%	10.6%
\$250,000 - \$299,999	0.1%	4.5%	5.2%
\$300,000 - \$399,999	1.8%	6.4%	6.5%
\$400,000 - \$499,999	0.5%	1.4%	1.8%
\$500,000 - \$749,999	0.7%	1.3%	1.4%
\$750,000 - \$999,999	0.0%	0.2%	0.2%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$134,120	\$174,723	\$175,199
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,280	13,766	18,884
<\$50,000	3.0%	2.9%	3.5%
\$50,000 - \$99,999	17.6%	16.0%	16.3%
\$100,000 - \$149,999	52.7%	28.9%	27.9%
\$150,000 - \$199,999	13.7%	20.9%	19.5%
\$200,000 - \$249,999	7.4%	11.3%	11.5%
\$250,000 - \$299,999	0.2%	5.6%	6.2%
\$300,000 - \$399,999	3.1%	8.8%	9.0%
\$400,000 - \$499,999	0.9%	2.3%	2.9%
\$500,000 - \$749,999	1.4%	2.3%	2.3%
\$750,000 - \$999,999	0.1%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.0%
Average Home Value	\$145,077	\$194,274	\$194,357

**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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<b>2010 Population by Age</b>			
Total	8,297	51,123	66,952
0 - 4	6.2%	6.5%	6.4%
5 - 9	6.8%	6.8%	6.8%
10 - 14	5.8%	6.9%	7.0%
15 - 24	11.2%	12.8%	12.6%
25 - 34	14.9%	13.8%	13.4%
35 - 44	13.0%	13.6%	13.7%
45 - 54	12.7%	14.2%	14.6%
55 - 64	11.2%	11.4%	11.5%
65 - 74	8.3%	7.3%	7.4%
75 - 84	7.2%	4.9%	4.8%
85 +	2.7%	1.8%	1.8%
18 +	77.7%	75.5%	75.4%
<b>2018 Population by Age</b>			
Total	8,330	51,692	67,938
0 - 4	5.7%	6.0%	5.9%
5 - 9	5.8%	6.2%	6.2%
10 - 14	5.8%	6.4%	6.5%
15 - 24	10.9%	12.4%	12.2%
25 - 34	13.8%	13.6%	13.2%
35 - 44	13.4%	13.0%	13.0%
45 - 54	12.4%	13.1%	13.4%
55 - 64	12.2%	12.8%	13.1%
65 - 74	9.9%	9.4%	9.4%
75 - 84	7.1%	5.1%	5.1%
85 +	3.0%	2.0%	2.0%
18 +	79.4%	77.5%	77.5%
<b>2023 Population by Age</b>			
Total	8,403	52,347	68,897
0 - 4	5.6%	5.9%	5.8%
5 - 9	5.7%	6.1%	6.0%
10 - 14	5.7%	6.3%	6.4%
15 - 24	10.9%	11.9%	11.8%
25 - 34	12.9%	13.2%	12.9%
35 - 44	13.3%	13.2%	13.2%
45 - 54	12.2%	12.3%	12.5%
55 - 64	12.2%	12.5%	12.8%
65 - 74	10.6%	10.5%	10.6%
75 - 84	8.0%	5.9%	5.9%
85 +	2.9%	2.0%	2.0%
18 +	79.7%	77.8%	77.8%
<b>2010 Population by Sex</b>			
Males	3,954	25,035	32,882
Females	4,342	26,088	34,068
<b>2018 Population by Sex</b>			
Males	3,986	25,348	33,388
Females	4,344	26,344	34,550
<b>2023 Population by Sex</b>			
Males	4,041	25,773	33,983
Females	4,363	26,574	34,913

