

Demographic Detail Report

East Town Plaza 2119 Zeier Rd, Madison, WI 53704

Building Type: **Shopping Center**
 Center Type: **Airport Retail**
 Center GLA: **349,073 SF**
 Year Built: **1992**

Total Available: **36,955 SF**
 % Leased: **90.83%**
 Rent/SF/Yr: **-**



Radius	3 Mile		5 Mile		10 Mile	
Population						
2021 Projection	44,577		118,419		337,027	
2016 Estimate	42,174		112,088		318,469	
2010 Census	39,711		105,815		296,568	
Growth 2016 - 2021	5.70%		5.65%		5.83%	
Growth 2010 - 2016	6.20%		5.93%		7.38%	
2016 Population by Age						
	42,174		112,088		318,469	
Age 0 - 4	2,945	6.98%	7,531	6.72%	22,169	6.96%
Age 5 - 9	2,653	6.29%	6,776	6.05%	18,904	5.94%
Age 10 - 14	2,369	5.62%	6,179	5.51%	17,328	5.44%
Age 15 - 19	2,290	5.43%	6,056	5.40%	18,703	5.87%
Age 20 - 24	3,150	7.47%	8,100	7.23%	30,201	9.48%
Age 25 - 29	3,369	7.99%	8,524	7.60%	30,282	9.51%
Age 30 - 34	3,663	8.69%	9,315	8.31%	27,500	8.64%
Age 35 - 39	3,465	8.22%	8,936	7.97%	23,222	7.29%
Age 40 - 44	2,989	7.09%	7,830	6.99%	19,808	6.22%
Age 45 - 49	2,677	6.35%	7,104	6.34%	18,385	5.77%
Age 50 - 54	2,637	6.25%	7,137	6.37%	18,597	5.84%
Age 55 - 59	2,515	5.96%	7,066	6.30%	18,180	5.71%
Age 60 - 64	2,267	5.38%	6,593	5.88%	16,818	5.28%
Age 65 - 69	1,777	4.21%	5,292	4.72%	13,574	4.26%
Age 70 - 74	1,198	2.84%	3,584	3.20%	9,307	2.92%
Age 75 - 79	788	1.87%	2,325	2.07%	6,057	1.90%
Age 80 - 84	580	1.38%	1,653	1.47%	4,227	1.33%
Age 85+	844	2.00%	2,091	1.87%	5,207	1.64%
Age 65+	5,187	12.30%	14,945	13.33%	38,372	12.05%
Median Age	35.90		37.00		33.90	
Average Age	37.00		37.80		36.20	

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Radius	3 Mile		5 Mile		10 Mile	
2016 Population By Race	42,174		112,088		318,469	
White	33,375	79.14%	93,418	83.34%	268,374	84.27%
Black	4,357	10.33%	9,151	8.16%	19,956	6.27%
Am. Indian & Alaskan	289	0.69%	667	0.60%	1,765	0.55%
Asian	2,594	6.15%	5,142	4.59%	19,286	6.06%
Hawaiian & Pacific Island	28	0.07%	68	0.06%	181	0.06%
Other	1,531	3.63%	3,642	3.25%	8,907	2.80%
Population by Hispanic Origin	42,174		112,088		318,469	
Non-Hispanic Origin	38,104	90.35%	104,284	93.04%	296,481	93.10%
Hispanic Origin	4,070	9.65%	7,805	6.96%	21,988	6.90%
2016 Median Age, Male	35.10		36.00		33.30	
2016 Average Age, Male	35.90		36.70		35.30	
2016 Median Age, Female	36.80		38.00		34.60	
2016 Average Age, Female	38.00		38.90		37.10	
2016 Population by Occupation Classification	33,756		90,404		256,338	
Civilian Employed	24,866	73.66%	65,818	72.80%	181,188	70.68%
Civilian Unemployed	939	2.78%	2,502	2.77%	6,269	2.45%
Civilian Non-Labor Force	7,909	23.43%	21,978	24.31%	68,683	26.79%
Armed Forces	42	0.12%	106	0.12%	198	0.08%
Households by Marital Status						
Married	6,834		19,546		53,977	
Married No Children	4,155		11,948		31,070	
Married w/Children	2,679		7,597		22,906	
2016 Population by Education	31,562		83,398		229,938	
Some High School, No Diploma	2,100	6.65%	4,215	5.05%	11,692	5.08%
High School Grad (Incl Equivalency)	6,257	19.82%	15,425	18.50%	38,904	16.92%
Some College, No Degree	9,589	30.38%	24,876	29.83%	59,164	25.73%
Associate Degree	2,794	8.85%	5,950	7.13%	18,774	8.16%
Bachelor Degree	7,281	23.07%	20,707	24.83%	57,850	25.16%
Advanced Degree	3,541	11.22%	12,225	14.66%	43,554	18.94%

