

NextSite

# MADISON, ALABAMA

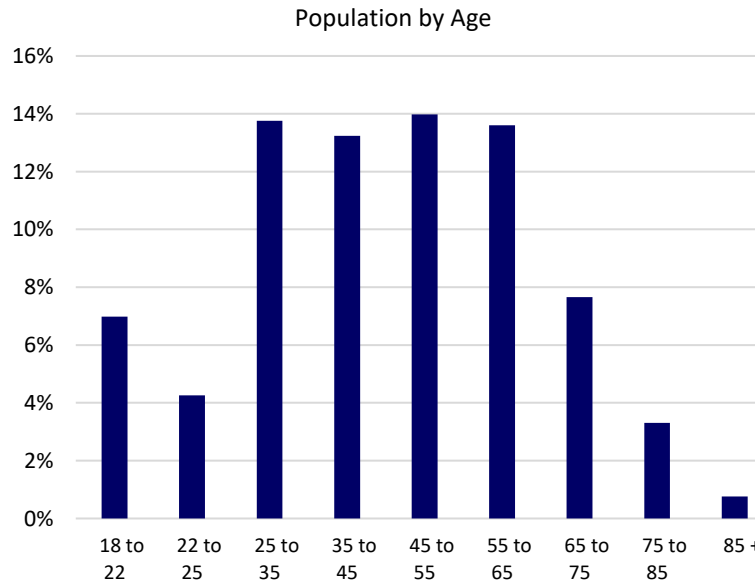
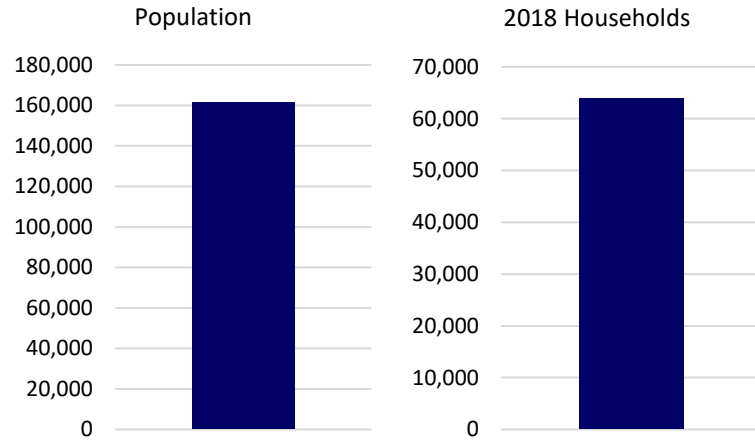
Immediate Trade Area

### Consumer Profile Report

STI: PopStats, 2018 Q2

Trade Area

Current		
2018 Population	161,424	---
2023 Projected Population	181,661	---
Pop Growth (%)	12.5%	---
2018 Households	63,899	---
2023 Projected Households	72,082	---
HH Growth (%)	12.8%	---
Census Year		
2000 Population	97,833	---
2010 Population	136,459	---
Pop Growth (%)	39.5%	---
2000 Households	37,756	---
2010 Households	53,517	---
HH Growth (%)	41.7%	---
Total Population by Age		
Average Age (2018)	37.6	
Children (2018)		
0 - 4 Years	10,160	
5 - 9 Years	9,854	
10-13 Years	8,003	
14-17 Years	8,262	
Adults (2018)		
18 to 22	11,279	7.0%
22 to 25	6,867	4.3%
25 to 35	22,207	13.8%
35 to 45	21,363	13.2%
45 to 55	22,557	14.0%
55 to 65	21,956	13.6%
65 to 75	12,353	7.7%
75 to 85	5,334	3.3%
85 +	1,227	0.8%



## Consumer Profile Report

STI: PopStats, 2018 Q2

Trade Area

### Population by Race/Ethnicity (2018)

White, Non-Hispanic	96,484	59.8%
Hispanic	7,151	4.4%
African American	46,220	28.6%
Asian	6,385	4.0%

### Language at Home (2018)

Spanish	4,439	2.9%
Asian Language	3,091	2.0%

### Ancestry (2018)

American Indian (ancestry)	888	0.6%
Hawaiian (ancestry)	188	0.1%

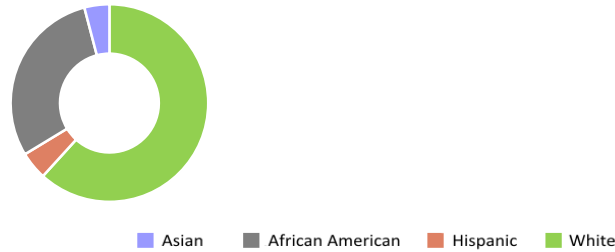
### Household Income (2018)