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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<b>2010 Population by Race/Ethnicity</b>			
Total	8,295	51,123	66,951
White Alone	92.6%	91.9%	92.1%
Black Alone	2.0%	2.6%	2.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.1%	1.4%	1.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.9%	1.7%	1.9%
Two or More Races	2.0%	2.1%	2.0%
Hispanic Origin	5.4%	5.1%	5.1%
Diversity Index	22.9	23.8	23.4
<b>2018 Population by Race/Ethnicity</b>			
Total	8,331	51,693	67,937
White Alone	91.0%	90.2%	90.5%
Black Alone	2.2%	2.7%	2.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.5%	1.8%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	2.2%	2.3%
Two or More Races	2.6%	2.7%	2.5%
Hispanic Origin	6.7%	6.4%	6.4%
Diversity Index	27.5	28.3	27.8
<b>2023 Population by Race/Ethnicity</b>			
Total	8,404	52,347	68,896
White Alone	89.6%	88.8%	89.1%
Black Alone	2.3%	2.9%	2.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	2.1%	2.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.9%	2.6%	2.8%
Two or More Races	3.0%	3.2%	3.0%
Hispanic Origin	8.1%	7.7%	7.7%
Diversity Index	31.6	32.2	31.8
<b>2010 Population by Relationship and Household Type</b>			
Total	8,296	51,123	66,950
In Households	99.7%	98.6%	98.6%
In Family Households	78.5%	80.3%	81.3%
Householder	26.6%	26.4%	26.6%
Spouse	18.6%	19.1%	19.5%
Child	27.6%	29.6%	30.0%
Other relative	2.3%	2.3%	2.3%
Nonrelative	3.3%	3.0%	3.0%
In Nonfamily Households	21.2%	18.4%	17.3%
In Group Quarters	0.3%	1.4%	1.4%
Institutionalized Population	0.0%	1.1%	1.1%
Noninstitutionalized Population	0.3%	0.2%	0.3%

**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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<b>2018 Population 25+ by Educational Attainment</b>			
Total	5,988	35,682	47,011
Less than 9th Grade	2.9%	2.0%	1.9%
9th - 12th Grade, No Diploma	6.5%	5.6%	5.5%
High School Graduate	34.8%	29.0%	29.4%
GED/Alternative Credential	6.2%	5.5%	5.5%
Some College, No Degree	21.8%	22.2%	22.4%
Associate Degree	8.5%	10.6%	10.9%
Bachelor's Degree	13.7%	16.4%	15.8%
Graduate/Professional Degree	5.5%	8.7%	8.5%
<b>2018 Population 15+ by Marital Status</b>			
Total	6,891	42,072	55,318
Never Married	28.6%	32.0%	31.7%
Married	47.8%	49.0%	49.4%
Widowed	7.1%	5.9%	5.7%
Divorced	16.5%	13.1%	13.2%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.9%	95.5%	95.4%
Civilian Unemployed (Unemployment Rate)	5.0%	4.5%	4.6%
<b>2018 Employed Population 16+ by Industry</b>			
Total	4,343	27,312	35,756
Agriculture/Mining	2.2%	0.8%	0.9%
Construction	5.0%	5.4%	5.3%
Manufacturing	18.9%	18.2%	19.3%
Wholesale Trade	3.7%	3.7%	4.0%
Retail Trade	14.1%	13.5%	13.2%
Transportation/Utilities	3.0%	4.9%	4.9%
Information	2.2%	1.8%	1.7%
Finance/Insurance/Real Estate	4.2%	3.6%	3.7%
Services	43.6%	45.0%	44.3%
Public Administration	3.1%	3.1%	2.8%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	4,345	27,311	35,758
White Collar	51.1%	54.6%	54.1%
Management/Business/Financial	9.0%	11.4%	11.5%
Professional	16.3%	19.7%	19.2%
Sales	9.9%	9.8%	9.5%
Administrative Support	16.0%	13.7%	13.9%
Services	18.4%	19.1%	18.5%
Blue Collar	30.6%	26.4%	27.4%
Farming/Forestry/Fishing	2.8%	0.6%	0.7%
Construction/Extraction	2.8%	3.7%	3.6%
Installation/Maintenance/Repair	4.8%	3.9%	4.1%
Production	12.8%	11.2%	12.3%
Transportation/Material Moving	7.3%	6.9%	6.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,296	51,123	66,950
Population Inside Urbanized Area	100.0%	96.1%	92.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	3.9%	7.7%

