

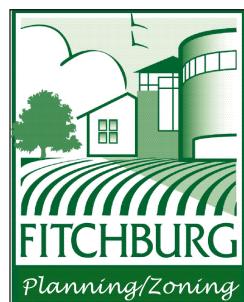


# Fitchburg, Wisconsin

## *Demographic & Socioeconomic Profile*

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# **City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010**

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# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## Summary

### Age & Sex Population:

From 2000 to 2010, the city of Fitchburg increased in overall population by 23.2 percent. A contributing factor to this increase was the rise of the adult population between the ages of 55 and 70. The largest decrease in Fitchburg's population age distribution was the percentage of young adults 20-25 (-11.2 percent change) and adults 40-44 (-3.1 percent change). There was also a large increase of children under the age of five. Overall, the percent change of the male and female population distribution followed the same trend as the total population change.

Dane County and the city of Fitchburg follow a similar trend in population across age categories. Fitchburg's population of adults age 30 to 44, as well as the percentage of children age 0-9, is greater than the percentage of the same age ranges in Dane County. This trend could indicate the concentrated presence of families within Fitchburg when compared with the county. Dane County has a larger percentage of young adults, age 18-29, and adults over the age of 70—though the percentage of the second group is only slightly higher than the city of Fitchburg.

### Race Population:

The largest increase in the race distribution of the city occurred among the Asian and Hispanic or Latino populations. The Hispanic or Latino population increased by 226.6 percent and the Asian population increased by 89.3 percent. The White population, by contrast, saw an increase of less than 1 percent.

Overall, the race population in Fitchburg is more variable than that of Dane County. Dane County has a higher percentage of White population—about 15 percent higher than Fitchburg. Fitchburg, though its White population sits at over 70 percent, has a higher percentage of Black or African Americans (10 percent) and a higher percentage of Hispanic or Latinos (just below 20 percent), when compared to Dane County.

### Housing Population:

Of the housing available in the city of Fitchburg, there was an increase in the percentage of occupied housing units—from 93.3 percent in 2000 to 96 percent in 2010. Significant decreases in types of households include households with individuals over the age of 65 and total family households—with family households accounting for just over 50 percent of the households in 2010 (compared to 62.7 percent in 2000). As a result, non-family households increased by 8 percent, which now account for 41.6 percent of the total households.

The city of Fitchburg and Dane County followed similar trends in housing occupancy and household types. However, Fitchburg had a higher percentage of family households and renter-occupied units, while Dane County had a higher percentage of owner-occupied units.

The largest portions of households in the city of Fitchburg are housed by 2- or 3-person households—reinforced in the average household and family sizes, 2.45 and 3.03, respectively.

### About the American Community Survey:

The American Community Survey (ACS) is a supplement to the Decennial Census, providing detailed Social, Economic, and Housing characteristics of American households. This Demographic Profile shows the results from the ACS for Fitchburg, Madison, and Dane County, which allows for comparison of Fitchburg to its surrounding communities.



K. McConnell

# I. US Census Bureau 2010 Data

## 2010 Census Data:

### About the Decennial Census

The decennial census is the only data-gathering operation in the United States that is mandated by the Constitution. The first census was taken in 1790 and it occurs every 10 years, in the years ending in "0". Its primary purpose is to provide the population counts that determine how seats in the U. S. House of Representatives are apportioned. Census figures also are required to draw congressional and state legislative district boundaries, to allocate federal and state funds, to formulate public policy, and to assist with planning and decision making in the private sector.

American FactFinder (AFF) contains data from the decennial censuses conducted in 2010, 2000 and 1990. Most data from the Census 2000 are currently available on AFF, and data from the Census 2010 will be released on AFF as they become available. Data from the 1990 census are archived and are searchable through the AFF archive search. The archived data are available on the Census Bureau's File Transfer Protocol (FTP) site. Selected data from 1980 and prior censuses may be found through the Census Bureau's home page search or from the Census 2000 Gateway page.

The Census Bureau conducted decennial censuses in 2000 and 2010 in the United States, Puerto Rico, American Samoa, Guam, the Commonwealth of the Northern Mariana Islands, and the United States Virgin Islands. Statistical data from all of these censuses are or will be available through American FactFinder.

### About Summary File 2

Summary File 2 contains population and housing characteristics iterated for 331 detailed race and Hispanic or Latino origin groups, as well as American Indian and Alaska Native tribal categories. Various Quick Tables and Geographic Comparison Tables are derived from Summary File 2.

The information in this file includes age, sex, race, Hispanic or Latino origin, household relationship, whether the residence is owned or rented (tenure), and the group quarters population.

Documentation: 2010 Census Summary File 2 Technical Documentation [www.census.gov/prod/cen2010/doc/sf2.pdf](http://www.census.gov/prod/cen2010/doc/sf2.pdf)

Source: US Census Bureau



## **Section A. AGE & SEX**

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*I. US Census Bureau 2010 Data*

# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

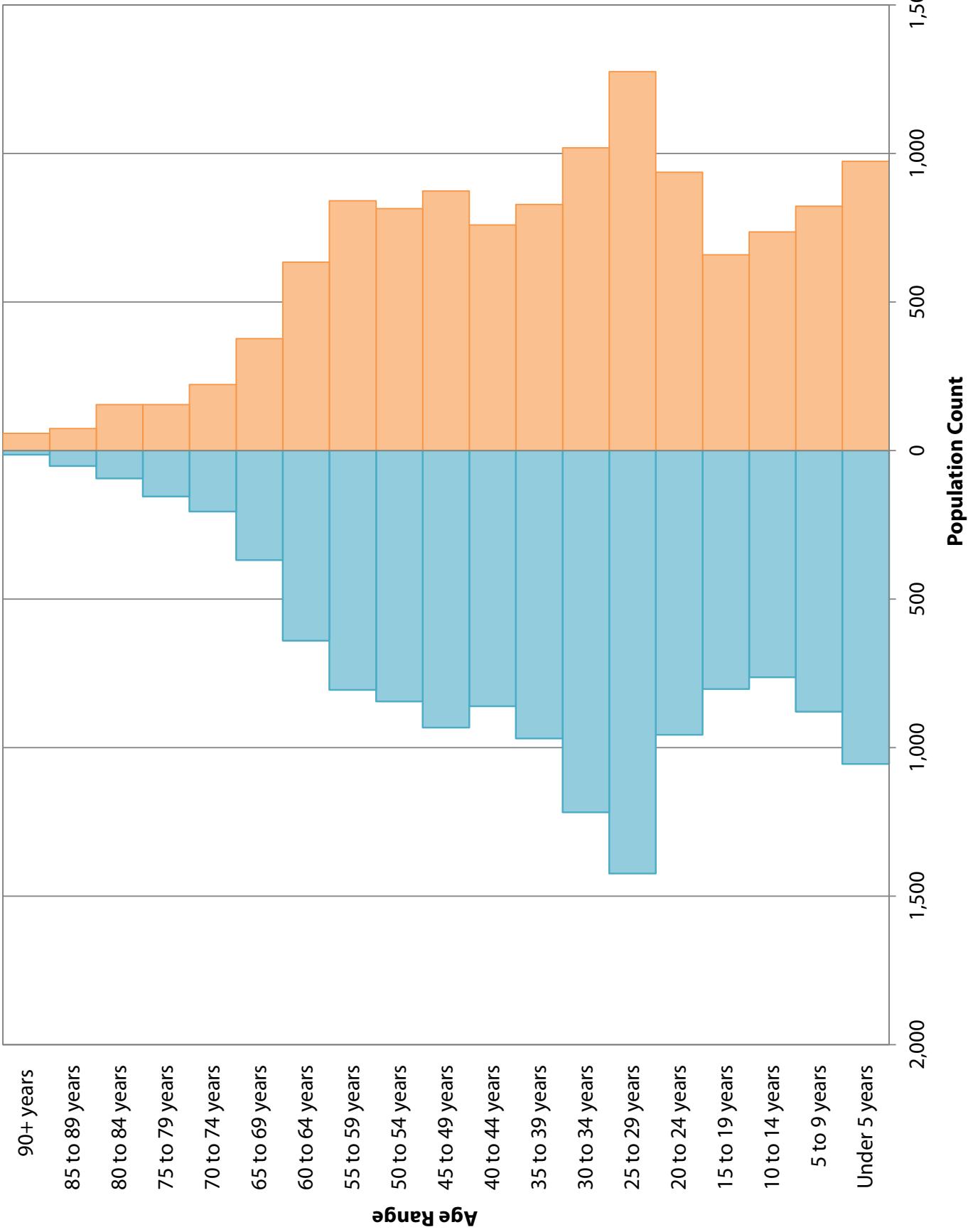
## Age & Sex Population Comparison 2000-2010



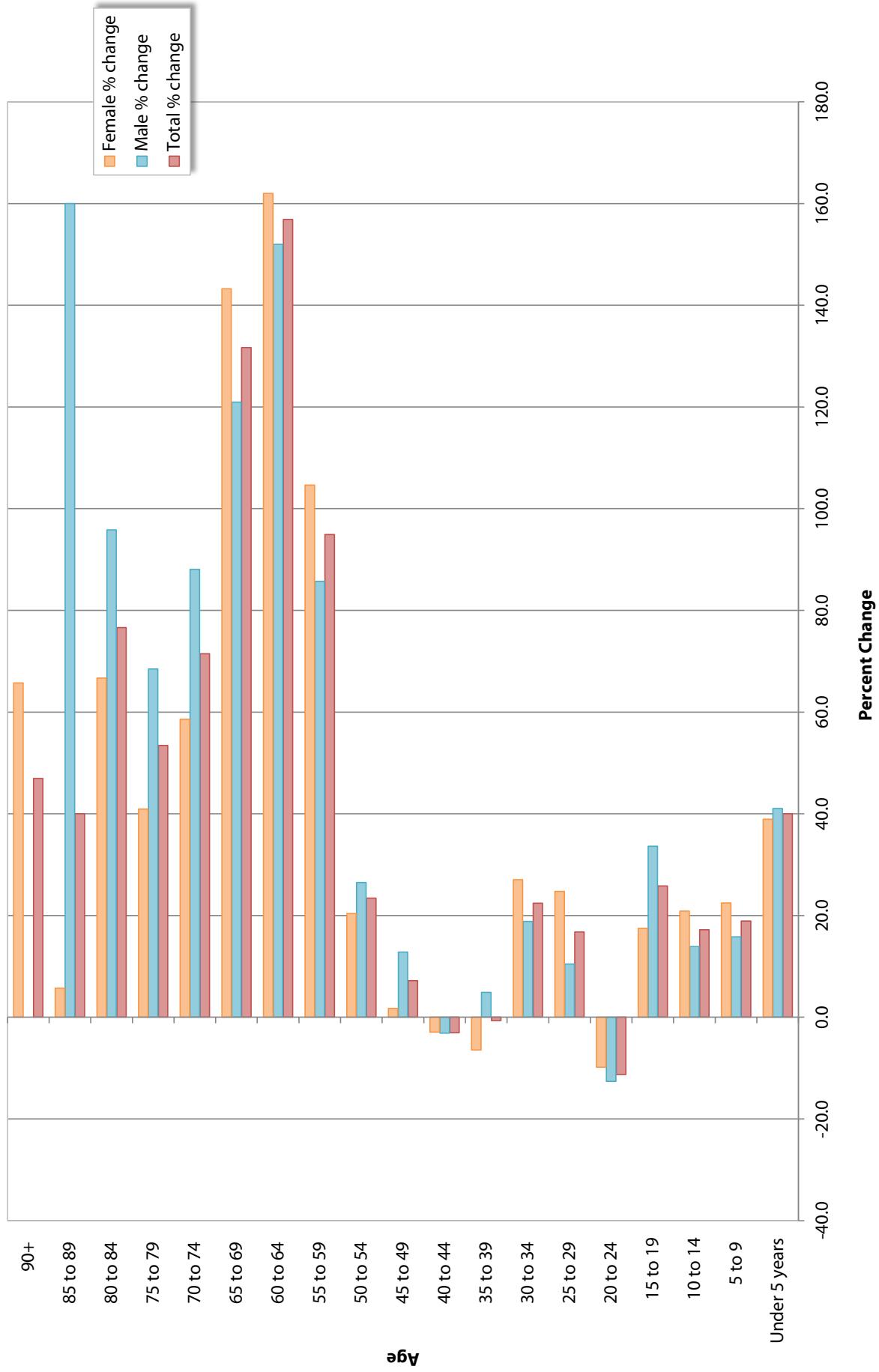
Subject	2000					2010					2000-2010				
	Age	Number	Male	Female	Total percent	Male %	Female %	Number	Male	Female	Total %	Male %	Female %	Total % change	Male % change
Under 5 years	1,449	748	701	7.1	7	2,029	1,055	974	8	8.1	8	40.0	41.0	38.9	
5 to 9	1,431	759	672	7	7.1	6.8	1,702	879	823	6.7	6.7	18.9	15.8	22.5	
10 to 14	1,279	670	609	6.2	6.3	1,499	763	736	5.9	5.9	6	17.2	13.9	20.9	
15 to 19	1,162	601	561	5.7	5.7	1,462	803	659	5.8	6.2	5.4	25.8	33.6	17.5	
20 to 24	2,134	1,095	1,039	10.4	10.3	10.5	1,894	957	937	7.5	7.3	7.7	-11.2	-12.6	-9.8
25 to 29	2,312	1,289	1,023	11.3	12.1	10.4	2,700	1,424	1,276	10.7	10.9	10.4	16.8	10.5	24.7
30 to 34	1,827	1,025	802	8.9	9.6	8.1	2,237	1,218	1,019	8.9	9.3	8.3	22.4	18.8	27.1
35 to 39	1,810	924	886	8.8	8.7	9	1,798	969	829	7.1	7.4	6.8	-0.7	4.9	-6.4
40 to 44	1,672	889	783	8.2	8.4	7.9	1,621	861	760	6.4	6.6	6.2	-3.1	-3.1	-2.9
45 to 49	1,686	827	859	8.2	7.8	8.7	1,807	933	874	7.2	7.2	7.2	12.8	12.8	1.7
50 to 54	1,345	668	677	6.6	6.3	6.9	1,660	845	815	6.6	6.5	6.7	23.4	26.5	20.4
55 to 59	845	434	411	4.1	4.1	4.2	1,647	806	841	6.5	6.2	6.9	94.9	85.7	104.6
60 to 64	496	254	242	2.4	2.4	2.5	1,274	640	634	5	4.9	5.2	156.9	152.0	162.0
65 to 69	322	167	155	1.6	1.6	1.6	746	369	377	3	2.8	3.1	131.7	121.0	143.2
70 to 74	249	109	140	1.2	1	1.4	427	205	222	1.7	1.6	1.8	71.5	88.1	58.6
75 to 79	202	92	110	1	0.9	1.1	310	155	155	1.2	1.2	1.3	53.5	68.5	40.9
80 to 84	141	48	93	0.7	0.5	0.9	249	94	155	1	0.7	1.3	76.6	95.8	66.7
85 to 89	90	20	70	0.4	0.2	0.7	126	52	74	0.5	0.4	0.6	40.0	160.0	5.7
90+	49	14	35	0.2	0.1	0.4	72	14	58	0.3	0.1	0.5	46.9	0	65.7

Source: U.S. Census Bureau, 2010 Census. NOTE: For more information on confidentiality protection, nonsampling error and definitions see <http://www.census.gov/prod/cen2010/profiled.pdf>.