<b>Per Capita Income</b>	\$34,706	---
<b>Average HH Income</b>	\$87,676	---
<b>Median HH Income</b>	\$69,547	---
Less than \$25,000	10,558	16.5%
\$25,000 - \$34,999	5,016	7.8%
\$35,000 - \$49,999	7,912	12.4%
\$50,000 - \$74,999	10,466	16.4%
\$75,000 - \$99,999	8,525	13.3%
\$100,000 - \$149,999	11,935	18.7%
\$150,000 - \$199,999	6,826	10.7%
\$200,000+	2,661	4.2%

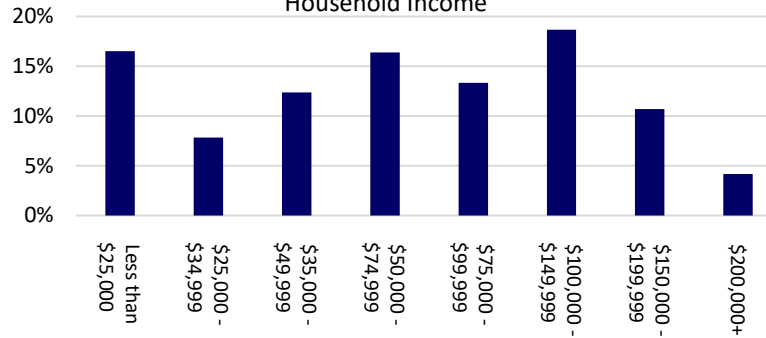
### Education (2018)

Less than 9th Grade	2,050	1.9%
Some High School	4,859	4.5%
High School Grad	18,765	17.5%
Some College	21,627	20.2%
Associate Degree	9,807	9.2%
Bachelors Degree	31,438	29.4%
Graduate Degree	14,814	13.8%

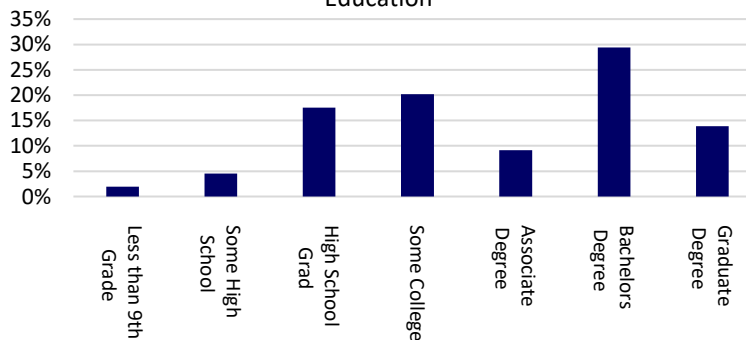
Race/Ethnicity



Household Income



Education

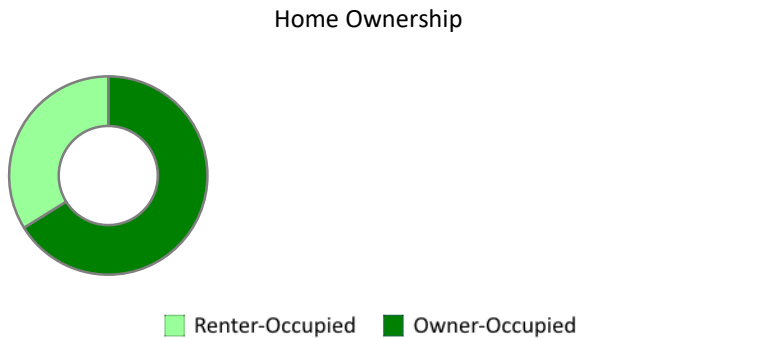
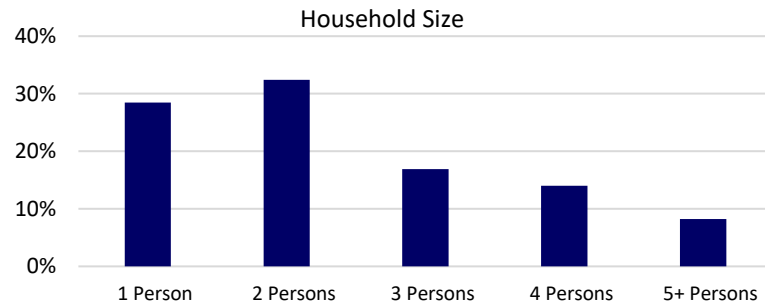
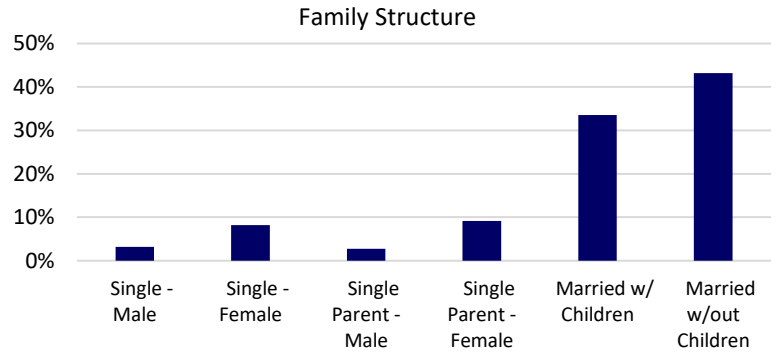


