June 26, 2025

NIP Users,

On behalf of the City of Madison Planning Division and the Applied Population Laboratory (APL), we are pleased to share the 2024 edition of the Neighborhood Indicators Project (NIP) Annual Summary Report. This report offers a comprehensive overview of key indicators across Madison's neighborhoods, covering topics such as demographics, housing, public safety, health, education, the economy, and transportation.

The NIP continues to be a vital resource for understanding the diverse and evolving communities that make up our city. By providing geographically detailed, neighborhood-level data, the project supports a wide range of users—from city planners and policymakers to community organizations and residents—who seek to better understand local conditions and trends. This year's edition introduces several new indicators, including Community Safety and Disorder Police Calls, Median Rent, Limited English Proficiency, and Alternative Transportation. In addition, we have refined the methodology for several existing indicators to improve accuracy and comparability across time and geography. The 2024 edition also marks the first year that users will be able to view indicator changes over time, following the 2022 switch to the new census tract and block group geographies.

We encourage users to explore the full suite of tools available on the NIP website. These include interactive mapping features, time-series visualizations, and customizable tabular reports that allow users to examine trends and make comparisons across neighborhoods. The site is designed to support both broad citywide analysis and more focused, neighborhood-specific insights. We also welcome feedback on the site's functionality and data offerings and invite users to share suggestions for future improvements.

We hope this report and the accompanying tools will continue to inform and inspire efforts to build a more equitable, informed, and connected Madison. Should you have any questions, require additional data support, or wish to discuss the project further, please don't hesitate to reach out.

Sincerely,

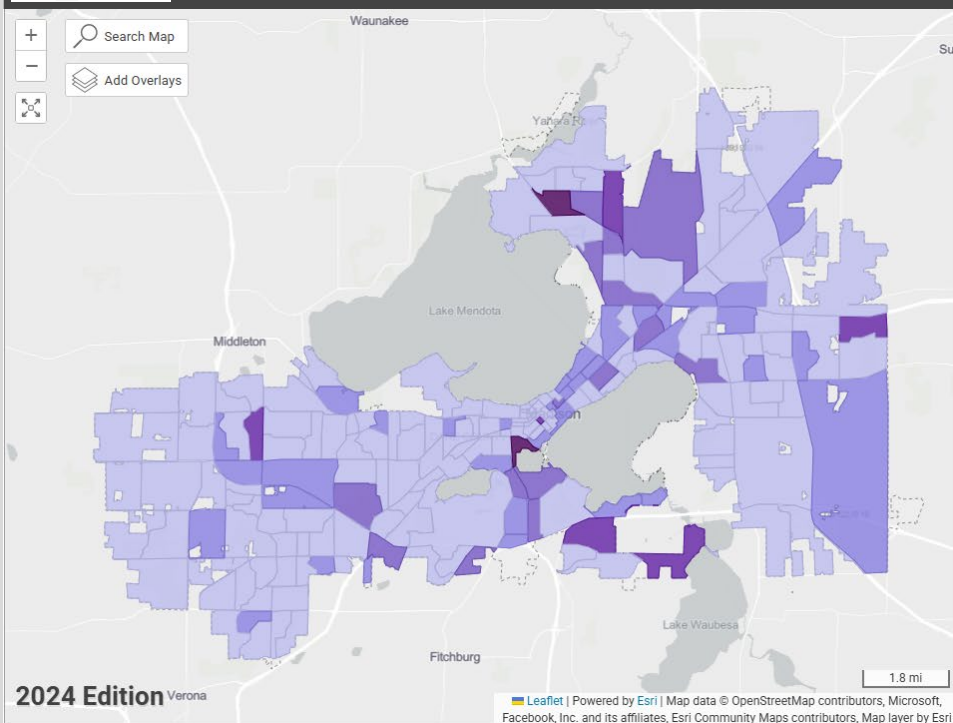*The NIP Team at the UW Applied Population Laboratory & the City of Madison*

The Neighborhood Indicators Project is a collaboration
between the City of Madison Planning Division and the
UW Applied Population Lab

Search Map

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Madison Subsidized Rental Units
2024 Edition

