

NextSite

MADISON, ALABAMA

Super Regional Trade Area

Consumer Profile Report

STI: PopStats, 2018 Q2

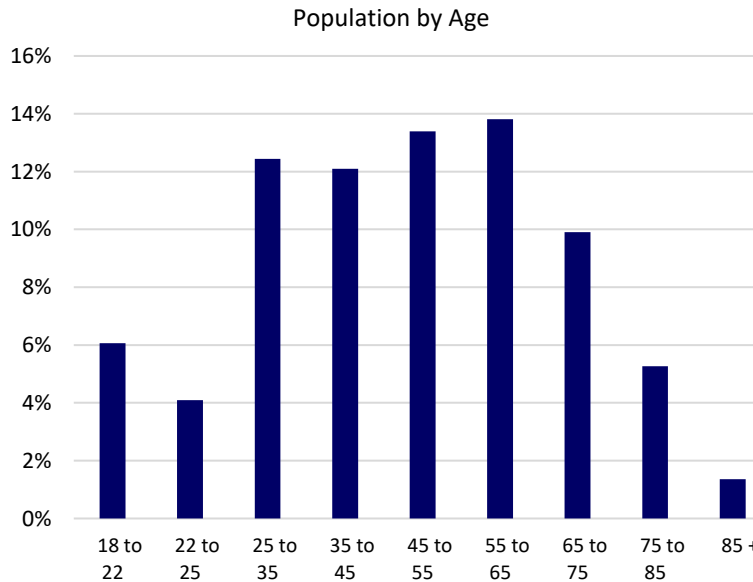
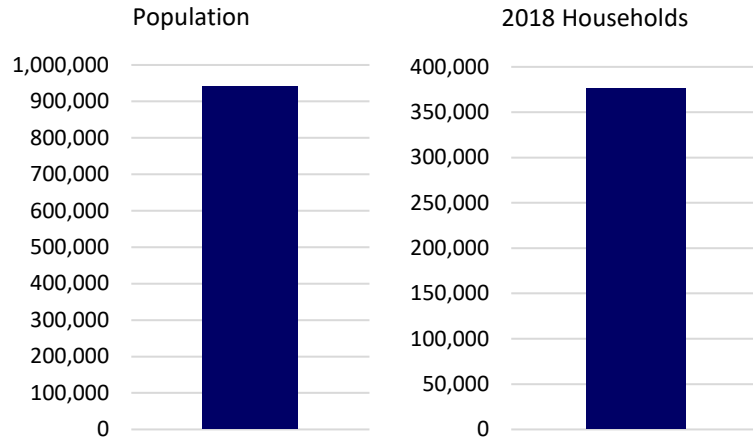
Trade Area

Current		
2018 Population	940,922	---
2023 Projected Population	983,101	---
Pop Growth (%)	4.5%	---
2018 Households	376,210	---
2023 Projected Households	392,932	---
HH Growth (%)	4.4%	---
Census Year		
2000 Population	789,018	---
2010 Population	889,170	---
Pop Growth (%)	12.7%	---
2000 Households	313,234	---
2010 Households	355,187	---
HH Growth (%)	13.4%	---

Total Population by Age	
Average Age (2018)	40.0

Children (2018)	
0 - 4 Years	54,298
5 - 9 Years	54,990
10-13 Years	45,957
14-17 Years	47,798

Adults (2018)		
18 to 22	57,034	6.1%
22 to 25	38,505	4.1%
25 to 35	117,011	12.4%
35 to 45	113,793	12.1%
45 to 55	126,051	13.4%
55 to 65	129,995	13.8%
65 to 75	93,163	9.9%
75 to 85	49,528	5.3%
85 +	12,798	1.4%



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Population by Race/Ethnicity (2018)

White, Non-Hispanic	714,280	75.9%
Hispanic	49,249	5.2%
African American	136,847	14.5%
Asian	13,080	1.4%

Language at Home (2018)

Spanish	35,786	4.0%
Asian Language	6,172	0.7%

Ancestry (2018)

American Indian (ancestry)	8,212	0.9%
Hawaiian (ancestry)	587	0.1%

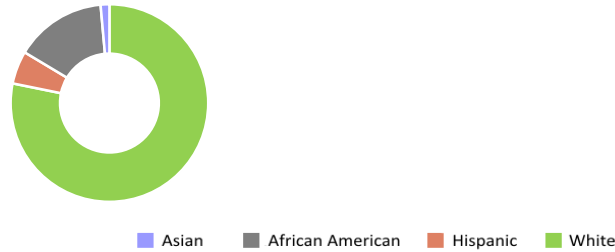
Household Income (2018)

