MADISON, ALABAMA

Intermediate Trade Area

Consumer Profile Report

STI: PopStats, 2018 Q2

Trade Area

Current

2018 Population	248,517	---
2023 Projected Population	271,705	---
Pop Growth (%)	9.3%	---
2018 Households	98,065	---
2023 Projected Households	107,289	---
HH Growth (%)	9.4%	---

Census Year

2000 Population	172,773	---
2010 Population	220,039	---
Pop Growth (%)	27.4%	---
2000 Households	67,662	---
2010 Households	86,264	---
HH Growth (%)	27.5%	---

Total Population by Age

Average Age (2018)	38.0

Children (2018)

0 - 4 Years	15,505
5 - 9 Years	15,657
10-13 Years	12,575
14-17 Years	12,902

Adults (2018)

18 to 22	15,800	6.4%
22 to 25	10,242	4.1%
25 to 35	33,801	13.6%
35 to 45	33,442	13.5%
45 to 55	33,955	13.7%
55 to 65	32,819	13.2%
65 to 75	19,947	8.0%
75 to 85	9,455	3.8%
85 +	2,416	1.0%

Population

2018 Households
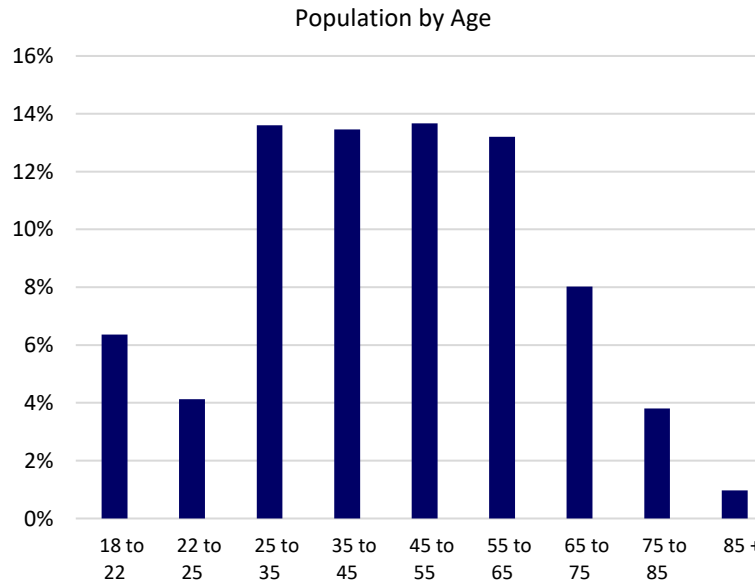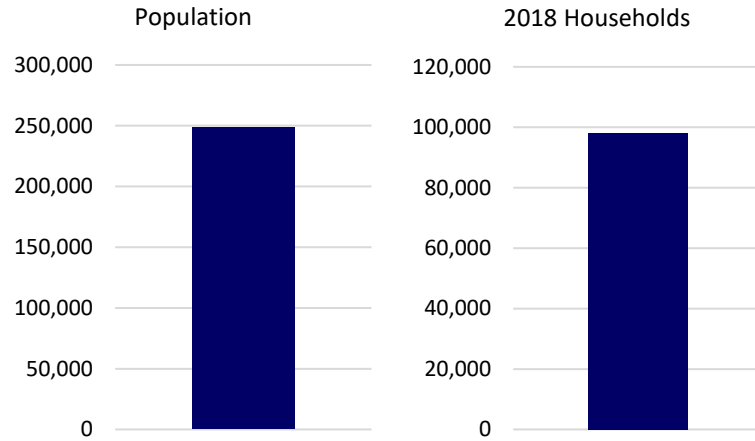
Population by Age

Consumer Profile Report

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Trade Area

Population by Race/Ethnicity (2018)

White, Non-Hispanic	154,099	62.0%
Hispanic	18,740	7.5%
African American	61,088	24.6%
Asian	7,119	2.9%

Language at Home (2018) — 233,012

Spanish	13,349	5.7%
Asian Language	3,397	1.5%

Ancestry (2018)

American Indian (ancestry)	1,427	0.6%
Hawaiin (ancestry)	276	0.1%

Household Income (2018)

Per Capita Income	**$30,829**	---
Average HH Income	**$78,127**	---
Median HH Income	**$58,495**	---
Less than $25,000	21,024	21.4%
$25,000 - $34,999	9,427	9.6%
$35,000 - $49,999	12,442	12.7%
$50,000 - $74,999	16,089	16.4%
$75,000 - $99,999	12,287	12.5%
$100,000 - $149,999	15,031	15.3%
$150,000 - $199,999	8,275	8.4%
$200,000+	3,491	3.6%