## Age & Sex Population Pyramid: Population by Number, Fitchburg 2010



## Age & Sex Population Comparison: 2000-2010 Percent Change





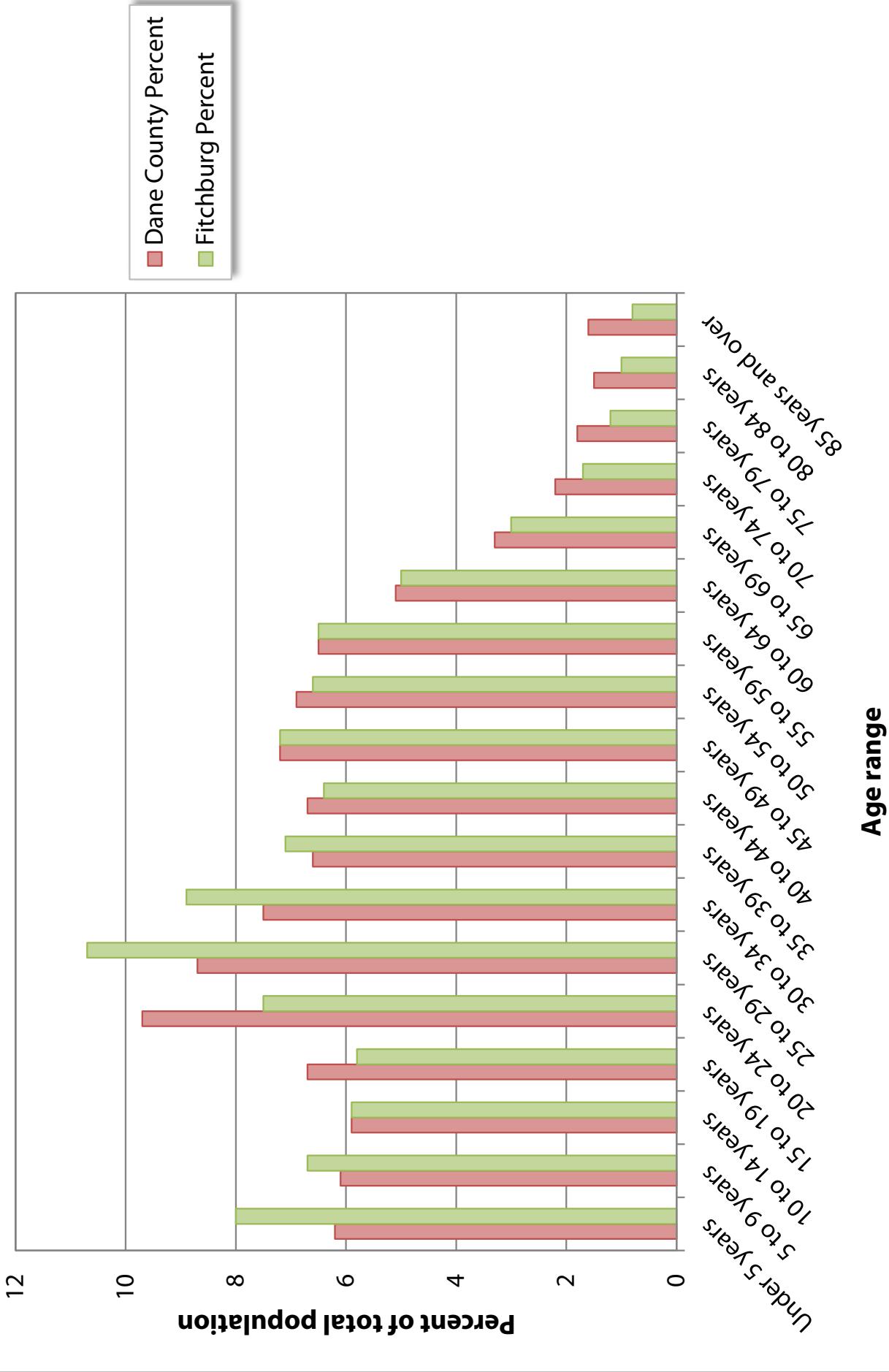
# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## Age & Sex Population Comparison Fitchburg/Dane County

Subject	Fitchburg		Dane County	
AGE & SEX	Number	Percent	Number	Percent
TOTAL POPULATION	25,260	100	488,073	100
Under 5 years	2,029	8	30,240	6.2
5 to 9	1,702	6.7	29,874	6.1
10 to 14	1,499	5.9	28,873	5.9
15 to 19	1,462	5.8	32,869	6.7
20 to 24	1,894	7.5	47,252	9.7
25 to 29	2,700	10.7	42,441	8.7
30 to 34	2,237	8.9	36,412	7.5
35 to 39	1,798	7.1	32,196	6.6
40 to 44	1,621	6.4	32,588	6.7
45 to 49	1,807	7.2	34,927	7.2
50 to 54	1,660	6.6	33,882	6.9
55 to 59	1,647	6.5	31,594	6.5
60 to 64	1,274	5	24,781	5.1
65 to 69	746	3	15,900	3.3
70 to 74	427	1.7	10,659	2.2
75 to 79	310	1.2	8,585	1.8
80 to 84	249	1	7,226	1.5
85+	198	0.8	7,774	1.6
Median age (years)	32.9	(X)	34.4	(X)
16+	19,720	78.1	393,501	80.6
18+	19,074	75.5	381,989	78.3
21+	18,301	72.5	356,452	73
62+	2,646	10.5	63,973	13.1
65+	1,930	7.6	50,144	10.3
MALE POPULATION	13,042	51.6	241,411	49.5
Under 5 years	1,055	4.2	15,510	3.2
5 to 9	879	3.5	15,337	3.1
10 to 14	763	3	14,735	3
15 to 19	803	3.2	16,523	3.4
20 to 24	957	3.8	23,765	4.9
25 to 29	1,424	5.6	21,786	4.5
30 to 34	1,218	4.8	18,495	3.8
35 to 39	969	3.8	16,236	3.3
40 to 44	861	3.4	16,343	3.3
45 to 49	933	3.7	17,073	3.5
50 to 54	845	3.3	16,677	3.4

<b>Subject</b>	<b>Fitchburg</b>		<b>Dane County</b>	
<b>AGE &amp; SEX</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
55 to 59	806	3.2	15,354	3.1
60 to 64	640	2.5	12,097	2.5
65 to 69	369	1.5	7,558	1.5
70 to 74	205	0.8	4,931	1
75 to 79	155	0.6	3,707	0.8
80 to 84	94	0.4	2,860	0.6
85+	66	0.3	2,424	0.5
Median age (years)	32.5	(X)	33.4	(X)
16+	10,175	40.3	192,984	39.5
18+	9,822	38.9	187,127	38.3
21+	9,399	37.2	174,425	35.7
62+	1,253	5	28,236	5.8
65+	889	3.5	21,480	4.4
<b>FEMALE POPULATION</b>	<b>12,218</b>	<b>48.4</b>	<b>246,662</b>	<b>50.5</b>
Under 5 years	974	3.9	14,730	3
5 to 9	823	3.3	14,537	3
10 to 14	736	2.9	14,138	2.9
15 to 19	659	2.6	16,346	3.3
20 to 24	937	3.7	23,487	4.8
25 to 29	1,276	5.1	20,655	4.2
30 to 34	1,019	4	17,917	3.7
35 to 39	829	3.3	15,960	3.3
40 to 44	760	3	16,245	3.3
45 to 49	874	3.5	17,854	3.7
50 to 54	815	3.2	17,205	3.5
55 to 59	841	3.3	16,240	3.3
60 to 64	634	2.5	12,684	2.6
65 to 69	377	1.5	8,342	1.7
70 to 74	222	0.9	5,728	1.2
75 to 79	155	0.6	4,878	1
80 to 84	155	0.6	4,366	0.9
85+	132	0.5	5,350	1.1
Median age (years)	33.3	(X)	35.5	(X)
16+	9,545	37.8	200,517	41.1
18+	9,252	36.6	194,862	39.9
21+	8,902	35.2	182,027	37.3
62+	1,393	5.5	35,737	7.3
65+	1,041	4.1	28,664	5.9

## Age Population Comparison: Fitchburg & Dane County





# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## Age & Sex — Detailed Breakdown

Age	Number			Percent		
	Both sexes	Male	Female	Both sexes	Male	Female
TOTAL POPULATION (all ages)	25,260	13,042	12,218	100.0	100.0	100.0
Under 5 years	2,029	1,055	974	8.0	8.1	8.0
Under 1 year	415	230	185	1.6	1.8	1.5
1 year	419	217	202	1.7	1.7	1.7
2 years	396	205	191	1.6	1.6	1.6
3 years	395	189	206	1.6	1.4	1.7
4 years	404	214	190	1.6	1.6	1.6
5 to 9 years	1,702	879	823	6.7	6.7	6.7
5 years	371	186	185	1.5	1.4	1.5
6 years	367	191	176	1.5	1.5	1.4
7 years	302	169	133	1.2	1.3	1.1
8 years	335	168	167	1.3	1.3	1.4
9 years	327	165	162	1.3	1.3	1.3
10 to 14 years	1,499	763	736	5.9	5.9	6.0
10 years	327	184	143	1.3	1.4	1.2
11 years	280	134	146	1.1	1.0	1.2
12 years	298	143	155	1.2	1.1	1.3
13 years	292	150	142	1.2	1.2	1.2
14 years	302	152	150	1.2	1.2	1.2
15 to 19 years	1,462	803	659	5.8	6.2	5.4
15 years	310	170	140	1.2	1.3	1.1
16 years	319	163	156	1.3	1.2	1.3
17 years	327	190	137	1.3	1.5	1.1
18 years	276	154	122	1.1	1.2	1.0
19 years	230	126	104	0.9	1.0	0.9
20 to 24 years	1,894	957	937	7.5	7.3	7.7
20 years	267	143	124	1.1	1.1	1.0
21 years	293	139	154	1.2	1.1	1.3
22 years	364	177	187	1.4	1.4	1.5
23 years	481	243	238	1.9	1.9	1.9
24 years	489	255	234	1.9	2.0	1.9
25 to 29 years	2,700	1,424	1,276	10.7	10.9	10.4
25 years	518	269	249	2.1	2.1	2.0
26 years	559	281	278	2.2	2.2	2.3
27 years	541	300	241	2.1	2.3	2.0
28 years	552	285	267	2.2	2.2	2.2
29 years	530	289	241	2.1	2.2	2.0
30 to 34 years	2,237	1,218	1,019	8.9	9.3	8.3
30 years	510	290	220	2.0	2.2	1.8
31 years	444	245	199	1.8	1.9	1.6
32 years	452	227	225	1.8	1.7	1.8
33 years	415	223	192	1.6	1.7	1.6