Rental dwelling units receiving government subsidies.
Read more

| 0 | 39 | 116 | 200 | 362 | 459 |

Madison Subsidized Rental Units by Block Group

500
400
300
200
100
0

Madison Subsidized Rental Units over Time

8,000
7,500
7,000
6,500
6,000

2022 Edition   2024 Edition
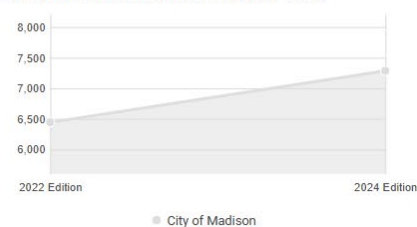
City of Madison

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2024 Edition Verona

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Annual Summary Report - 2024 edition

June 26, 2025

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EXECUTIVE SUMMARY

Overview

Madison is home to numerous distinct communities, each with its own character, and each with a unique set of assets and challenges. The summary below highlights, in brief, some of the vast differences across the city in each of the NIP measures, but these snapshots cannot begin to convey the breadth of variation across the city. At its core, the NIP aims to provide detailed information about neighborhoods and communities *within* Madison. In most cases, making effective use of the NIP data requires a "deep dive" into the geographically detailed data and taking a closer look at the indicators for individual areas, sometimes in their local or citywide context.   Most users will find that the NIP website is preferable to this report as a means to explore indicator data. Moreover, combining NIP data with local knowledge, lived experience, and other information sources can help provide users with an even more complete picture.

The NIP site contains tools for mapping characteristics, making time-series graphs, and building custom tabular reports. The map tool allows users to identify their own residential area and compare items of interest across census tracts or block groups; the chart tool displays changes over time for up to five geographies; and the advanced comparison report tool allows users to make tabular data comparisons across geographic areas and over time. The site also enables users to create and share custom views, print-ready profiles, and tabular data extracts.

The City of Madison Planning Division and the Applied Population Lab (APL) staff welcome user input about the site's general functionality or technical concerns. A feedback form is available on the upper right corner of the site. Users can also send feedback or questions to the APL project coordinator by emailing apl_feedback@dces.wisc.edu.

Changes and New Developments

Indicator Changes

Several new metrics accompany the 2024 edition release: Community Safety and Disorder Police Calls, Median Rent, Limited English Proficiency, and Alternative Transportation.   The Community Safety and Disorder Police Calls are ones that reflect not only crimes, but a number of other quality of life related calls the affect the lived experience of Madison residents.

Three data items were dropped from the 2024 edition, including Person Related Police Incidents, Property Related Police Incidents, and Society Related Police Incidents. The three indicators corresponding to Verified Criminal Offenses in each of those categories have been retained.

Topical Summaries

Census Demographics:

To examine demographic variation across Madison, users should refer to the web mapping tool and the descriptive statistics at the end of this report. The section includes Census 2020 counts or percentages that are cross tabulated by age, race/ethnicity, and household composition. The NIP also tabulates

demographics from prior decennial censuses (2000 and 2010) within 2024 edition boundaries. Data for those prior decades can be viewed in the time series graphs on the project site.

Housing:

Note: 2022 edition housing data are based on the 2023 assessment year, but 2024 edition data are based on the 2024 assessment year, so differences between the two editions reflect only a 1-year change in assessed value.

- *Madison Dwelling Units* counts (which exclude campus units) ranged from 52 in the most central UW campus tract to over 4,202 units in one far westside tract. The citywide dwelling unit count was 139,910, up from 134,536 in the prior year.

- *Community Pride Violations* were unevenly distributed across Madison tracts, with concentrations showing up in tracts on the southwest side, the east side, and on the Isthmus.

- *Property Foreclosure* counts were not yet available at the time of this report's release.

- *Madison Subsidized Rental Units* reached a count of 7,284, up from 6,443 in the prior edition. Subsidized units were unevenly distributed across the city: the ten tracts with the most units account for over 47% of the city's total units. Twenty-three of the 73 Madison tracts contained fewer than five subsidized rental units.

- *Citywide,* **Owner Occupied (single-family) Houses'** **Average Value** was approximately $451,400 compared with $418,500 in the year prior. There were only 3 tracts with a mean value under $300,000 and 25 tracts with a mean of over $500,000. Citywide, the **Square Foot Value** of these houses increased to $237 from $221 the year prior.