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Radius	3 Mile		5 Mile		10 Mile	
2016 Population by Occupation	47,365		126,784		348,945	
Real Estate & Finance	2,259	4.77%	6,253	4.93%	15,481	4.44%
Professional & Management	12,978	27.40%	37,854	29.86%	107,555	30.82%
Public Administration	1,410	2.98%	3,961	3.12%	9,602	2.75%
Education & Health	5,974	12.61%	17,083	13.47%	53,477	15.33%
Services	5,067	10.70%	11,668	9.20%	31,495	9.03%
Information	623	1.32%	1,539	1.21%	4,672	1.34%
Sales	6,084	12.84%	15,473	12.20%	40,352	11.56%
Transportation	1,234	2.61%	3,671	2.90%	11,975	3.43%
Retail	2,931	6.19%	6,872	5.42%	17,416	4.99%
Wholesale	593	1.25%	1,555	1.23%	4,248	1.22%
Manufacturing	2,140	4.52%	5,541	4.37%	14,762	4.23%
Production	2,546	5.38%	6,014	4.74%	14,624	4.19%
Construction	1,299	2.74%	3,212	2.53%	8,157	2.34%
Utilities	947	2.00%	2,437	1.92%	5,211	1.49%
Agriculture & Mining	86	0.18%	309	0.24%	1,652	0.47%
Farming, Fishing, Forestry	32	0.07%	86	0.07%	513	0.15%
Other Services	1,162	2.45%	3,256	2.57%	7,753	2.22%
2016 Worker Travel Time to Job	24,231		63,498		173,938	
<30 Minutes	18,448	76.13%	48,362	76.16%	135,327	77.80%
30-60 Minutes	4,764	19.66%	12,995	20.47%	33,182	19.08%
60+ Minutes	1,019	4.21%	2,141	3.37%	5,429	3.12%
2010 Households by HH Size	17,518		47,161		125,483	
1-Person Households	5,881	33.57%	15,720	33.33%	41,097	32.75%
2-Person Households	6,238	35.61%	17,126	36.31%	43,679	34.81%
3-Person Households	2,612	14.91%	6,915	14.66%	18,142	14.46%
4-Person Households	1,675	9.56%	4,668	9.90%	14,391	11.47%
5-Person Households	668	3.81%	1,733	3.67%	5,442	4.34%
6-Person Households	257	1.47%	594	1.26%	1,713	1.37%
7 or more Person Households	187	1.07%	405	0.86%	1,019	0.81%
2016 Average Household Size	2.20		2.20		2.30	
Households						
2021 Projection	19,595		52,586		143,035	
2016 Estimate	18,537		49,768		134,936	
2010 Census	17,519		47,162		125,483	
Growth 2016 - 2021	5.71%		5.66%		6.00%	
Growth 2010 - 2016	5.81%		5.53%		7.53%	

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Radius	3 Mile		5 Mile		10 Mile	
2016 Households by HH Income	18,539		49,769		134,937	
<\$25,000	3,574	19.28%	8,944	17.97%	29,284	21.70%
\$25,000 - \$50,000	5,293	28.55%	13,210	26.54%	32,143	23.82%
\$50,000 - \$75,000	3,806	20.53%	9,849	19.79%	23,190	17.19%
\$75,000 - \$100,000	2,351	12.68%	7,078	14.22%	17,581	13.03%
\$100,000 - \$125,000	1,801	9.71%	4,641	9.33%	12,084	8.96%
\$125,000 - \$150,000	751	4.05%	2,345	4.71%	6,909	5.12%
\$150,000 - \$200,000	672	3.62%	2,432	4.89%	7,568	5.61%
\$200,000+	291	1.57%	1,270	2.55%	6,178	4.58%
2016 Avg Household Income	\$64,851		\$70,578		\$74,953	
2016 Med Household Income	\$52,283		\$55,888		\$55,833	
2016 Occupied Housing	18,538		49,768		134,937	
Owner Occupied	10,247	55.28%	29,102	58.48%	73,288	54.31%
Renter Occupied	8,291	44.72%	20,666	41.52%	61,649	45.69%
2010 Housing Units	18,534		50,177		136,621	
1 Unit	10,295	55.55%	29,108	58.01%	75,198	55.04%
2 - 4 Units	2,474	13.35%	7,137	14.22%	16,691	12.22%
5 - 19 Units	3,374	18.20%	7,812	15.57%	19,984	14.63%
20+ Units	2,391	12.90%	6,120	12.20%	24,748	18.11%
2016 Housing Value	10,246		29,103		73,287	
<\$100,000	792	7.73%	1,956	6.72%	3,764	5.14%
\$100,000 - \$200,000	6,180	60.32%	14,998	51.53%	25,844	35.26%
\$200,000 - \$300,000	2,919	28.49%	8,784	30.18%	25,087	34.23%
\$300,000 - \$400,000	184	1.80%	2,049	7.04%	10,526	14.36%
\$400,000 - \$500,000	86	0.84%	609	2.09%	3,884	5.30%
\$500,000 - \$1,000,000	62	0.61%	541	1.86%	3,580	4.88%
\$1,000,000+	23	0.22%	166	0.57%	602	0.82%
2016 Median Home Value	\$170,080		\$183,980		\$228,044	
2016 Housing Units by Yr Built	18,872		50,658		137,544	
Built 2010+	709	3.76%	2,048	4.04%	6,949	5.05%
Built 2000 - 2010	3,208	17.00%	7,710	15.22%	20,112	14.62%
Built 1990 - 1999	2,938	15.57%	6,352	12.54%	17,867	12.99%
Built 1980 - 1989	2,040	10.81%	4,394	8.67%	12,017	8.74%
Built 1970 - 1979	2,964	15.71%	7,074	13.96%	21,345	15.52%
Built 1960 - 1969	2,238	11.86%	6,314	12.46%	18,318	13.32%
Built 1950 - 1959	2,055	10.89%	6,016	11.88%	14,983	10.89%
Built <1949	2,720	14.41%	10,750	21.22%	25,953	18.87%
2016 Median Year Built	1977		1972		1973	