Age	Number			Percent		
	Both sexes	Male	Female	Both sexes	Male	Female
34 years	416	233	183	1.6	1.8	1.5
35 to 39 years	1,798	969	829	7.1	7.4	6.8
35 years	428	247	181	1.7	1.9	1.5
36 years	343	161	182	1.4	1.2	1.5
37 years	354	197	157	1.4	1.5	1.3
38 years	325	193	132	1.3	1.5	1.1
39 years	348	171	177	1.4	1.3	1.4
40 to 44 years	1,621	861	760	6.4	6.6	6.2
40 years	356	201	155	1.4	1.5	1.3
41 years	340	175	165	1.3	1.3	1.4
42 years	273	147	126	1.1	1.1	1.0
43 years	314	165	149	1.2	1.3	1.2
44 years	338	173	165	1.3	1.3	1.4
45 to 49 years	1,807	933	874	7.2	7.2	7.2
45 years	346	190	156	1.4	1.5	1.3
46 years	374	187	187	1.5	1.4	1.5
47 years	360	182	178	1.4	1.4	1.5
48 years	385	196	189	1.5	1.5	1.5
49 years	342	178	164	1.4	1.4	1.3
50 to 54 years	1,660	845	815	6.6	6.5	6.7
50 years	350	183	167	1.4	1.4	1.4
51 years	324	175	149	1.3	1.3	1.2
52 years	323	161	162	1.3	1.2	1.3
53 years	317	153	164	1.3	1.2	1.3
54 years	346	173	173	1.4	1.3	1.4
55 to 59 years	1,647	806	841	6.5	6.2	6.9
55 years	324	149	175	1.3	1.1	1.4
56 years	345	170	175	1.4	1.3	1.4
57 years	312	167	145	1.2	1.3	1.2
58 years	333	153	180	1.3	1.2	1.5
59 years	333	167	166	1.3	1.3	1.4
60 to 64 years	1,274	640	634	5.0	4.9	5.2
60 years	265	131	134	1.0	1.0	1.1
61 years	293	145	148	1.2	1.1	1.2
62 years	281	134	147	1.1	1.0	1.2
63 years	246	129	117	1.0	1.0	1.0
64 years	189	101	88	0.7	0.8	0.7
65 to 69 years	746	369	377	3.0	2.8	3.1
65 years	181	93	88	0.7	0.7	0.7
66 years	170	78	92	0.7	0.6	0.8
67 years	160	75	85	0.6	0.6	0.7
68 years	122	64	58	0.5	0.5	0.5
69 years	113	59	54	0.4	0.5	0.4

Age	Number			Percent		
	Both sexes	Male	Female	Both sexes	Male	Female
70 to 74 years	427	205	222	1.7	1.6	1.8
70 years	85	44	41	0.3	0.3	0.3
71 years	102	46	56	0.4	0.4	0.5
72 years	78	35	43	0.3	0.3	0.4
73 years	87	40	47	0.3	0.3	0.4
74 years	75	40	35	0.3	0.3	0.3
75 to 79 years	310	155	155	1.2	1.2	1.3
75 years	65	37	28	0.3	0.3	0.2
76 years	66	29	37	0.3	0.2	0.3
77 years	53	29	24	0.2	0.2	0.2
78 years	72	31	41	0.3	0.2	0.3
79 years	54	29	25	0.2	0.2	0.2
80 to 84 years	249	94	155	1.0	0.7	1.3
80 years	59	26	33	0.2	0.2	0.3
81 years	47	22	25	0.2	0.2	0.2
82 years	52	20	32	0.2	0.2	0.3
83 years	53	15	38	0.2	0.1	0.3
84 years	38	11	27	0.2	0.1	0.2
85 to 89 years	126	52	74	0.5	0.4	0.6
85 years	32	18	14	0.1	0.1	0.1
86 years	29	10	19	0.1	0.1	0.2
87 years	26	13	13	0.1	0.1	0.1
88 years	20	5	15	0.1	0.0	0.1
89 years	19	6	13	0.1	0.0	0.1
90 to 94 years	52	11	41	0.2	0.1	0.3
90 years	15	5	10	0.1	0.0	0.1
91 years	9	3	6	0.0	0.0	0.0
92 years	11	1	10	0.0	0.0	0.1
93 years	11	2	9	0.0	0.0	0.1
94 years	6	0	6	0.0	0.0	0.0
95 to 99 years	17	0	17	0.1	0.0	0.1
95 years	7	0	7	0.0	0.0	0.1
96 years	6	0	6	0.0	0.0	0.0
97 years	3	0	3	0.0	0.0	0.0
98 years	1	0	1	0.0	0.0	0.0
99 years	0	0	0	0.0	0.0	0.0
100 to 104 years	3	3	0	0.0	0.0	0.0
105 to 109 years	0	0	0	0.0	0.0	0.0
110 years and over	0	0	0	0.0	0.0	0.0

## **Section B. RACE**

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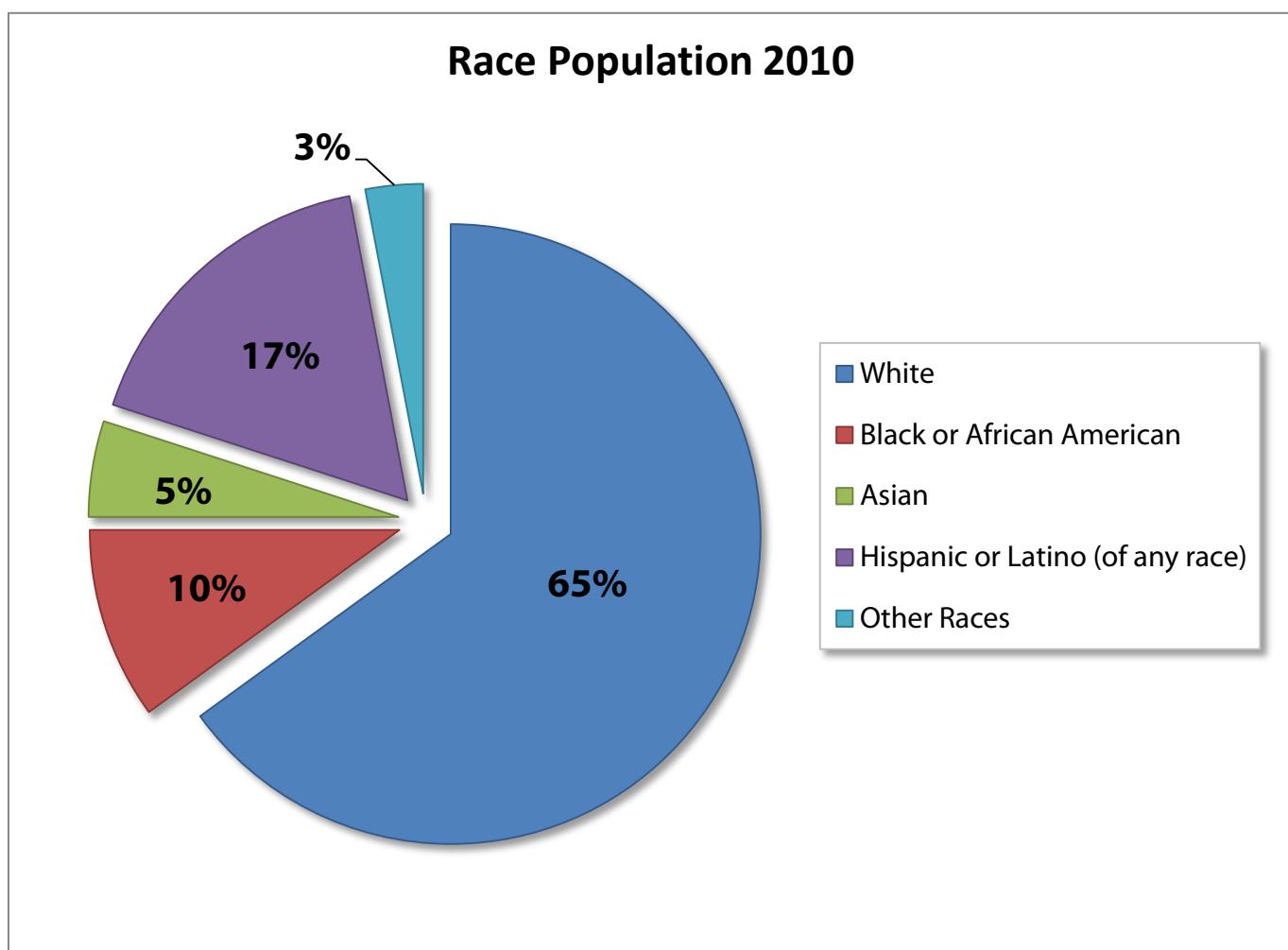
*I. US Census Bureau 2010 Data*



# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## Race Population Comparison 2000-2010

Subject	2000		2010		2000-2010
RACE	Number	Percent	Number	Percent	Percent Change
Total Population	20,501	100	25,260	100	23.2
White	16,309	79.5	16,455	65.1	0.9
Black or African American	1,745	8.5	2,557	10.1	46.5
Asian	643	3.1	1,217	4.9	89.3
Hispanic or Latino (of any race)	1,329	6.5	4,341	17.2	226.6
American Indian and Alaska Native	67	0.3	63	0.2	-6.0
Native Hawaiian and Other Pacific Islander	4	0	8	0	100
Other Races / Two or More Races	404	2.1	619	2.5	53.2





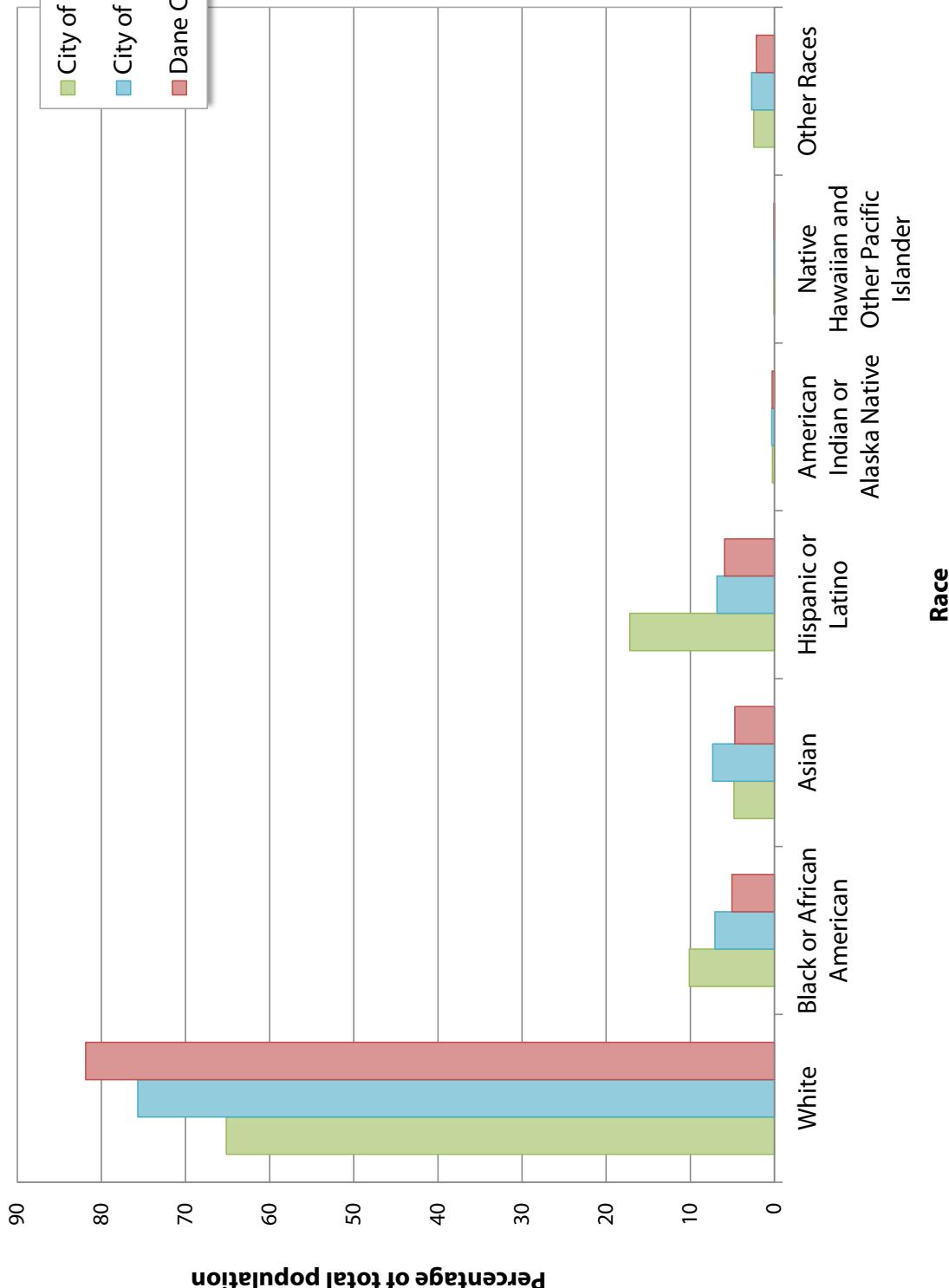
## City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

### Race Population Comparison: Fitchburg, Madison & Dane County

Race	Fitchburg Number	Fitchburg Percent	Madison Number	Madison Percent	Dane County Number	Dane County Percent
Total Population	25,260	100	233,209	100	488,073	100
White	16,455	65.1	176,463	75.7	399,488	81.8
Black or African American	2,557	10.1	16,507	7.1	24,717	5.1
Asian	1,217	4.8	17,126	7.3	22,903	4.7
Hispanic or Latino (of any race)	4,341	17.2	15,948	6.8	28,925	5.9
American Indian and Alaska Native	63	0.2	763	0.3	1,338	0.3
Native Hawaiian and Other Pacific Islander	8	0	67	0.1	145	0
Other Races / Two or More Races	619	2.5	6,335	2.7	10,557	2.2

Source: U.S. Census Bureau, 2010 Census. NOTE: For more information on confidentiality protection, nonsampling error and definitions see <http://www.census.gov/prod/cen2010/profiled.pdf>.