Per Capita Income	\$27,388	---
Average HH Income	\$68,499	---
Median HH Income	\$50,166	---
Less than \$25,000	93,425	24.8%
\$25,000 - \$34,999	40,972	10.9%
\$35,000 - \$49,999	53,199	14.1%
\$50,000 - \$74,999	66,336	17.6%
\$75,000 - \$99,999	44,251	11.8%
\$100,000 - \$149,999	47,212	12.5%
\$150,000 - \$199,999	21,946	5.8%
\$200,000+	8,869	2.4%

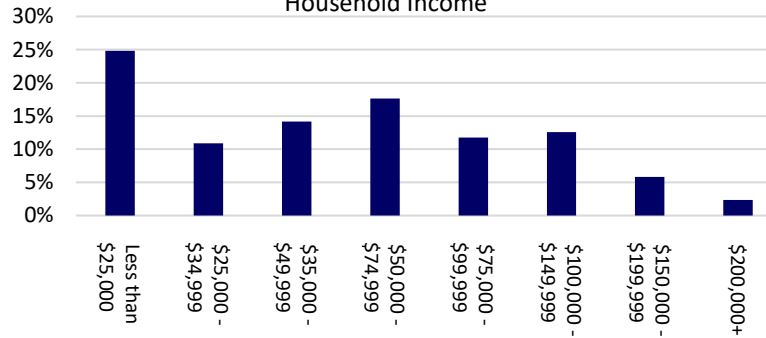
Education (2018)

Less than 9th Grade	32,626	5.1%
Some High School	60,091	9.4%
High School Grad	183,739	28.6%
Some College	137,801	21.5%
Associate Degree	51,325	8.0%
Bachelors Degree	112,508	17.5%
Graduate Degree	50,154	7.8%

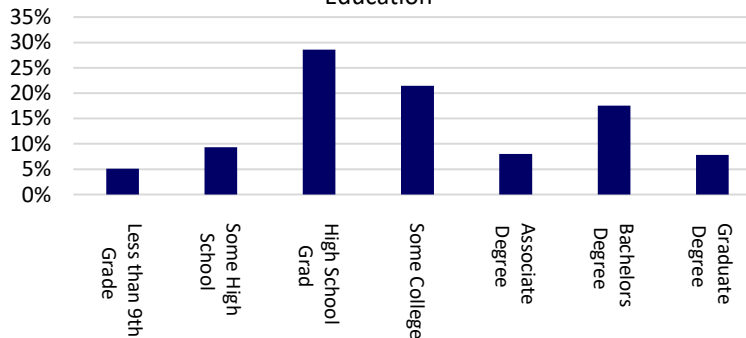
Race/Ethnicity



Household Income



Education

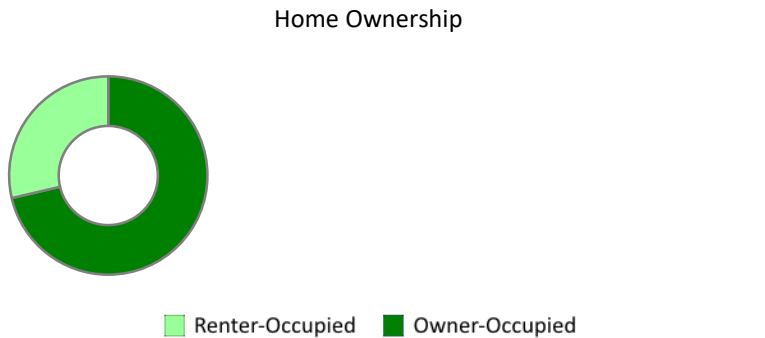
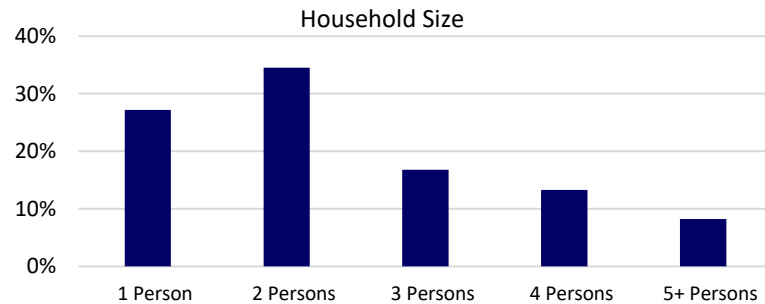
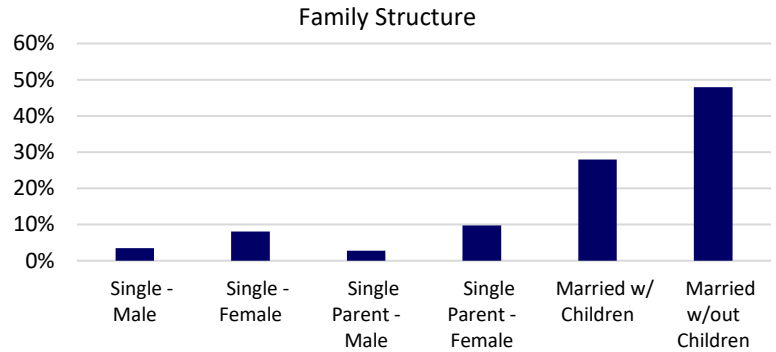


