

# Madison, AL - Super Regional Trade Area



## NextSite Community Overview

1990 - 2000 - 2010 Census, Q2 2021 Estimates & Q2 2026 Projections

Calculated using TAS Retrieval

Latitude: 34.683812 Longitude: -86.741070

Oct 7, 2021

### Population

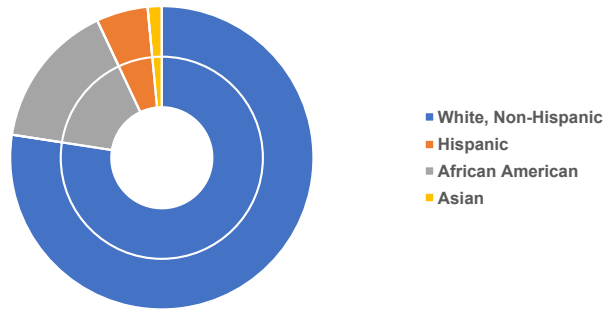
	Super Regional Trade Area	2021 Population	2021 Households
2021 Population	966,379		
2026 Projected Population	999,199		
Population Growth %:	0.67%		
2021 Households	386,300		
2026 Projected Households	398,907		
Household Growth %:	0.64%		
Expected Value Indicator (EVI)	0.66		

### Total Population by Age

	Super Regional Trade Area	Total Population by Age
Average Age	40.47	
0 - 4 Years	55,265	5.72%
5 - 9 Years	54,853	5.68%
10 - 14 Years	45,997	5.96%
14 - 18 Years	47,292	4.89%
18 - 22 Years	56,173	5.81%
22 - 25 Years	40,735	4.22%
25 - 35 Years	122,793	12.71%
35 - 45 Years	115,357	11.94%
45 - 55 Years	121,389	12.56%
55 - 65 Years	136,206	14.09%
65 - 75 Years	101,892	10.54%
75 - 85 Years	54,797	5.67%
85 +	13,631	1.41%

## Population by Race/Ethnicity

	Super Regional Trade Area	
White, Non-Hispanic	725,554	75.08%
Hispanic	51,490	5.33%
African American	145,888	15.10%
Asian	14,099	1.46%



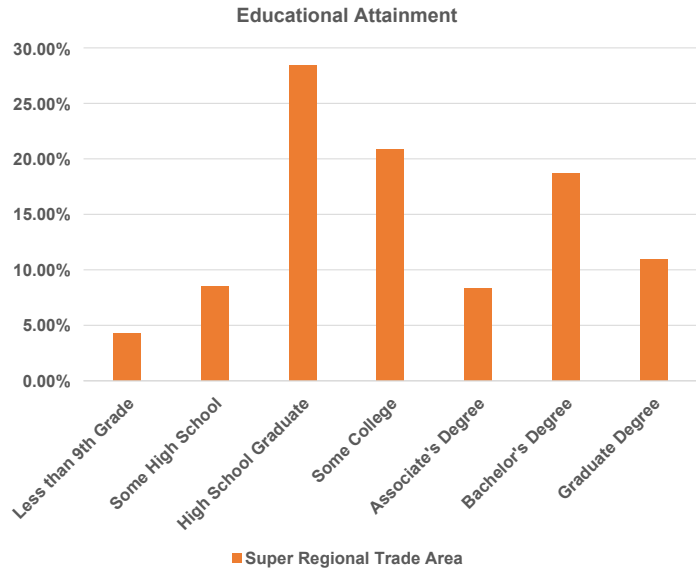
## Household Income

	Super Regional Trade Area	
Per Capita Income	\$31,255	
Average HH Income	\$77,460	
Median HH Income	\$57,302	
\$25,000 - \$35,000	37,298	9.66%
\$35,000 to \$50,000	51,021	13.21%
\$50,000 to \$75,000	67,476	17.47%
\$75,000 to \$100,000	48,415	12.53%
\$100,000 to \$150,000	55,990	14.49%
\$150,000 to \$200,000	27,712	7.17%
\$200,000 +	15,540	4.02%