## Race Population Comparison: Fitchburg, Madison & Dane County



## **Section C. HOUSING**

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*I. US Census Bureau 2010 Data*



# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## Household Population Profile, 2010

Subject	Number	Percent
<b>HOUSEHOLD TYPE</b>		
Total households	9,955	100.0
Family households [1]	6,238	62.7
Male householder*	4,294	43.1
Female householder*	1,944	19.5
Nonfamily households [2]	3,717	37.3
Male householder*	1,824	18.3
Living alone	1,271	12.8
Female householder*	1,893	19.0
Living alone	1,451	14.6
<b>HOUSEHOLD SIZE</b>		
Total households	9,955	100.0
1-person household	2,722	27.3
2-person household	3,505	35.2
3-person household	1,579	15.9
4-person household	1,292	13.0
5-person household	543	5.5
6-person household	195	2.0
7-or-more-person household	119	1.2
Average household size	2.45	(X)
Average family size	3.03	(X)
<b>FAMILY TYPE AND PRESENCE OF RELATED AND OWN CHILDREN</b>		
Families [3]	6,238	100.0
With related children under 18 years	3,295	52.8
With own children under 18 years	3,169	50.8
Under 6 years only	965	15.5
6 to 17 years only	1,530	24.5
Under 6 and 6 to 17 years**	674	10.8
Husband-wife families	4,717	100.0
With related children under 18 years	2,219	47.0
With own children under 18 years	2,178	46.2
Under 6 years only	684	14.5
6 to 17 years only	1,025	21.7
Under 6 and 6 to 17 years**	469	9.9
Female householder, no husband present families	1,050	100.0

<b>Subject</b>	<b>Number</b>	<b>Percent</b>
With related children under 18 years	805	76.7
With own children under 18 years	755	71.9
Under 6 years only	194	18.5
Under 6 and 6 to 17 years	168	16.0
6 to 17 years only	393	37.4

(X) Not Applicable

[1] When a category other than Total Population is selected, all persons in the household are classified by the race, Hispanic or Latino origin, or tribe/tribal grouping of the person.

[2] "Spouse" represents spouse of the householder. It does not reflect all spouses in a household. Responses of "same-sex spouse" were edited during processing to "unmarried partner."

[3] When a category other than Total Population is selected, all persons in the household are classified by the race, Hispanic or Latino origin, or tribe/tribal grouping of the householder.

\* The householder refers to the person (or one of the people) in whose name the housing unit is owned or rented (maintained) or, if there is no such person, any adult member, excluding roomers, boarders, or paid employees. If the house is owned or rented jointly by a married couple, the householder may be either the husband or the wife. The person designated as the householder is the "reference person" to whom the relationship of all other household members, if any, is recorded.

The number of householders is equal to the number of households. Also, the number of family householders is equal to the number of families.

Beginning with the 1980 CPS, the Bureau of the Census discontinued the use of the terms "head of household" and "head of family." Instead, the terms "householder" and "family householder" are used. Recent social changes have resulted in greater sharing of household responsibilities among the adult members and, therefore, have made the term "head" increasingly inappropriate in the analysis of household and family data. Specifically, beginning in 1980, the Census Bureau discontinued its longtime practice of always classifying the husband as the reference person (head) when he and his wife are living together

Source: <http://www.census.gov/cps/about/cpsdef.html>

\*\*Refers to families with children both under 6 and 6 to 17 years of age. For example, one (or more) child(ren) may be age 3 while other children of the same family may be age 14.



# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## Household Population Comparison, 2000-2010

Subject	2000		2010		2000-2010
	Number	Percent	Number	Percent	Percent Change
<b>HOUSEHOLDS BY TYPE</b>					
Total households	8,262	100	9,955	100	20.5
Family households (families) [7]	4,821	58.4	6,238	62.7	29.4
With own children under 18 years	2,587	31.3	3,169	31.8	22.5
Non-family households [7]	3,441	41.6	3,717	37.3	8.0
Householder living alone	2,317	28	2,722	27.3	17.5
Households with individuals under 18 years	2,709	32.8	3,340	33.6	23.3
Households with individuals 65 years and over	713	8.6	1,430	14.4	100.6
Average household size	2.38	(X)	2.45	(X)	2.9
Average family size [7]	3	(X)	3.03	(X)	1.0
<b>HOUSING OCCUPANCY</b>					
Total housing units	8,604	100	10,668	100	24.0
Occupied housing units	8,262	96	9,955	93.3	20.5
Vacant housing units	342	4	713	6.7	108.5
Homeowner vacancy rate (percent) [8]	1	(X)	2.7	(X)	170.0
Rental vacancy rate (percent) [9]	4.6	(X)	8.4	(X)	82.6
<b>HOUSING TENURE</b>					
Occupied housing units	8,262	100	9,955	100	20.5
Owner-occupied housing units	3,738	45.2	5,281	53	41.3
Renter-occupied housing units	4,524	54.8	4,674	47	3.3
Average household size of owner-occupied units	2.79	(X)	2.57	(X)	-7.9
Average household size of renter-occupied units	2.05	(X)	2.33	(X)	13.7

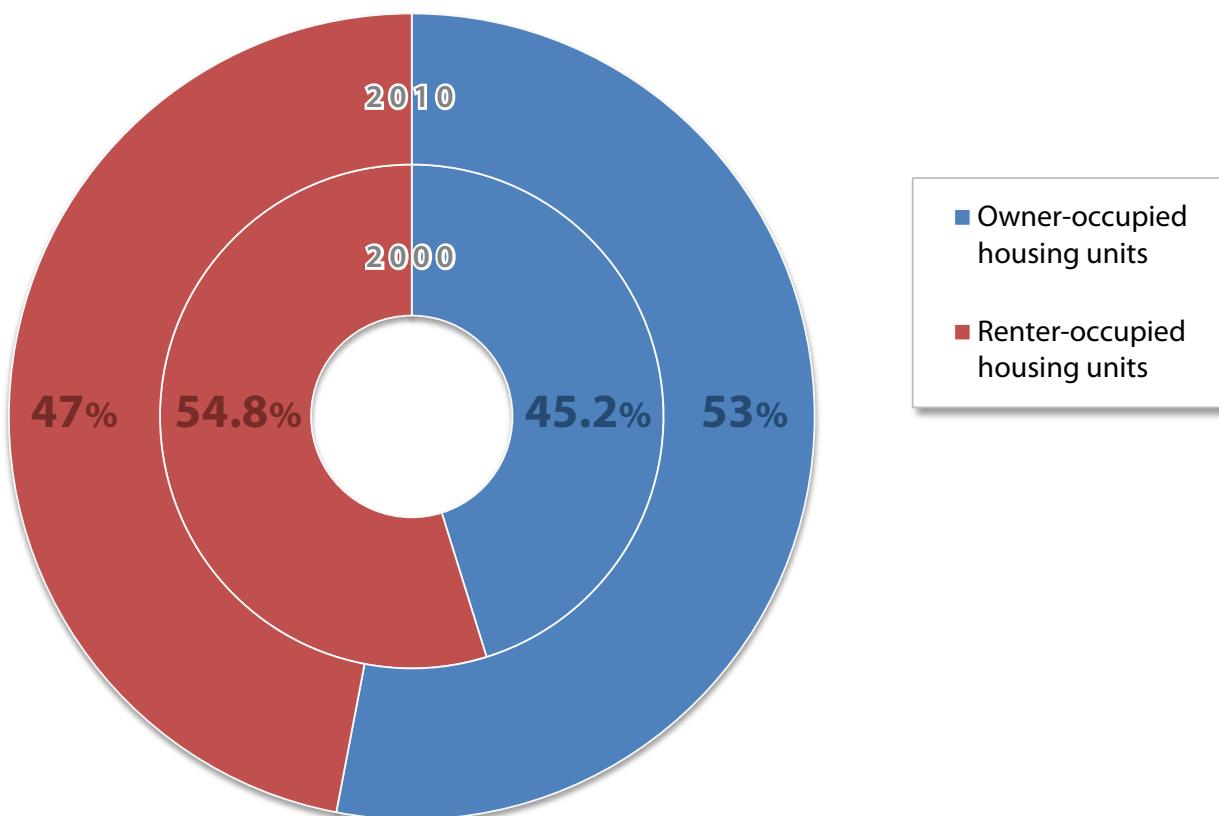
(X) Not Applicable

[7] "Family households" consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. They do not include same-sex married couples even if the marriage was performed in a state issuing marriage certificates for same-sex couples. Same-sex couple households are included in the family households category if there is at least one additional person related to the householder by birth or adoption. Same-sex couple households with no relatives of the householder present are tabulated in nonfamily households. "Nonfamily households" consist of people living alone and households which do not have any members related to the householder.

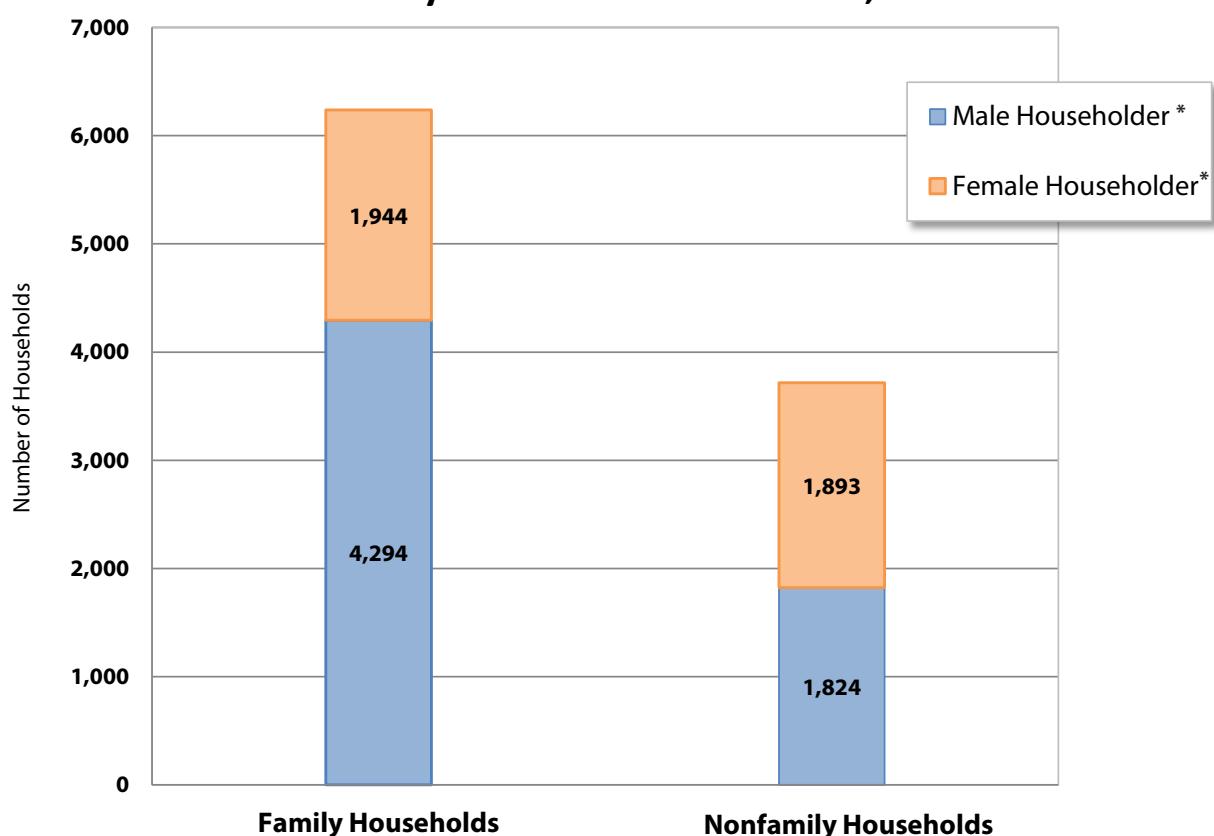
[8] The homeowner vacancy rate is the proportion of the homeowner inventory that is vacant "for sale." It is computed by dividing the total number of vacant units "for sale only" by the sum of owner-occupied units, vacant units that are "for sale only," and vacant units that have been sold but not yet occupied; and then multiplying by 100.

[9] The rental vacancy rate is the proportion of the rental inventory that is vacant "for rent." It is computed by dividing the total number of vacant units "for rent" by the sum of the renter-occupied units, vacant units that are "for rent," and vacant units that have been rented but not yet occupied; and then multiplying by 100.

## Occupied-Housing-Unit Comparison, 2000-2010



## Family Household Distribution, 2010



\*See page 19 for definition of "householder"



# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## *Relationship Population Comparison 2000-2010*

Subject	2000		2010		2000-2010
RELATIONSHIP	Number	Percent	Number	Percent	Percent Change
Total population	20,501	100	25,260	100	23.2
In households	19,686	96	24,438	96.7	24.1
Householder	8,262	40.3	9,955	39.4	20.5
Spouse [6]	3,736	18.2	4,717	18.7	26.3
Child	5,328	26	6,880	27.2	29.1
Own child under 18 years	4,659	22.7	5,804	23	24.6
Other relatives	593	2.9	1,091	4.3	84.0
Under 18 years	159	0.8	295	1.2	85.5
Nonrelatives	1,767	8.6	1,795	7.1	1.6
Unmarried partner	693	3.4	867	3.4	25.1
In group quarters	815	4	822	3.3	0.9
Institutionalized population	705	3.4	815	3.2	15.6
Noninstitutionalized population	110	0.5	7	0	-93.6

[6] "Spouse" represents spouse of the householder. It does not reflect all spouses in a household. Responses of "same-sex spouse" were edited during processing to "unmarried partner."



# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## Housing Comparison, Fitchburg & Dane County

Household	Fitchburg		Dane County	
	Number	Percent	Number	Percent
<b>HOUSEHOLDS BY TYPE</b>				
Total households	9,955	100.0	203,750	100.0
Family households (families) [7]	6,238	62.7	116,752	57.3
With own children under 18 years	3,169	31.8	54,963	27.0
Husband-wife family	4,717	47.4	91,921	45.1
With own children under 18 years	2,178	21.9	39,413	19.3
Male householder, no wife present	471	4.7	7,404	3.6
With own children under 18 years	236	2.4	4,179	2.1
Female householder, no husband present	1,050	10.5	17,427	8.6
With own children under 18 years	755	7.6	11,371	5.6
Nonfamily households [7]	3,717	37.3	86,998	42.7
Householder living alone	2,722	27.3	62,189	30.5
Male	1,271	12.8	27,923	13.7
65 years and over	150	1.5	4,024	2.0
Female	1,451	14.6	34,266	16.8
65 years and over	392	3.9	11,518	5.7
Households with individuals under 18 years	3,340	33.6	57,816	28.4
Households with individuals 65 years and over	1,430	14.4	35,921	17.6
Average household size	2.45	(X)	2.33	(X)
Average family size [7]	3.03	(X)	2.95	(X)
<b>HOUSING OCCUPANCY</b>				
Total housing units	10,668	100.0	216,022	100.0
Occupied housing units	9,955	93.3	203,750	94.3
Vacant housing units	713	6.7	12,272	5.7
For rent	431	4.0	5,750	2.7
Rented, not occupied	24	0.2	356	0.2
For sale only	149	1.4	2,434	1.1
Sold, not occupied	26	0.2	393	0.2
For seasonal, recreational, or occasional use	55	0.5	1,811	0.8
All other vacants	28	0.3	1,528	0.7
Homeowner vacancy rate (percent) [8]	2.7	(X)	2.0	(X)
Rental vacancy rate (percent) [9]	8.4	(X)	6.5	(X)
<b>HOUSING TENURE</b>				
Occupied housing units	9,955	100.0	203,750	100.0
Owner-occupied housing units	5,281	53.0	121,509	59.6

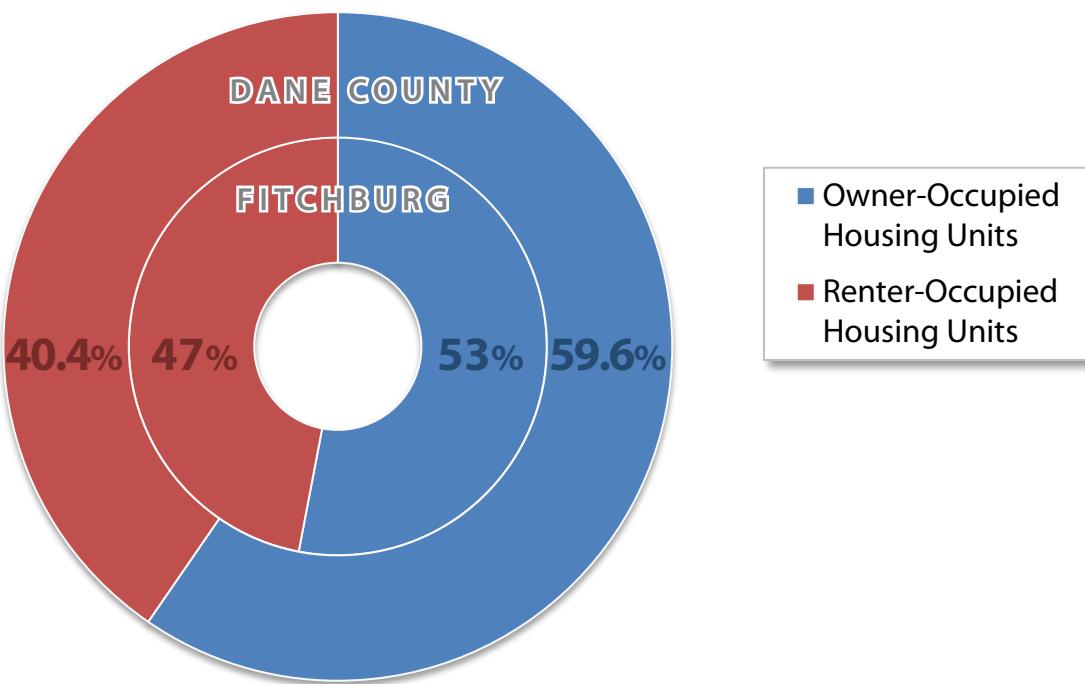
Household	Fitchburg		Dane County	
	Number	Percent	Number	Percent
Population in owner-occupied housing units	13,557	(X)	306,801	(X)
Average household size of owner-occupied units	2.57	(X)	2.52	(X)
Renter-occupied housing units	4,674	47.0	82,241	40.4
Population in renter-occupied housing units	10,881	(X)	168,497	(X)
Average household size of renter-occupied units	2.33	(X)	2.05	(X)

(X) Not applicable

[7] "Family households" consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. They do not include same-sex married couples even if the marriage was performed in a state issuing marriage certificates for same-sex couples. Same-sex couple households are included in the family households category if there is at least one additional person related to the householder by birth or adoption. Same-sex couple households with no relatives of the householder present are tabulated in nonfamily households. "Nonfamily households" consist of people living alone and households which do not have any members related to the householder.

[8] The homeowner vacancy rate is the proportion of the homeowner inventory that is vacant "for sale." It is computed by dividing the total number of vacant units "for sale only" by the sum of owner-occupied units, vacant units that are "for sale only," and vacant units that have been sold but not yet occupied; and then multiplying by 100.  
[9] The rental vacancy rate is the proportion of the rental inventory that is vacant "for rent." It is computed by dividing the total number of vacant units "for rent" by the sum of the renter-occupied units, vacant units that are "for rent," and vacant units that have been rented but not yet occupied; and then multiplying by 100.

## Occupied-Housing-Unit Comparison Fitchburg & Dane County 2010





# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## Household Population Comparison, Fitchburg & Dane County

Subject	Fitchburg		Dane County	
	Number	Percent	Number	Percent
OCCUPANCY STATUS				
Total housing units	10,668	100	216,022	100
Occupied housing units	9,955	93.3	203,750	94.3
Vacant housing units	713	6.7	12,272	5.7
TENURE				
Occupied housing units	9,955	100	203,750	100
Owner occupied	5,281	53	121,509	59.6
Owned with a mortgage or loan	4,192	42.1	93,876	46.1
Owned free and clear	1,089	10.9	27,633	13.6
Renter occupied	4,674	47	82,241	40.4
VACANCY STATUS				
Vacant housing units	713	100	12,272	100
For rent	431	60.4	5,750	46.9
Rented, not occupied	24	3.4	356	2.9
For sale only	149	20.9	2,434	19.8
Sold, not occupied	26	3.6	393	3.2
For seasonal, recreational, or occasional use	55	7.7	1,811	14.8
For migratory workers	0	0	1	0
Other vacant	28	3.9	1,527	12.4
TENURE BY HISPANIC OR LATINO ORIGIN OF HOUSEHOLDER BY RACE OF HOUSEHOLDER				
Occupied housing units	9,955	100	203,750	100
Owner-occupied housing units	5,281	53	121,509	59.6
Not Hispanic or Latino householder	5,142	51.7	119,049	58.4
White alone householder	4,746	47.7	113,585	55.7
Black or African American alone householder	107	1.1	1,623	0.8
American Indian and Alaska Native alone householder	7	0.1	208	0.1
Asian alone householder	239	2.4	2,847	1.4
Native Hawaiian and Pacific Islander alone householder	1	0	25	0
Some Other Race alone householder	2	0	57	0
Two or More Races householder	40	0.4	704	0.3
Hispanic or Latino householder	139	1.4	2,460	1.2
White alone householder	80	0.8	1,449	0.7
Black or African American alone householder	0	0	18	0
American Indian and Alaska Native alone householder	3	0	30	0

Subject	Fitchburg		Dane County	
	Number	Percent	Number	Percent
Asian alone householder	1	0	16	0
Native Hawaiian and Pacific Islander alone householder	0	0	0	0
Some Other Race alone householder	48	0.5	801	0.4
Two or More Races householder	7	0.1	146	0.1
Renter-occupied housing units	4,674	47	82,241	40.4
Not Hispanic or Latino householder	3,680	37	76,880	37.7
White alone householder	2,714	27.3	62,889	30.9
Black or African American alone householder	693	7	6,907	3.4
American Indian and Alaska Native alone householder	18	0.2	335	0.2
Asian alone householder	157	1.6	5,157	2.5
Native Hawaiian and Pacific Islander alone householder	2	0	25	0
Some Other Race alone householder	6	0.1	95	0
Two or More Races householder	90	0.9	1,472	0.7
Hispanic or Latino householder	994	10	5,361	2.6
White alone householder	385	3.9	2,449	1.2
Black or African American alone householder	14	0.1	128	0.1
American Indian and Alaska Native alone householder	9	0.1	71	0
Asian alone householder	4	0	21	0
Native Hawaiian and Pacific Islander alone householder	1	0	4	0
Some Other Race alone householder	537	5.4	2,327	1.1
Two or More Races householder	44	0.4	361	0.2

(X) Not Applicable

## *II. American Community Survey (ACS) Estimates*

### **2006-2010 American Community Survey Selected Population Tables:**

#### **About the 5-year selected population tables:**

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, for 2010, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns. For 2006 to 2009, the Population Estimates Program provides intercensal estimates of the population for the nation, states, and counties.

While the 2006-2010 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2006-2010 American Community Survey

#### **About measuring for error:**

The ACS reports in estimates, which differs from the more accurate results in the US Census data. To account for errors in estimation, the Census Bureau sets a 90% confidence-level standard for all reported data. The ACS, though not shown in the following tables, also reports a margin of error (+/-) with each estimated number or percent. Each estimate can then be evaluated, with a 90% confidence level, that the given estimate is within the margin-of-error range.

For the data shown in this profile, the following table provides a breakdown of the Fitchburg margins of error:

#### **Fitchburg Margins of Error Breakdown**

Number Estimates	Percent Estimates
Maximum: +/- 18,263	Maximum: +/- 34.4%
Minimum: +/- 0.08	Minimum: +/- 0.1%
Median: +/- 214	Median: +/- 2.50%
Average: +/- 557.2	Average: +/- 3.4%

For more information on specific margins of error for any ACS topic, visit the American FactFinder at [factfinder2.census.gov](http://factfinder2.census.gov)



## **Section A. SOCIAL CHARACTERISTICS**

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*II. American Community Survey (ACS) Estimates*



# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## American Community Survey - Social characteristics

Subject	Fitchburg	Madison	Dane County
Households by Type	Estimate	Percent	Estimate
Total households	9,392	100	98,216
Family households (families)	6,000	63.9	47,249
With own children under 18 years	3,123	33.3	21,786
Married-couple family	4,791	51.0	36,664
With own children under 18 years	2,299	24.5	15,281
Male householder, no wife present, family	273	2.9	3,014
With own children under 18 years	222	2.4	1,808
Female householder, no husband present, family	936	10.0	7,571
With own children under 18 years	602	6.4	4,697
Nonfamily households	3,392	36.1	50,967
Householder living alone	2,317	24.7	36,712
65 years and over	413	4.4	7,008
Households with one or more people under 18 years	3,278	34.9	23,102
Households with one or more people 65 years and over	1,308	13.9	15,249
Average household size	2.5	(X)	2.22
Average family size	3.04	(X)	2.91
Marital Status			
Males 15 years and over	10,247	100	94,754
Never married	3,697	36.1	47,007
Now married, except separated	5,350	52.2	38,894
Separated	103	1.0	943
Widowed	190	1.9	1,306
Divorced	907	8.9	6,604

Subject	Fitchburg			Madison			Dane County	
	Estimate	Percent	Estimate	Percent	Estimate	Percent		
Females 15 years and over	9,318	100	100,369	100	199,078	100		
Never married	2,855	30.6	45,005	44.8	68,493	34.4		
Now married, except separated	5,106	54.8	38,430	38.3	94,694	47.6		
Separated	43	0.5	1,393	1.4	2,172	1.1		
Widowed	379	4.1	5,884	5.9	12,698	6.4		
Divorced	935	10.0	9,657	9.6	21,021	10.6		
<b>FERTILITY</b>								
Number of women 15 to 50 years old who had a birth in the past 12 months	436	100	2,927	100	6,389	100		
Unmarried women (widowed, divorced, and never married)	54	12.4	732	25.0	1,195	18.7		
Per 1,000 unmarried women	17	(X)	16	(X)	16	(X)		
Per 1,000 women 15 to 50 years old	68	(X)	42	(X)	49	(X)		
Per 1,000 women 15 to 19 years old	0	(X)	17	(X)	14	(X)		
Per 1,000 women 20 to 34 years old	94	(X)	51	(X)	73	(X)		
Per 1,000 women 35 to 50 years old	46	(X)	37	(X)	32	(X)		
<b>GRANDPARENTS</b>								
Number of grandparents living with own grandchildren under 18 years	234	100	1,924	100	4,287	100		
Responsible for grandchildren	125	53.4	840	43.7	1,866	43.5		
Years responsible for grandchildren								
Less than 1 year	0	0	164	8.5	462	10.8		
1 or 2 years	22	9.4	305	15.9	527	12.3		
3 or 4 years	0	0	194	10.1	327	7.6		
5 or more years	103	44.0	177	9.2	550	12.8		
Number of grandparents responsible for own grandchildren under 18 years	125	100	840	100	1,866	100		
Who are female	105	84.0	619	73.7	1,188	63.7		
Who are married	40	32.0	630	75.0	1,357	72.7		