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Trade Area

Trade Area		
Family Structure (2018)	258,662	
Single - Male	8,960	3.5%
Single - Female	20,837	8.1%
Single Parent - Male	7,242	2.8%
Single Parent - Female	25,146	9.7%
Married w/ Children	72,416	28.0%
Married w/out Children	124,060	48.0%
Household Size (2018)		
1 Person	102,213	27.2%
2 Persons	129,815	34.5%
3 Persons	63,257	16.8%
4 Persons	49,980	13.3%
5+ Persons	30,946	8.2%
Home Ownership (2018)	376,210	
Owners	268,397	71.3%
Renters	107,813	28.7%
Components of Change (2018)		
Births	10,913	1.2%
Deaths	10,179	1.1%
Migration	8,153	0.9%
Unemployment Rate (2018)	5.3%	
Employment, Pop 16+ (2018)	762,088	
Armed Services	1,339	0.2%
Civilian	452,675	59.4%
Employed	428,969	56.3%
Unemployed	23,706	3.1%
Not in Labor Force	308,074	40.4%
Businesses		
Establishments	22,459	---
Employees (FTEs)	426,405	---



Industries (2018)

	Trade Area			
	Establishments		Employees	
	#	%	#	%
Accommodation & Food Services	1,106	5.1%	24,658	5.8%
Administration & Support Services	678	3.1%	21,172	5.0%
Agriculture, Forestry, Fishing, Hunting	218	1.0%	2,250	0.5%
Arts, Entertainment, & Recreation	477	2.2%	8,422	2.0%
Construction	1,377	6.3%	20,281	4.8%
Educational Services	542	2.5%	26,468	6.2%
Finance & Insurance	1,458	6.7%	12,751	3.0%
Health Care & Social Assistance	3,561	16.3%	69,132	16.2%
Information	367	1.7%	8,410	2.0%
Management of Companies & Enterprises	21	0.1%	457	0.1%
Manufacturing	906	4.2%	41,810	9.8%
Mining	16	0.1%	303	0.1%
Professional, Scientific, & Technical Services	2,129	9.8%	32,149	7.5%
Real Estate, Rental, Leasing	1,060	4.9%	8,724	2.0%
Retail Trade	3,395	15.6%	67,784	15.9%
Transportation & Storage	301	1.4%	6,950	1.6%
Utilities	69	0.3%	1,849	0.4%
Wholesale Trade	507	2.3%	3,433	0.8%
Other Services	3,643	16.7%	69,403	16.3%
Total	21,830	100%	426,405	100%

Occupations (2018)