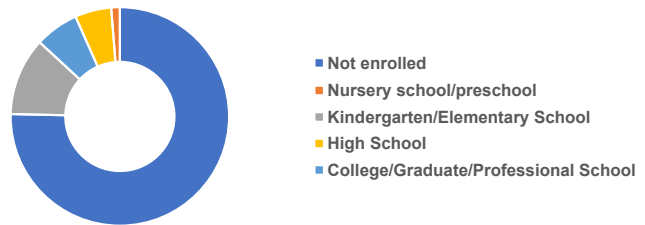
## Educational Attainment

	Super Regional Trade Area	
Less than 9th Grade	28,737	4.31%
Some High School	56,490	8.48%
High School Graduate	189,202	28.41%
Some College	138,781	20.84%
Associate's Degree	55,410	8.32%
Bachelor's Degree	124,415	18.68%
Graduate Degree	73,029	10.96%



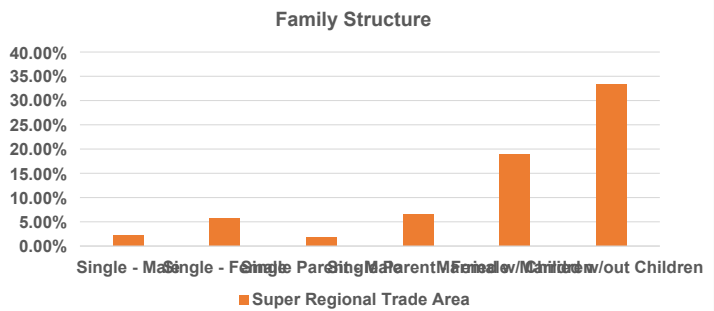
## School Enrollment

	Super Regional Trade Area	
Not enrolled	728,112	75.34%
Nursery school/preschool	12,366	1.28%
Kindergarten/Elementary	111,382	11.53%
High School	51,993	5.38%
College/Graduate/Professional	62,526	6.47%



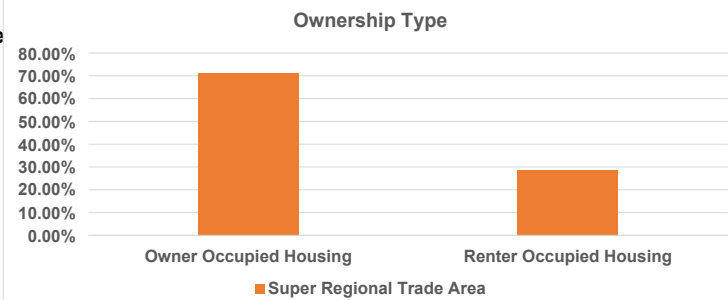
## Family Structure

	Super Regional Trade Area	
Single - Male	8,214	2.13%
Single - Female	21,620	5.60%
Single Parent - Male	6,883	1.78%
Single Parent - Female	25,296	6.55%
Married w/ Children	73,196	18.95%
Married w/out Children	128,969	33.39%



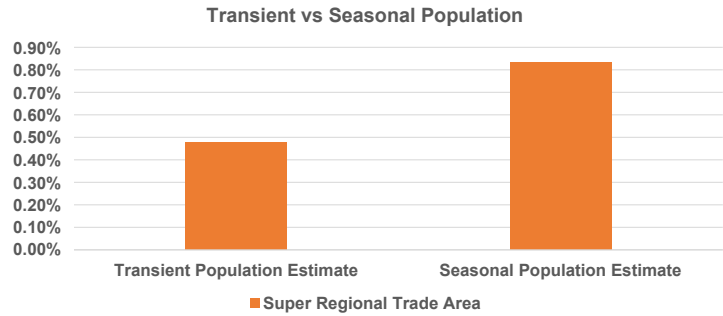
## Home Ownership

	Super Regional Trade Area	
Owner Occupied Housing	275,299	71.27%
Renter Occupied Housing	111,002	28.73%