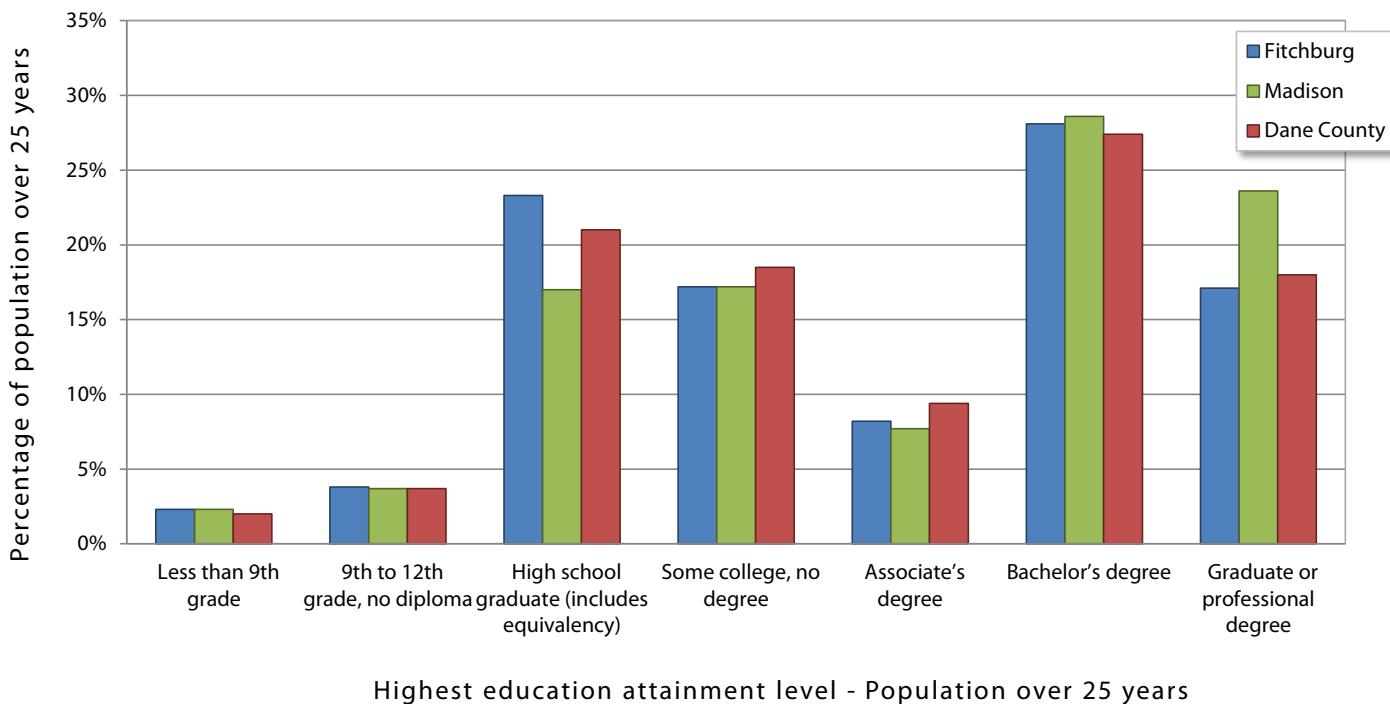
Subject	Fitchburg	Madison	Dane County			
	Estimate	Percent	Estimate	Percent	Estimate	Percent
<b>SCHOOL ENROLLMENT</b>						
Population 3 years and over enrolled in school	6,154	100	78,137	100	143,191	100
Nursery school, preschool	461	7.5	3,146	4.0	7,493	5.2
Kindergarten	289	4.7	2,383	3.0	6,069	4.2
Elementary school (grades 1-8)	2,166	35.2	16,360	20.9	44,596	31.1
High school (grades 9-12)	1,282	20.8	9,547	12.2	24,055	16.8
College or graduate school	1,956	31.8	46,701	59.8	60,978	42.6
<b>EDUCATIONAL ATTAINMENT</b>						
Population 25 years and over	16,465	100	140,832	100	308,170	100
Less than 9th grade	380	2.3	3,169	2.3	6,171	2.0
9th to 12th grade, no diploma	628	3.8	5,194	3.7	11,306	3.7
High school graduate (includes equivalency)	3,833	23.3	23,913	17.0	64,597	21.0
Some college, no degree	2,826	17.2	24,171	17.2	57,140	18.5
Associate's degree	1,350	8.2	10,843	7.7	29,084	9.4
Bachelor's degree	4,634	28.1	40,249	28.6	84,319	27.4
Graduate or professional degree	2,814	17.1	33,293	23.6	55,553	18.0
Percent high school graduate or higher	(X)	93.9	(X)	94.1	(X)	94.3
Percent bachelor's degree or higher	(X)	45.2	(X)	52.2	(X)	45.4
<b>VETERAN STATUS</b>						
Civilian population 18 years and over	18,726	100	188,250	100	373,306	100
Civilian veterans	1,186	6.3	12,253	6.5	29,264	7.8
<b>RESIDENCE 1 YEAR AGO</b>						
Population 1 year and over	24,043	100	226,763	100	472,147	100
Same house	18,080	75.2	162,193	71.5	374,980	79.4
Different house in the U.S.	5,677	23.6	61,409	27.1	93,126	19.7
Same county	3,805	15.8	43,119	19.0	65,292	13.8

<b>Subject</b>		<b>Fitchburg</b>		<b>Madison</b>		<b>Dane County</b>
	<b>Estimate</b>	<b>Percent</b>	<b>Estimate</b>	<b>Percent</b>	<b>Estimate</b>	<b>Percent</b>
Different county	1,872	7.8	18,290	8.1	27,834	5.9
Same state	1,141	4.7	8,855	3.9	14,479	3.1
Different state	731	3.0	9,435	4.2	13,355	2.8
Abroad	286	1.2	3,161	1.4	4,041	0.9
<b>PLACE OF BIRTH</b>						
Total population	24,466	100	229,236	100	477,748	100
Native	21,132	86.4	205,902	89.8	442,520	92.6
Born in United States	20,802	85.0	203,693	88.9	438,521	91.8
State of residence (Wisconsin)	13,750	56.2	128,537	56.1	305,087	63.9
Different state	7,052	28.8	75,156	32.8	133,434	27.9
Born in Puerto Rico, U.S. Island areas, or born abroad to American parent(s)	330	1.3	2,209	1.0	3,999	0.8
Foreign born	3,334	13.6	23,334	10.2	35,228	7.4
<b>U.S. CITIZENSHIP STATUS</b>						
Foreign-born population	3,334	100	23,334	100	35,228	100
Naturalized U.S. citizen	1,068	32.0	7,615	32.6	12,248	34.8
Not a U.S. citizen	2,266	68.0	15,719	67.4	22,980	65.2
<b>YEAR OF ENTRY</b>						
Population born outside the United States	3,664	100	25,543	100	39,227	100
Native	330	100	2,209	100	3,999	100
Entered 2000 or later	246	74.5	645	29.2	1,137	28.4
Entered before 2000	84	25.5	1,564	70.8	2,862	71.6
Foreign born	3,334	100	23,334	100	35,228	100
Entered 2000 or later	1,638	49.1	11,590	49.7	16,558	47.0
Entered before 2000	1,696	50.9	11,744	50.3	18,670	53.0
<b>WORLD REGION OF BIRTH OF FOREIGN BORN</b>						
Foreign-born population, excluding population born at sea	3,334	100	23,334	100	35,228	100

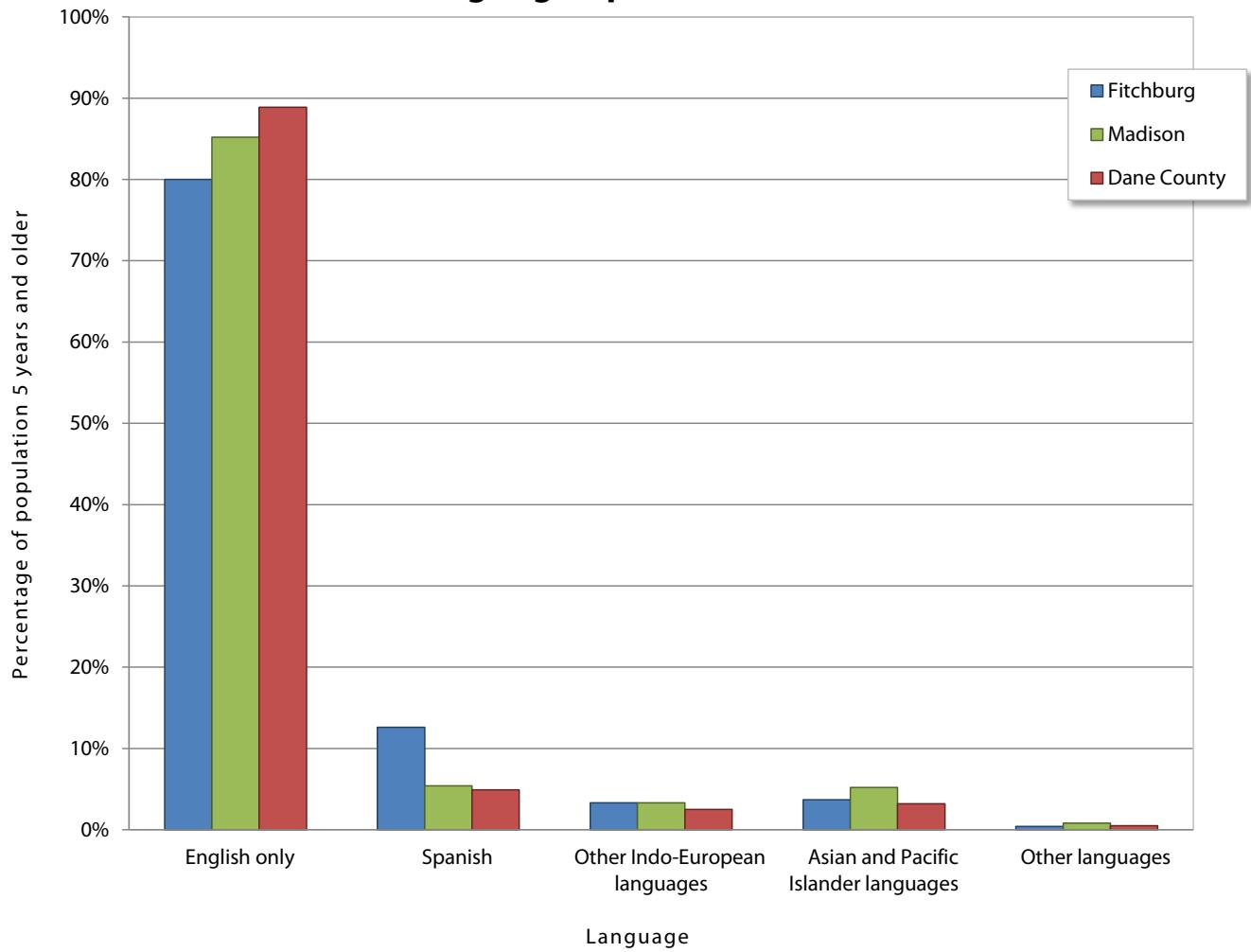
<b>Subject</b>		<b>Fitchburg</b>		<b>Madison</b>		<b>Dane County</b>
	<b>Estimate</b>	<b>Percent</b>	<b>Estimate</b>	<b>Percent</b>	<b>Estimate</b>	<b>Percent</b>
Europe	374	11.2	3,104	13.3	4,856	13.8
Asia	923	27.7	11,664	50.0	15,647	44.4
Africa	55	1.6	1,568	6.7	1,977	5.6
Oceania	0	0	196	0.8	323	0.9
Latin America	1,954	58.6	6,114	26.2	11,250	31.9
Northern America	28	0.8	688	2.9	1,175	3.3
<b>LANGUAGE SPOKEN AT HOME</b>						
Population 5 years and over	22,375	100	215,953	100	448,159	100
English only	17,905	80.0	184,088	85.2	398,247	88.9
Language other than English	4,470	20.0	31,865	14.8	49,912	11.1
Speak English less than "very well"	2,078	9.3	13,231	6.1	20,042	4.5
Spanish	2,816	12.6	11,724	5.4	22,038	4.9
Speak English less than "very well"	1,622	7.2	5,464	2.5	9,982	2.2
Other Indo-European languages	734	3.3	7,054	3.3	11,340	2.5
Speak English less than "very well"	167	0.7	1,644	0.8	2,789	0.6
Asian and Pacific Islander languages	832	3.7	11,282	5.2	14,381	3.2
Speak English less than "very well"	289	1.3	5,363	2.5	6,485	1.4
Other languages	88	0.4	1,805	0.8	2,153	0.5
Speak English less than "very well"	0	0	760	0.4	786	0.2

Source: U.S. Census Bureau, 2010 Census & American Community Survey. NOTE: For more information on confidentiality protection, nonsampling error and definitions see <http://www.census.gov/prod/cen2010/profiled.pdf>.