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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<b>2010 Households by Type</b>			
Total	3,691	20,991	27,057
Households with 1 Person	32.9%	28.8%	27.3%
Households with 2+ People	67.1%	71.2%	72.7%
Family Households	60.3%	64.1%	65.8%
Husband-wife Families	42.2%	46.3%	48.1%
With Related Children	15.6%	18.8%	19.6%
Other Family (No Spouse Present)	18.1%	17.8%	17.6%
Other Family with Male Householder	5.4%	5.4%	5.4%
With Related Children	3.3%	3.6%	3.6%
Other Family with Female Householder	12.7%	12.4%	12.2%
With Related Children	8.7%	9.1%	8.8%
Nonfamily Households	6.8%	7.1%	6.9%
All Households with Children	28.3%	32.2%	32.8%
Multigenerational Households	2.1%	2.3%	2.5%
Unmarried Partner Households	8.3%	8.7%	8.7%
Male-female	7.8%	8.2%	8.1%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	3,690	20,990	27,058
1 Person Household	32.9%	28.8%	27.3%
2 Person Household	35.1%	35.5%	35.6%
3 Person Household	14.9%	15.5%	15.8%
4 Person Household	10.7%	12.0%	12.5%
5 Person Household	4.4%	5.5%	5.8%
6 Person Household	1.4%	2.0%	2.0%
7 + Person Household	0.6%	0.8%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,690	20,991	27,058
Owner Occupied	63.3%	65.6%	69.1%
Owned with a Mortgage/Loan	41.5%	46.8%	49.2%
Owned Free and Clear	21.8%	18.9%	19.9%
Renter Occupied	36.7%	34.4%	30.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,912	22,862	29,291
Housing Units Inside Urbanized Area	100.0%	96.5%	92.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	3.5%	7.1%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
<b>2.</b>	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Green Acres (6A)
<b>3.</b>	Heartland Communities	Green Acres (6A)	Rustbelt Traditions (5D)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,335,001	\$38,251,811	\$50,378,023
Average Spent	\$1,429.91	\$1,784.05	\$1,816.08
Spending Potential Index	66	82	83
Education: Total \$	\$3,391,694	\$24,964,867	\$32,875,262
Average Spent	\$909.06	\$1,164.35	\$1,185.12
Spending Potential Index	63	80	82
Entertainment/Recreation: Total \$	\$8,290,384	\$57,516,640	\$76,218,823
Average Spent	\$2,222.03	\$2,682.55	\$2,747.61
Spending Potential Index	69	83	85
Food at Home: Total \$	\$13,114,163	\$90,585,136	\$119,764,272
Average Spent	\$3,514.92	\$4,224.86	\$4,317.39
Spending Potential Index	70	84	86
Food Away from Home: Total \$	\$8,714,390	\$62,257,197	\$82,051,156
Average Spent	\$2,335.67	\$2,903.65	\$2,957.86
Spending Potential Index	67	83	84
Health Care: Total \$	\$15,376,572	\$104,401,716	\$138,907,769
Average Spent	\$4,121.30	\$4,869.26	\$5,007.49
Spending Potential Index	72	85	87
HH Furnishings & Equipment: Total \$	\$5,269,337	\$37,293,742	\$49,340,420
Average Spent	\$1,412.31	\$1,739.37	\$1,778.67
Spending Potential Index	68	83	85
Personal Care Products & Services: Total \$	\$2,038,111	\$14,616,270	\$19,293,018
Average Spent	\$546.26	\$681.70	\$695.49
Spending Potential Index	66	82	84
Shelter: Total \$	\$40,687,076	\$291,872,698	\$383,541,052
Average Spent	\$10,905.14	\$13,612.83	\$13,826.28
Spending Potential Index	65	81	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,136,946	\$42,904,904	\$56,833,625
Average Spent	\$1,644.85	\$2,001.07	\$2,048.80
Spending Potential Index	66	81	82
Travel: Total \$	\$5,041,389	\$36,674,856	\$48,511,252
Average Spent	\$1,351.22	\$1,710.50	\$1,748.78
Spending Potential Index	63	79	81
Vehicle Maintenance & Repairs: Total \$	\$2,784,818	\$19,358,128	\$25,623,163
Average Spent	\$746.40	\$902.86	\$923.69
Spending Potential Index	69	84	86

**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.