### Consumer Profile Report

STI: PopStats, 2018 Q2

Trade Area

<b>Family Structure (2018)</b>	41,974	
Single - Male	1,340	3.2%
Single - Female	3,448	8.2%
Single Parent - Male	1,139	2.7%
Single Parent - Female	3,841	9.2%
Married w/ Children	14,074	33.5%
Married w/out Children	18,132	43.2%
<b>Household Size (2018)</b>		
1 Person	18,198	28.5%
2 Persons	20,713	32.4%
3 Persons	10,793	16.9%
4 Persons	8,944	14.0%
5+ Persons	5,251	8.2%
<b>Home Ownership (2018)</b>	63,899	
Owners	42,280	66.2%
Renters	21,618	33.8%
<b>Components of Change (2018)</b>		
Births	1,952	1.2%
Deaths	1,321	0.8%
Migration	2,864	1.8%
<b>Unemployment Rate (2018)</b>	4.7%	
<b>Employment, Pop 16+ (2018)</b>	129,311	
Armed Services	702	0.5%
Civilian	87,837	67.9%
Employed	83,744	64.8%
Unemployed	4,093	3.2%
Not in Labor Force	40,772	31.5%
<b>Businesses</b>		
Establishments	3,835	---
Employees (FTEs)	102,002	---



**Industries (2018)**

	Trade Area			
	Establishments		Employees	
	#	%	#	%
Accommodation & Food Services	229	6.3%	6,114	6.0%
Administration & Support Services	140	3.9%	7,077	6.9%
Agriculture, Forestry, Fishing, Hunting	13	0.3%	240	0.2%
Arts, Entertainment, & Recreation	84	2.3%	1,810	1.8%
Construction	202	5.6%	4,265	4.2%
Educational Services	95	2.6%	4,829	4.7%
Finance & Insurance	205	5.7%	1,735	1.7%
Health Care & Social Assistance	569	15.7%	10,887	10.7%
Information	78	2.2%	2,684	2.6%
Management of Companies & Enterprises	4	0.1%	70	0.1%
Manufacturing	193	5.3%	10,837	10.6%
Mining	4	0.1%	86	0.1%
Professional, Scientific, & Technical Services	422	11.6%	13,823	13.6%
Real Estate, Rental, Leasing	222	6.1%	2,618	2.6%
Retail Trade	531	14.6%	15,614	15.3%
Transportation & Storage	55	1.5%	2,111	2.1%
Utilities	4	0.1%	129	0.1%
Wholesale Trade	118	3.3%	1,351	1.3%
Other Services	459	12.6%	15,723	15.4%
<b>Total</b>	<b>3,626</b>	<b>100%</b>	<b>102,002</b>	<b>100%</b>