## Educational Attainment



## Language Spoken at Home



## **Section B. ECONOMIC CHARACTERISTICS**

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*II. American Community Survey (ACS) Estimates*



# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## American Community Survey - Economic Characteristics

Subject	Fitchburg		Madison		Dane County	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
<b>EMPLOYMENT STATUS</b>						
Population 16 years and over	19,405	100	192,896	100	385,337	100
In labor force	14,278	73.6	140,708	72.9	286,815	74.4
Civilian labor force	14,278	73.6	140,534	72.9	286,339	74.3
Employed	13,614	70.2	132,623	68.8	272,016	70.6
Unemployed	664	3.4	7,911	4.1	14,323	3.7
Armed Forces	0	0	174	0.1	476	0.1
Not in labor force	5,127	26.4	52,188	27.1	98,522	25.6
<b>COMMUTING TO WORK</b>						
Workers 16 years and over	13,407	100	129,704	100	266,795	100
Car, truck, or van — drove alone	10,737	80.1	83,103	64.1	194,821	73.0
Car, truck, or van — carpooled	1,497	11.2	12,559	9.7	25,762	9.7
Public transportation (excluding taxicab)	311	2.3	10,977	8.5	12,417	4.7
Walked	81	0.6	12,216	9.4	14,534	5.4
Other means	255	1.9	6,844	5.3	9,178	3.4
Worked at home	526	3.9	4,005	3.1	10,083	3.8
Mean travel time to work (minutes)	20.6	(X)	18.7	(X)	20.2	(X)
<b>OCCUPATION</b>						
Civilian employed population 16 years and over	13,614	100	132,623	100	272,016	100
Management, business, science, and arts occupations	5,725	42.1	65,683	49.5	126,715	46.6
Service occupations	2,326	17.1	21,583	16.3	39,315	14.5

Subject	Fitchburg	Madison	Dane County			
Subject	Estimate	Percent	Estimate	Percent	Estimate	Percent
Sales and office occupations	3,210	23.6	30,454	23.0	65,758	24.2
Natural resources, construction, and maintenance occupations	1,194	8.8	5,028	3.8	17,239	6.3
Production, transportation, and material moving occupations	1,159	8.5	9,875	7.4	22,989	8.5
<b>INDUSTRY</b>						
Civilian employed population 16 years and over	13,614	100	132,623	100	272,016	100
Agriculture, forestry, fishing and hunting, and mining	147	1.1	505	0.4	2,967	1.1
Construction	825	6.1	3,824	2.9	13,535	5.0
Manufacturing	1,005	7.4	10,810	8.2	25,528	9.4
Wholesale trade	486	3.6	2,430	1.8	7,002	2.6
Retail trade	1,117	8.2	12,939	9.8	27,797	10.2
Transportation and warehousing, and utilities	360	2.6	3,587	2.7	8,263	3.0
Information	425	3.1	4,294	3.2	8,527	3.1
Finance and insurance, and real estate and rental and leasing	1,222	9.0	9,699	7.3	23,903	8.8
Professional, scientific, and management, and administrative and waste management services	2,076	15.2	15,810	11.9	30,740	11.3
Educational services, and health care and social assistance	3,405	25.0	42,036	31.7	74,985	27.6
Arts, entertainment, and recreation, and accommodation and food services	1,467	10.8	13,616	10.3	22,932	8.4
Other services, except public administration	451	3.3	5,824	4.4	11,024	4.1
Public administration	628	4.6	7,249	5.5	14,813	5.4
<b>CLASS OF WORKER</b>						
Civilian employed population 16 years and over	13,614	100	132,623	100	272,016	100
Private wage and salary workers	10,713	78.7	92,274	69.6	199,056	73.2

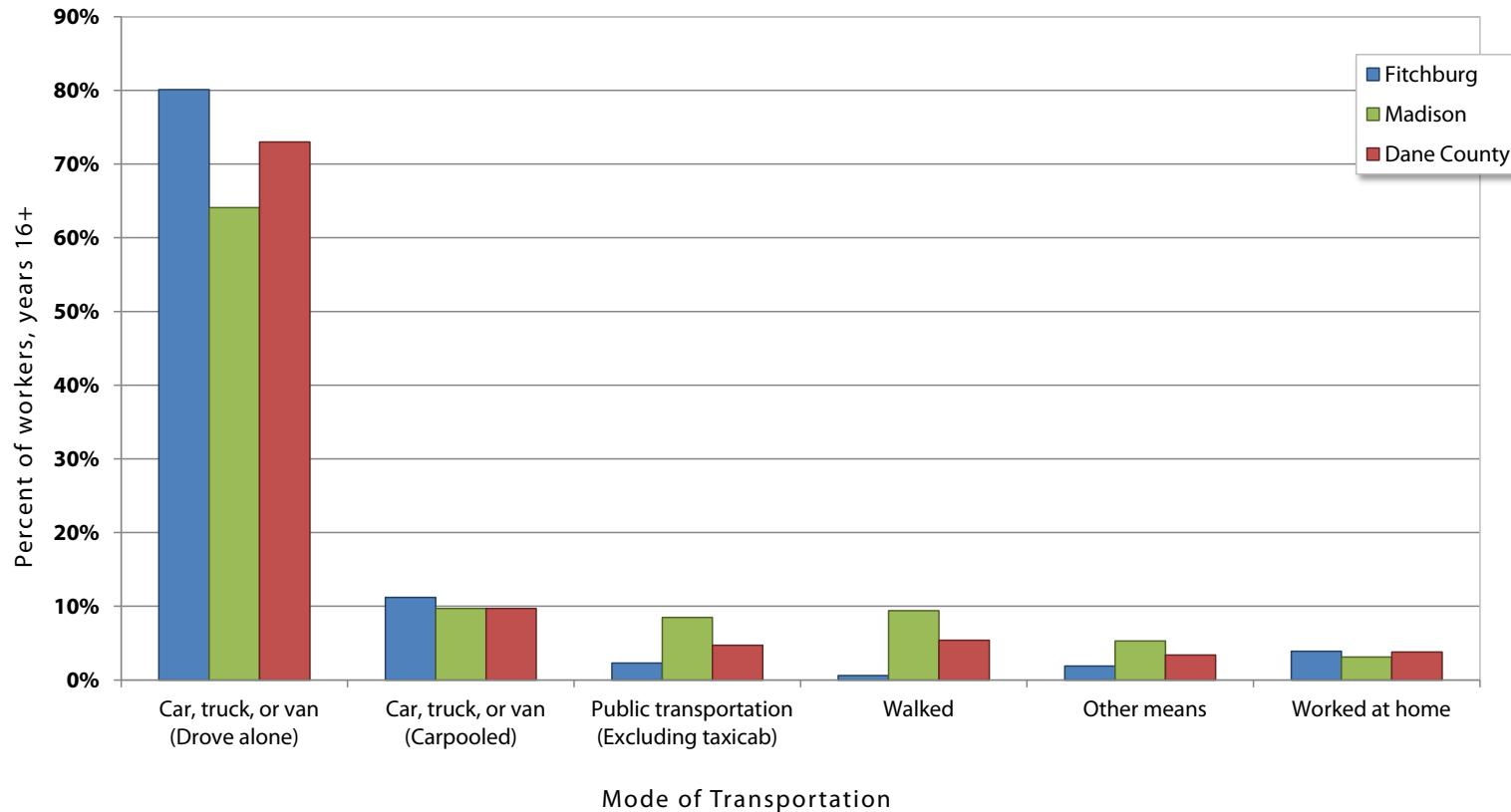
Subject	Fitchburg	Madison	Dane County			
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Government workers	2,389	17.5	35,086	26.5	59,925	22.0
Self-employed in own not incorporated business workers	512	3.8	5,139	3.9	12,671	4.7
Unpaid family workers	0	0	124	0.1	364	0.1
<b>INCOME AND BENEFITS (IN 2010 INFLATION-ADJUSTED DOLLARS)</b>						
Total households	9,392	100	98,216	100	196,383	100
Less than \$10,000	434	4.6	9,112	9.3	12,411	6.3
\$10,000 to \$14,999	173	1.8	4,262	4.3	6,781	3.5
\$15,000 to \$24,999	915	9.7	9,715	9.90	17,055	8.7
\$25,000 to \$34,999	873	9.3	10,091	10.3	18,511	9.4
\$35,000 to \$49,999	1,190	12.7	13,553	13.8	25,269	12.9
\$50,000 to \$74,999	1,883	20.0	19,009	19.4	38,845	19.8
\$75,000 to \$99,999	1,353	14.4	13,100	13.3	30,103	15.3
\$100,000 to \$149,999	1,466	15.6	11,981	12.2	29,373	15.0
\$150,000 to \$199,999	463	4.9	4,181	4.3	9,621	4.9
\$200,000 or more	642	6.8	3,212	3.3	8,414	4.3
Median household income (dollars)	63,050	(X)	52,550	(X)	60,519	(X)
Mean household income (dollars)	89,525	(X)	67,973	(X)	77,443	(X)
With earnings	8,468	90.2	84,157	85.7	169,122	86.1
Mean earnings (dollars)	83,396	(X)	65,035	(X)	74,446	(X)
With Social Security	1,456	15.5	17,562	17.9	38,236	19.5
Mean Social Security income (dollars)	18,672	(X)	16,838	(X)	17,006	(X)
With retirement income	1,157	12.3	13,782	14.0	29,085	14.8

Subject	Fitchburg		Madison		Dane County	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Mean retirement income (dollars)	40,200	(X)	27,396	(X)	26,653	(X)
With Supplemental Security Income	247	2.6	2,369	2.4	4,501	2.3
Mean Supplemental Security Income (dollars)	10,669	(X)	8,754	(X)	9,004	(X)
With cash public assistance income	161	1.7	1,607	1.6	2,464	1.3
Mean cash public assistance income (dollars)	4,455	(X)	3,704	(X)	3,985	(X)
With Food Stamp/SNAP benefits in the past 12 months	749	8.0	6,742	6.9	11,113	5.7
Families	6,000	100	47,249	100	113,689	100
Less than \$10,000	265	4.4	2,100	4.4	3,301	2.9
\$10,000 to \$14,999	76	1.3	1,137	2.4	1,774	1.6
\$15,000 to \$24,999	490	8.2	2,533	5.4	5,346	4.7
\$25,000 to \$34,999	318	5.3	3,019	6.4	6,549	5.8
\$35,000 to \$49,999	611	10.2	5,089	10.8	11,250	9.9
\$50,000 to \$74,999	1,124	18.7	9,433	20.0	22,730	20.0
\$75,000 to \$99,999	913	15.2	8,575	18.1	22,264	19.6
\$100,000 to \$149,999	1,260	21.0	9,131	19.3	24,399	21.5
\$150,000 to \$199,999	371	6.2	3,517	7.4	8,490	7.5
\$200,000 or more	572	9.5	2,715	5.7	7,586	6.7
Median family income (dollars)	78,553	(X)	75,739	(X)	80,995	(X)
Mean family income (dollars)	103,321	(X)	91,071	(X)	98,427	(X)
Per capita income (dollars)	35,096	(X)	29,782	(X)	32,392	(X)
Nonfamily households	3,392	100	50,967	100	82,694	100
Median nonfamily income (dollars)	46,086	(X)	35,710	(X)	37,001	(X)

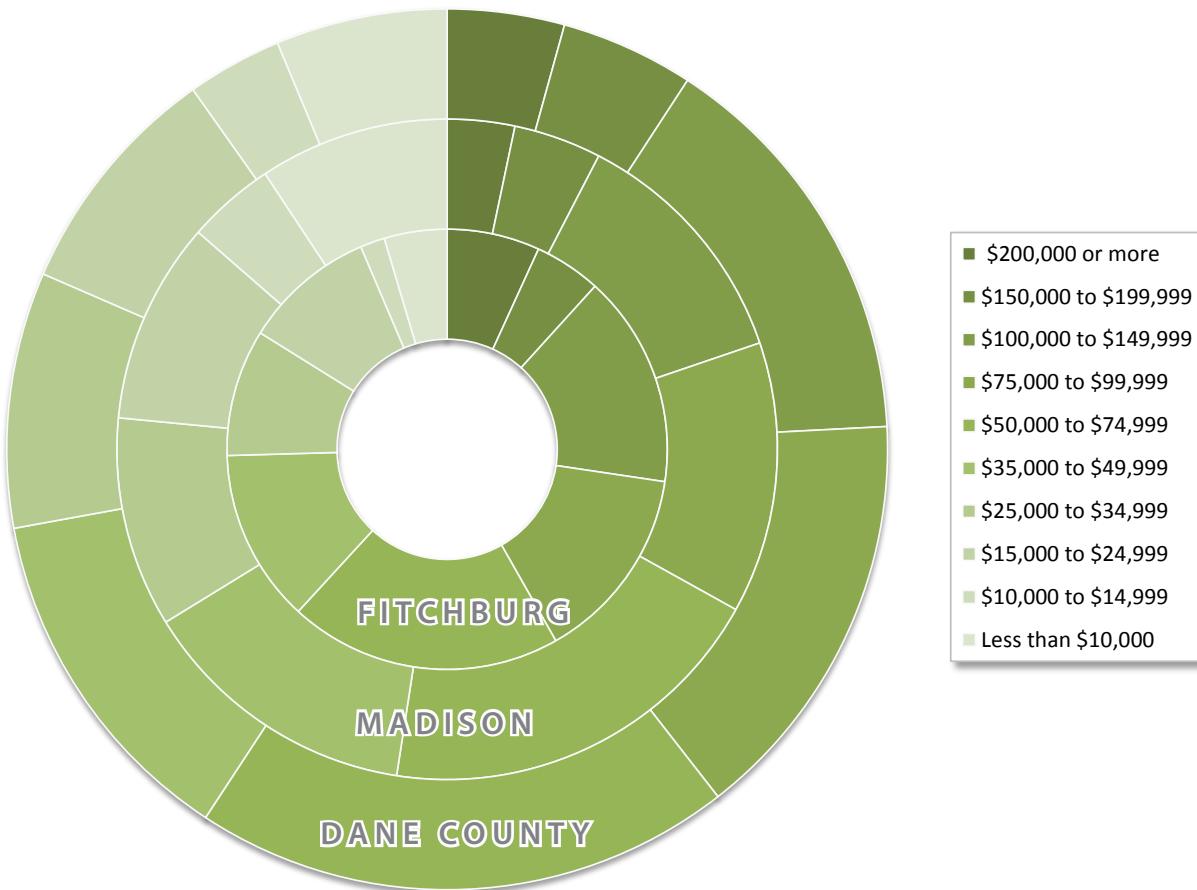
Subject	Fitchburg		Madison		Dane County	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Mean nonfamily income (dollars)	63,255	(X)	45,077	(X)	46,465	(X)
Median earnings for workers (dollars)	29,527	(X)	26,065	(X)	31,273	(X)
Median earnings for male full-time, year-round workers (\$)	46,209	(X)	48,514	(X)	51,120	(X)
Median earnings for female full-time, year-round workers (\$)	43,708	(X)	40,486	(X)	40,873	(X)

Source: U.S. Census Bureau, 2010 Census & American Community Survey. NOTE: For more information on confidentiality protection, nonsampling error and definitions see <http://www.census.gov/prod/cen2010/profletd.pdf>.