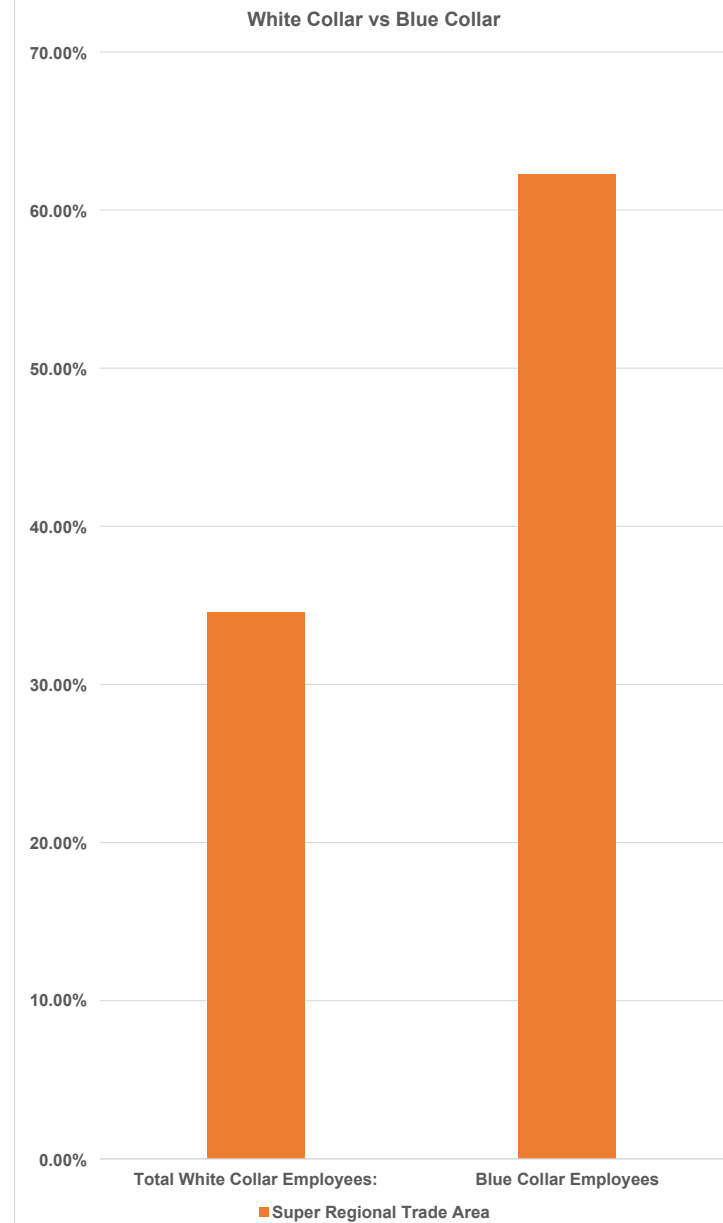
## Components of Change

	Super Regional Trade Area	
Births	10,653	
Deaths	10,720	
Migration	8,405	
Transient Population Estimate	4,596	0.48%
Seasonal Population Estimate	8,040	0.83%



## Occupations - White Collar

	Super Regional Trade Area	
<b>Total White Collar</b>	147,623	34.55%
Architecture and Engineering Employees	11,497	2.69%
Business and Financial	13,989	3.27%
Community and Social Services Employees	14,303	3.35%
Computer/Mathematical Science Employees:	8,832	2.07%
Education, Training, and Library Employees	24,273	5.68%
Arts, Design, Entertainment, Sports, and Media Employees	7,072	1.66%
Healthcare Practitioners/Technical Employees	25,121	5.88%
Healthcare Support Employees	11,779	2.76%
Legal Employees	2,954	0.69%
Life, Physical, and Social Science Employees	4,329	1.01%
Management Employees	23,472	5.49%
<b>Blue Collar Employees</b>	265,974	62.26%
Building, Grounds Cleaning, and Maintenance Employees	15,302	3.58%
Construction and Extraction Employees	17,784	4.16%
Farming, Fishing, and Forestry Employees	809	0.19%
Food Preparation and Serving Related Employees	24,655	5.77%
Installation, Maintenance, and Repair Employees	16,116	3.77%
Office and Administrative Support Employees	73,267	17.15%
Personal Care and Service Employees	9,404	2.20%
Production Employees:	28,281	6.62%
Protective Service Employees:	7,455	1.74%
Sales and Related Employees:	50,473	11.81%
Transportation/Material Moving Employees:	22,427	5.25%
<b>Military</b>	11,299	2.64%



## Workplace Statistics

	<b>Super Regional Trade Area</b>
# of Businesses:	22,797
Workplace Employees (FTE):	427,231
Total Daytime Population:	1,011,717
Median Employee Salary:	\$40,142
Average Employee Salary:	\$48,469
Unemployment Rate	2.43%