**Occupations (2018)**

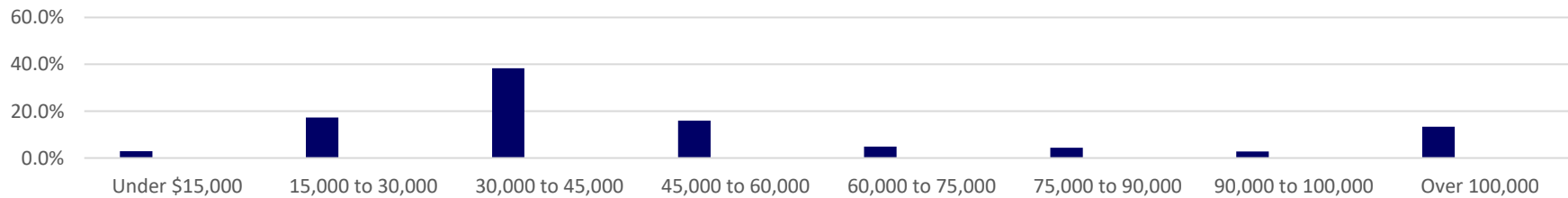
	Trade Area	
	# of Employees	%
<b>White Collar</b>	49,245	48.3%
Architecture & Engineering	5,344	5.2%
Community & Social Science	2,287	2.2%
Computer/Mathematical Science	3,638	3.6%
Education, Training, & Library	3,998	3.9%
Entertainment & Media	1,780	1.7%
Healthcare Practitioners	3,958	3.9%
Healthcare Support	1,915	1.9%
Legal	190	0.2%
Life, Physical, & Social Science	1,368	1.3%
Management	5,866	5.8%
Office & Administrative Support	15,613	15.3%
<b>Blue Collar</b>	44,876	44.0%
Building & Grounds Cleaning & Maintenance	4,508	4.4%
Construction	3,636	3.6%
Farming, Fishing, & Forestry	165	0.2%
Food Service	5,463	5.4%
Installation & Maintenance	3,649	3.6%
Personal Care & Service	1,807	1.8%
Production	6,273	6.1%
Protective Service	1,856	1.8%
Sales & Related	12,115	11.9%
Transportation & Material Moving	5,405	5.3%
<b>Military Services</b>	7,881	7.7%

**Employee Salaries & Wages (2018)**

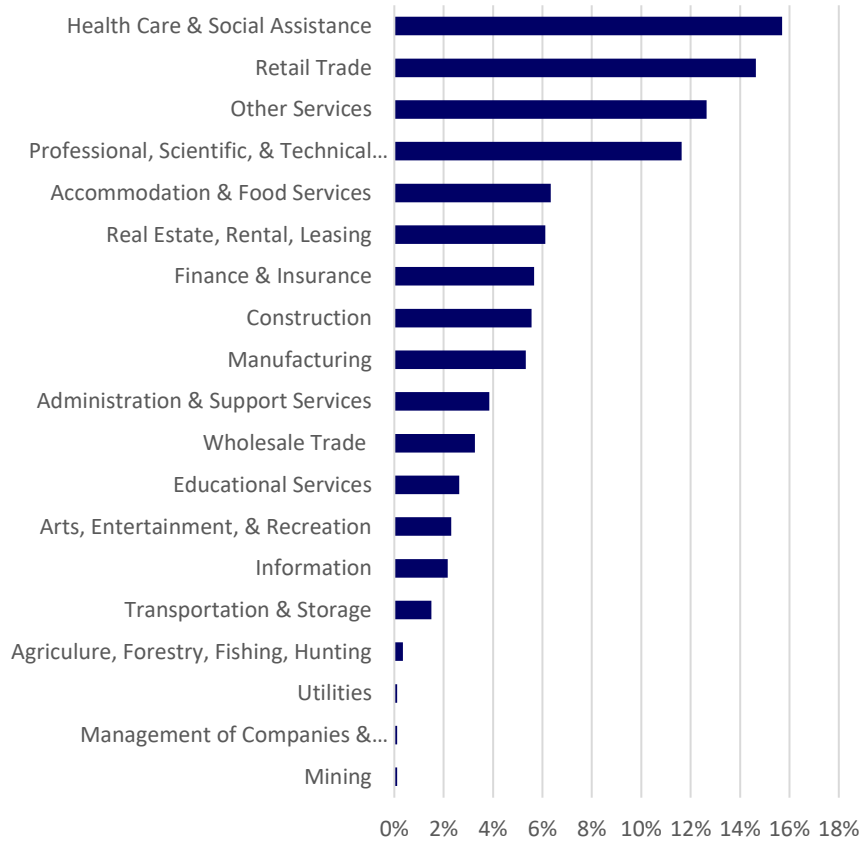
	Trade Area	
	# of Employees	%
Daytime Population	194,171	-
Median Employee Salary	\$42,082	-
Average Employee Salary	\$52,427	-

**Salary/Wage per Employee per Annum**

Under \$15,000	2,993	2.9%
15,000 to 30,000	17,697	17.3%
30,000 to 45,000	39,092	38.3%
45,000 to 60,000	16,252	15.9%
60,000 to 75,000	5,035	4.9%
75,000 to 90,000	4,434	4.3%
90,000 to 100,000	2,831	2.8%
Over 100,000	13,669	13.4%



**Industries (# of Establishments), Ranked**



**Occupations (# of Employees), Ranked**