- The **Non-Owner Occupied (single-family) Houses'** **Average Value** was $481,300 for the city as a whole, up from $450,500 in the prior year. Citywide, the **Square Foot Value** of these homes was $234 compared with $219 previously.

- The **Average Value of Condominiums** was $304,900 citywide, up from $282,900 in the year prior. Citywide, the **Square Foot Value** of condos was $237, up from $221. Values were highest in downtown tracts.

- **Median Household Rent** citywide was $1,464 according to the 2023 5-year American Community Survey estimate. Estimated median rents ranged from a little below $900 in several tracts to over $1,800 in others.

- *Median Year Built* data were not yet available at the time of this report's release.

Public Safety:

- In 2024, there were 12,010 **Community Safety and Disorder Police Calls** for service citywide. The tract with the highest **Community Safety and Disorder** call count was nearly 5 times greater than the NIP tract average.

- *Person Related Criminal Offenses* numbered 2,879 in 2024, comparable to the 2,874 recorded in 2022 citywide. **Property Related Offenses** declined in 2024 to 8,734 compared to 9,864 in 2022. **Society Related Offenses** in 2024 increased to 15,051, up from 14,239 in 2022.

- There were 2,482 **Crashes** in the City of Madison, a slight decline from 2,576 in 2022. Tracts with the highest counts were widely dispersed across the city.

- **EMS Service Calls** increased to 26,334 in 2024, up from 24,258 in 2022. **Fire Service Calls** increased more substantially, totaling 15,919 in 2024 compared with 13,331 in 2022. Fire call counts were largely concentrated in downtown tracts, but tracts in the northeast portion of the city also had high call counts.

Health:

- **Pre-Term Births** citywide during the 2021-2023 period amounted to 9% of all births, showing little change from the 2019-2021 period reported previously. Among tracts with publicly available (un-suppressed) data, the highest rates of pre-term births were mostly in the north and northeastern areas of the city.

- About 17% of babies born citywide received **Less than Adequate Prenatal Care** during the 2021-2023 period, a slight decline from 18% of births during the 2019-21 period.

Education:

- Citywide, about 52% of Madison Metropolitan School District (MMSD) students in grades 3-5 scored **Less Than Proficient** on the **English Language Arts** component of the Wisconsin Forward Exam. Lower proficiency tracts were concentrated mostly in northeast and south Madison. Proficiency data in the 2024 edition are not comparable to the prior edition due to an administrative change in the proficiency threshold.

- About 8% of MMSD students in Madison lived with a parent (or two parents) who had **No High School Diploma/GED**. This figure was comparable to the 2022 edition share. Forty-nine percent of students lived with a parent with **Less than a Bachelor's Degree,** a slight decline from 51% in the prior edition. Lower parent education tracts were concentrated mostly on the northeast and south sides of the city.

- **High Mobility** students comprised about 7% of all MMSD students in Madison, up from 6% in 2022.

- The share of **Economically Disadvantaged** students remained stable at 50% MMSD students citywide. Tracts with more disadvantaged students were distributed unevenly across the city.

- According to the 2023 5-year American Community Survey, **Limited English Proficient** *households comprised less than 3% of households citywide; however, there were 9 tracts with shares over 5%.*

Economy:

The American Community Survey (ACS) provides new estimates annually. However, the estimates for small population areas, including census tracts and block groups represent survey responses over a 5-year period. ACS estimates used in the 2024 ed. of the NIP represent survey responses from 2019-2023. The time lag and measurement error associated with these estimates makes them less-than-ideal for timely monitoring of economic conditions in small areas. Nevertheless, they can be a useful stand-in for situations where more timely and reliable measures are not available.

- **Median Household Income** citywide was just under $77,000 according to the 2023 5-year ACS estimate. Estimated median incomes ranged from under $30,000 in several tracts near the UW campus to over $110,000 in numerous near and far west side tracts.

- Citywide, the share of **Families in Poverty** was 7% according to the 2023 5-year ACS. Rates were highest in the UW campus area tracts.

- The 2023 5-year *Unemployment* estimate for Madison was about 3%. Unemployment estimates at the tract level ranged from close to zero to over 7%.

- Forty-nine of the 73 tracts had all three **Basic Goods and Services** (Pharmacies, Banking, and Groceries) either within the tract or within ¼ mile of its boundary.