## Commute Breakdown for Workers Over Age 16



## Household Income & Benefits (in 2010 inflation-adjusted dollars)



## **Section C. HOUSING CHARACTERISTICS**

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*II. American Community Survey (ACS) Estimates*



# City of Fitchburg, Wisconsin | Demographic & Socioeconomic Profile 2010

## American Community Survey - Housing Characteristics

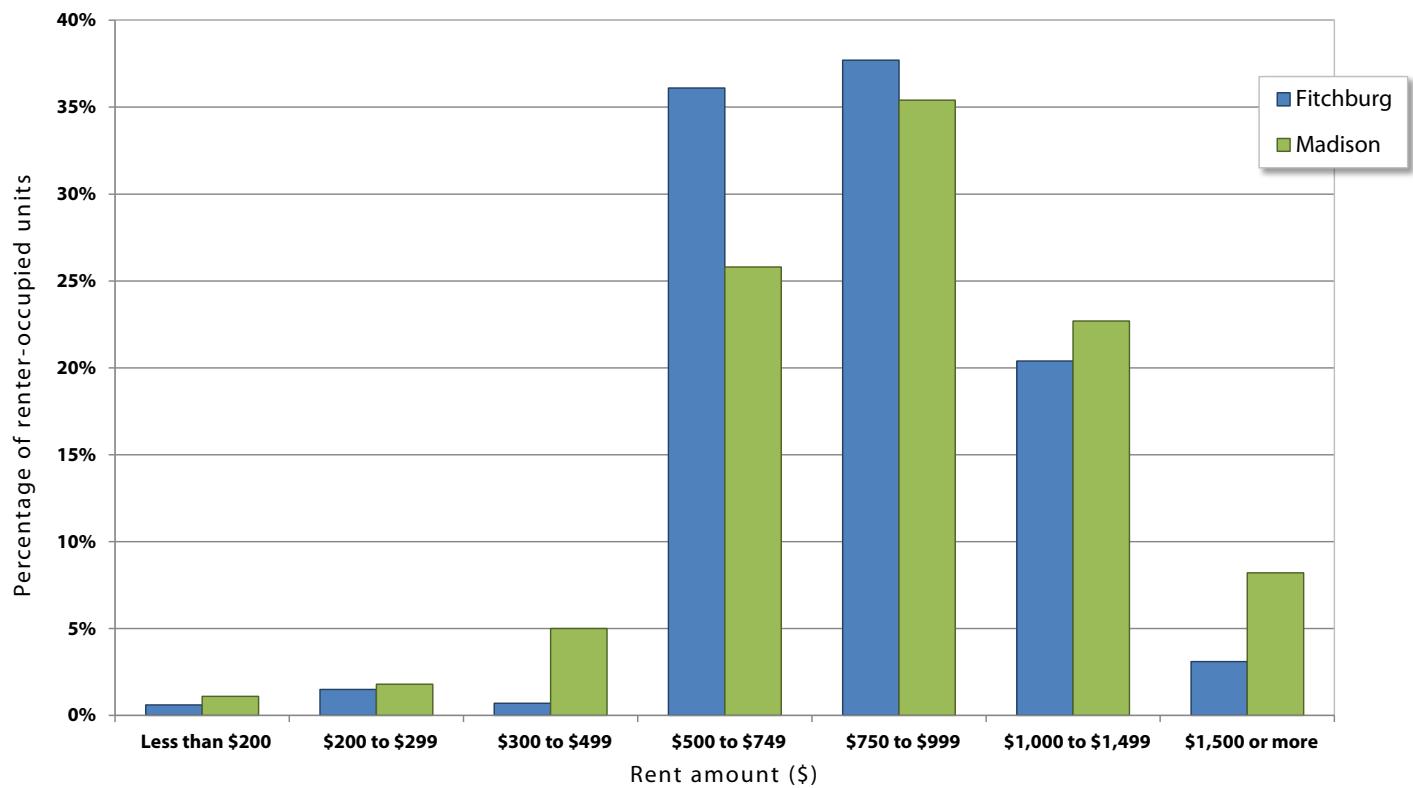
Subject	Fitchburg		Madison		Dane County	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
<b>HOUSING TENURE</b>						
Occupied housing units	9,392	100	98,216	100	196,383	100
Owner-occupied	5,000	53.2	51,245	52.2	121,917	62.1
Renter-occupied	4,392	46.8	46,971	47.8	74,466	37.9
Average household size of owner-occupied unit	2.64	(X)	2.37	(X)	2.55	(X)
Average household size of renter-occupied unit	2.35	(X)	2.05	(X)	2.06	(X)
<b>YEAR HOUSEHOLDER MOVED INTO UNIT</b>						
Occupied housing units	9,392	100	98,216	100	196,383	100
Moved in 2005 or later	4,338	46.2	48,468	49.3	81,921	41.7
Moved in 2000 to 2004	2,452	26.1	20,730	21.1	45,922	23.4
Moved in 1990 to 1999	1,544	16.4	14,974	15.2	36,395	18.5
Moved in 1980 to 1989	522	5.6	6,325	6.4	14,803	7.5
Moved in 1970 to 1979	446	4.7	4,110	4.2	10,067	5.1
Moved in 1969 or earlier	90	1.0	3,609	3.7	7,275	3.7
<b>VEHICLES AVAILABLE</b>						
Occupied housing units	9,392	100	98,216	100	196,383	100
No vehicles available	376	4.0	11,504	11.7	15,059	7.7
1 vehicle available	3,054	32.5	41,134	41.9	69,037	35.2
2 vehicles available	4,375	46.6	35,220	35.9	80,490	41.0
3 or more vehicles available	1,587	16.9	10,358	10.5	31,797	16.2
<b>HOUSE HEATING FUEL</b>						
Occupied housing units	9,392	100	98,216	100	196,383	100
Utility gas	6,380	67.9	69,455	70.7	138,600	70.6
Bottled, tank, or LP gas	181	1.9	1,079	1.1	9,984	5.1
Electricity	2,454	26.1	24,448	24.9	39,467	20.1
Fuel oil, kerosene, etc.	140	1.5	1,264	1.3	3,619	1.8
Coal or coke	12	0.1	66	0.1	82	0
Wood	88	0.9	450	0.5	2,238	1.1
Solar energy	0	0	13	0	39	0
Other fuel	71	0.8	873	0.9	1,479	0.8
No fuel used	66	0.7	568	0.6	875	0.4

Subject	Fitchburg		Madison		Dane County	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
<b>SELECTED CHARACTERISTICS</b>						
Occupied housing units	9,392	100	98,216	100	196,383	100
Lacking complete plumbing facilities	12	0.1	276	0.3	548	0.3
Lacking complete kitchen facilities	12	0.1	720	0.7	1,381	0.7
No telephone service available	261	2.8	4,056	4.1	5,899	3.0
<b>OCCUPANTS PER ROOM</b>						
Occupied housing units	9,392	100	98,216	100	196,383	100
1.00 or less	9,133	97.2	96,209	98.0	193,184	98.4
1.01 to 1.50	222	2.4	1,533	1.6	2,495	1.3
1.51 or more	37	0.4	474	0.5	704	0.4
<b>VALUE</b>						
Owner-occupied units	5,000	100	51,245	100	121,917	100
Less than \$50,000	123	2.5	928	1.8	2,489	2.0
\$50,000 to \$99,999	81	1.6	1,128	2.2	2,518	2.1
\$100,000 to \$149,999	128	2.6	4,791	9.3	10,058	8.2
\$150,000 to \$199,999	730	14.6	13,777	26.9	28,331	23.2
\$200,000 to \$299,999	1,976	39.5	19,884	38.8	46,082	37.8
\$300,000 to \$499,999	1,469	29.4	8,344	16.3	23,873	19.6
\$500,000 to \$999,999	447	8.9	2,048	4.0	7,221	5.9
\$1,000,000 or more	46	0.9	345	0.7	1,345	1.1
Median (dollars)	270,800	(X)	220,200	(X)	230,800	(X)
<b>MORTGAGE STATUS</b>						
Owner-occupied units	5,000	100	51,245	100	121,917	100
Housing units with a mortgage	3,890	77.8	38,755	75.6	93,166	76.4
Housing units without a mortgage	1,110	22.2	12,490	24.4	28,751	23.6
<b>SELECTED MONTHLY OWNER COSTS (SMOC)</b>						
Housing units with a mortgage	3,890	100	38,755	100	93,166	100
Less than \$300	0	0	54	0.1	92	0.1
\$300 to \$499	10	0.3	156	0.4	327	0.4
\$500 to \$699	41	1.1	582	1.5	1,298	1.4
\$700 to \$999	65	1.7	2,376	6.1	5,461	5.9
\$1,000 to \$1,499	780	20.1	11,709	30.2	25,102	26.9
\$1,500 to \$1,999	1,180	30.3	12,607	32.5	29,039	31.2

Subject	Fitchburg		Madison		Dane County	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
\$2,000 or more	1,814	46.6	11,271	29.1	31,847	34.2
Median (dollars)	1,933	(X)	1,664	(X)	1,732	(X)
Housing units without a mortgage	1,110	100	12,490	100	28,751	100
Less than \$100	0	0	44	0.4	56	0.2
\$100 to \$199	0	0	139	1.1	382	1.3
\$200 to \$299	48	4.3	170	1.4	572	2.0
\$300 to \$399	17	1.5	793	6.3	1,814	6.3
\$400 or more	1,045	94.1	11,344	90.8	25,927	90.2
Median (dollars)	696	(X)	636	(X)	616	(X)
<b>SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPi)</b>						
Housing units with a mortgage (excluding units where SMOCAPi cannot be computed)	3,890	100	38,716	100	93,015	100
Less than 20.0 percent	1,249	32.1	11,568	29.9	28,489	30.6
20.0 to 24.9 percent	787	20.2	7,235	18.7	17,833	19.2
25.0 to 29.9 percent	470	12.1	6,100	15.8	14,515	15.6
30.0 to 34.9 percent	418	10.7	4,173	10.8	9,714	10.4
35.0 percent or more	966	24.8	9,640	24.9	22,464	24.2
Not computed	0	(X)	39	(X)	151	(X)
Housing unit without a mortgage (excluding units where SMOCAPi cannot be computed)	1,110	100	12,439	100	28,663	100
Less than 10.0 percent	577	52.0	4,786	38.5	11,035	38.5
10.0 to 14.9 percent	267	24.1	2,972	23.9	6,486	22.6
15.0 to 19.9 percent	88	7.9	1,591	12.8	3,517	12.3
20.0 to 24.9 percent	30	2.7	963	7.7	2,395	8.4
25.0 to 29.9 percent	25	2.3	446	3.6	1,351	4.7
30.0 to 34.9 percent	46	4.1	391	3.1	991	3.5
35.0 percent or more	77	6.9	1,290	10.4	2,888	10.1
Not computed	0	(X)	51	(X)	88	(X)
<b>GROSS RENT</b>						
Occupied units paying rent	4,319	100	46,285	100	73,022	100
Less than \$200	26	0.6	505	1.1	642	0.9
\$200 to \$299	65	1.5	829	1.8	1,497	2.1

Subject	Fitchburg		Madison		Dane County	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
\$300 to \$499	30	0.7	2,310	5.0	3,498	4.8
\$500 to \$749	1,558	36.1	11,920	25.8	20,620	28.2
\$750 to \$999	1,628	37.7	16,378	35.4	25,510	34.9
\$1,000 to \$1,499	880	20.4	10,528	22.7	16,501	22.6
\$1,500 or more	132	3.1	3,815	8.2	4,754	6.5
Median (dollars)	799	(X)	847	(X)	832	(X)
No rent paid	73	(X)	686	(X)	1,444	(X)
<b>GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)</b>						
Occupied units paying rent (excluding units where GRAPI cannot be computed)	4,283	100	45,109	100	71,665	100
Less than 15.0 percent	542	12.7	4,516	10.0	7,814	10.9
15.0 to 19.9 percent	747	17.4	5,278	11.7	9,594	13.4
20.0 to 24.9 percent	857	20.0	5,757	12.8	10,370	14.5
25.0 to 29.9 percent	323	7.5	5,435	12.0	8,653	12.1
30.0 to 34.9 percent	315	7.4	3,709	8.2	6,004	8.4
35.0 percent or more	1,499	35.0	20,414	45.3	29,230	40.8
Not computed	109	(X)	1,862	(X)	2,801	(X)

### Gross Rent for Renter-Occupied Units: Fitchburg & Madison



### Value of Owner-Occupied Housing Units