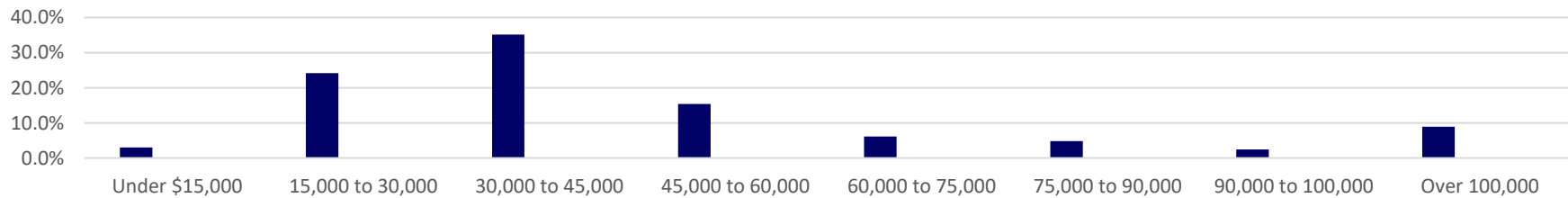
	Trade Area	
	# of Employees	%
White Collar	220,390	51.7%
Architecture & Engineering	10,688	2.5%
Community & Social Science	14,556	3.4%
Computer/Mathematical Science	8,336	2.0%
Education, Training, & Library	25,809	6.1%
Entertainment & Media	6,994	1.6%
Healthcare Practitioners	25,217	5.9%
Healthcare Support	11,836	2.8%
Legal	2,943	0.7%
Life, Physical, & Social Science	4,197	1.0%
Management	23,120	5.4%
Office & Administrative Support	72,989	17.1%
Blue Collar	191,963	45.0%
Building & Grounds Cleaning & Maintenance	15,357	3.6%
Construction	16,778	3.9%
Farming, Fishing, & Forestry	732	0.2%
Food Service	24,885	5.8%
Installation & Maintenance	15,849	3.7%
Personal Care & Service	9,476	2.2%
Production	28,746	6.7%
Protective Service	7,439	1.7%
Sales & Related	50,648	11.9%
Transportation & Material Moving	22,054	5.2%
Military Services	14,052	3.3%

Employee Salaries & Wages (2018)

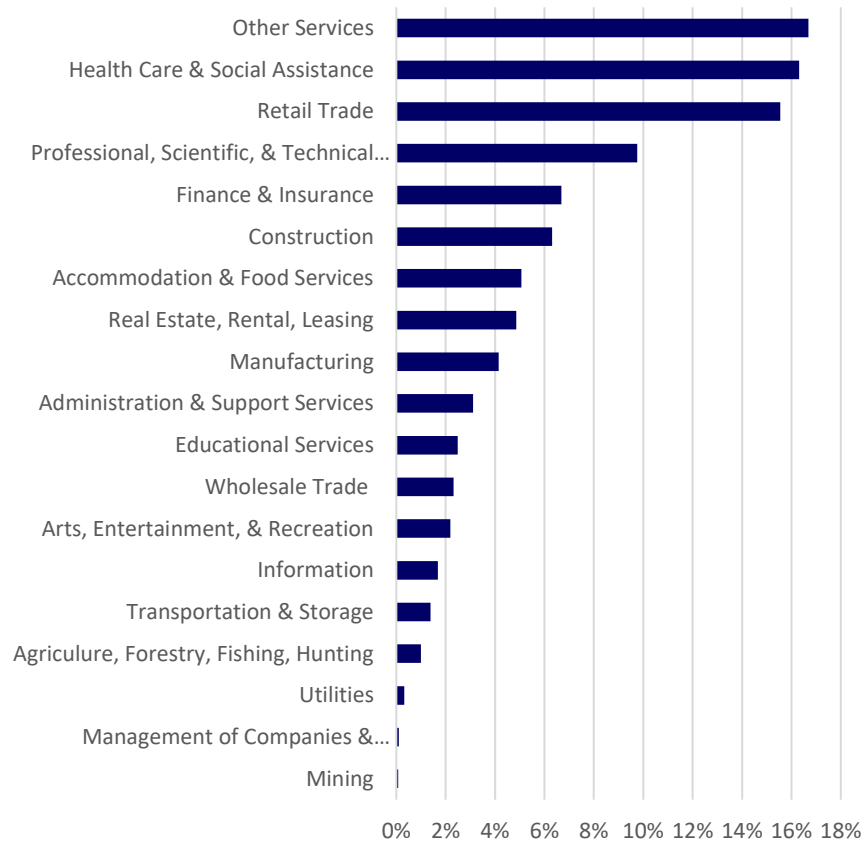
	Trade Area	
	# of Employees	%
Daytime Population	1,016,643	-
Median Employee Salary	\$39,469	-
Average Employee Salary	\$47,492	-

Salary/Wage per Employee per Annum

Under \$15,000	12,791	3.0%
15,000 to 30,000	103,031	24.2%
30,000 to 45,000	149,831	35.1%
45,000 to 60,000	65,737	15.4%
60,000 to 75,000	26,229	6.2%
75,000 to 90,000	20,470	4.8%
90,000 to 100,000	10,213	2.4%
Over 100,000	38,102	8.9%



Industries (# of Establishments), Ranked



Occupations (# of Employees), Ranked