Transportation:

- *Low Transit Access* scores ranged from zero in downtown census tracts to over 95% in a few tracts on Madison's periphery.

- *Available Transit Service* increased from a total of 7,681 weekly trips in July of 2023 to 8,540 in May of 2025. Tract totals ranged from over 4,000 trips per week in several tracts, mostly on the Isthmus, to fewer than 500 in 3 tracts including 1 tract with zero trips.

- The share of workers outside the home who used *Alternative Transportation* (other than driving alone) to get to work was nearly 30% citywide. The largest shares were in campus area tracts and those on the near east and near west sides.

- Madison *Households Without a Vehicle* comprised 12% of the city's total households according to the 2023 5-year ACS data. Among tracts, rates appeared highest in the downtown and UW campus areas. However, several tracts in other areas of the city also had rates over 10%.

- The *Pavement Condition* **Rating** for the city as a whole remained stable at 7.1. Among tracts, condition scores varied widely from 4.2 to 8.4.

METHODOLOGY & USE

To be considered for inclusion in the project, the indicators' source data need to be reliable and available on a timely basis at a geographically detailed scale. Local government agencies and other institutional providers supply most of the source data inputs. The remainder come from federal and state data sources, including the Decennial Censuses and the American Community Survey. Users can find details related to each item's source and tabulation method in the "About the Data" section of the NIP site.

Tabulation Geographies

The Neighborhood Indicators Project provides data for all Madison tracts and block groups with estimated Census 2020 population counts of 100 or greater and at least 20 acres of land. We suppress information for geographic areas below these thresholds due to concerns related to rate instability that may occur in smaller population areas.

Most of the tabulation geographies presented in this report are consistent with their original boundaries. However, because many of the indicators rely on City of Madison data providers, our analysis requires that we exclude portions of tracts and block groups that lie outside Madison city limits.

Many NIP measures rely on address-level data inputs from City and other local agencies. When detailed address-based data are unavailable, the NIP draws on data inputs at other geographic scales and uses geographic interpolation methods to produce estimates for the tabulation areas shown.

In addition to the data shown on the NIP website, the project team produces data at several other geographic scales. Data at these other scales may be reviewed and made available for use with other City and community projects on a case-by-case basis. Please reach out to the NIP staff using the "Contact Link" on the site if you would like to discuss this further.

Comparing across geographies

Comparing data across different geographic areas is sometimes complicated. Several NIP measures exist as summary counts that have *not* been "normalized" as rates or percentages (e.g., *Community Pride Violations* and *Police Calls: Community Safety and Disorder*). In the case of these indicators, users seeking to compare counts across tracts or block groups should account for variation in land area, daytime and resident populations, and other contextual factors that may contribute to count differences.

Data Quality

A degree of uncertainty is inherent in each of the NIP tabulation methods, so users should view NIP measures as estimates rather than precise figures in most cases.

Three important sources of error are worth noting specifically:

- *Geocoding Error.* This refers to instances where address records cannot be accurately positioned on a map.

Address-level Public Safety and Health inputs are subject to this type of error. For example, *Police Calls:*

Community Safety and Disorder had an 86% geocoding match rate, which means we were unable to match 14% of those incidents to a specific geographic location. Block-group and tract level tallies exclude unmatched records; however, those unmatched records are included in the citywide tallies.

- *Non-Response Error.* This error occurs when a survey fails to include a subset of the intended respondents. Among the NIP measures, Parent Education Level and Prenatal Care variables are most likely to be subject to this type of error. For example, we know that not all households respond to School District (MMSD) questionnaires. If survey participation rates among households with lower educational attainment differed from households with higher attainment, there would be nonresponse bias in NIP measures of parent education.

- *Sampling Error.* Surveys with a small sample size produce estimates that lack precision. American Community Survey (ACS) estimates for small areas rely on a limited number of respondents and can produce unreliable estimates. The *Median Rent, Median Income, Family Poverty, Unemployment, Limited English Proficiency, Households without a Vehicle,* and *Alternative Transportation* items are all subject to sampling error. Partly due to concerns related to sampling error, the NIP team has limited the number of NIP items sourced from the ACS.

The sources of error described above limit the accuracy and precision of some indicator items. Nevertheless, the project team responds to these challenges by diligently seeking to minimize these errors and providing the most reliable estimates possible in each case.