Education (2018) — 165,835

Less than 9th Grade	6,785	4.1%
Some High School	11,583	7.0%
High School Grad	36,470	22.0%
Some College	33,919	20.5%
Associate Degree	13,917	8.4%
Bachelors Degree	40,724	24.6%
Graduate Degree	18,050	10.9%

Race/Ethnicity

Asian, African American, Hispanic, White

Household Income

Less than $25,000; $25,000 - $34,999; $35,000 - $49,999; $50,000 - $74,999; $75,000 - $99,999; $100,000 - $149,999; $150,000 - $199,999; $200,000+

Education

Less than 9th Grade; Some High School; High School Grad; Some College; Associate Degree; Bachelors Degree; Graduate Degree
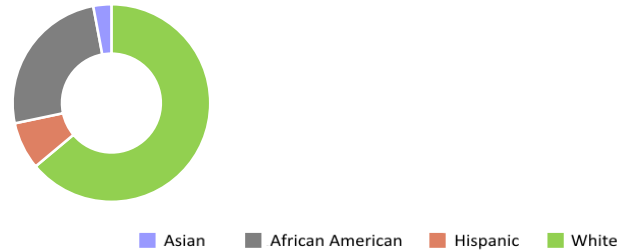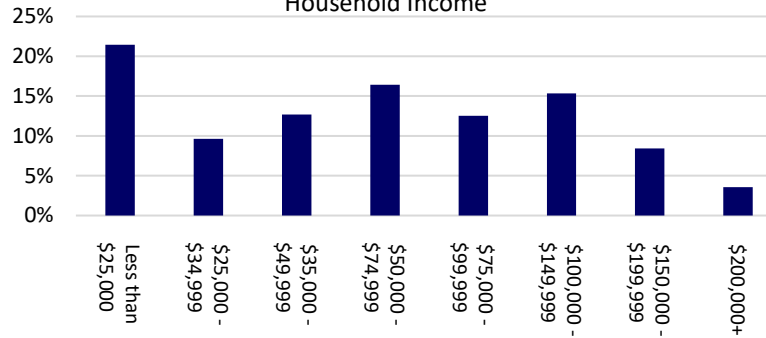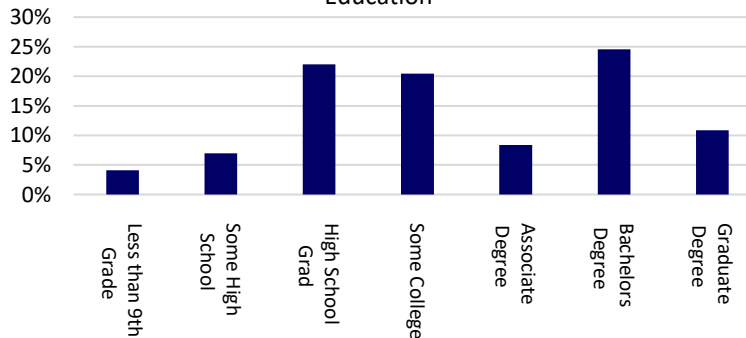
Consumer Profile Report

STI: PopStats, 2018 Q2

Trade Area

Family Structure (2018)	64,768	
Single - Male	2,145	3.3%
Single - Female	5,009	7.7%
Single Parent - Male	1,855	2.9%
Single Parent - Female	6,854	10.6%
Married w/ Children	20,560	31.7%
Married w/out Children	28,345	43.8%
Household Size (2018)		
1 Person	28,205	28.8%
2 Persons	31,811	32.4%
3 Persons	16,356	16.7%
4 Persons	13,239	13.5%
5+ Persons	8,455	8.6%
Home Ownership (2018)	98,065	
Owners	63,919	65.2%
Renters	34,146	34.8%
Components of Change (2018)		
Births	2,936	1.2%
Deaths	2,186	0.9%
Migration	3,593	1.4%
Unemployment Rate (2018)		5.2%
Employment, Pop 16+ (2018)	198,380	
Armed Services	971	0.5%
Civilian	127,446	64.2%
Employed	120,963	61.0%
Unemployed	6,483	3.3%
Not in Labor Force	69,963	35.3%
Businesses		
Establishments	6,572	---
Employees (FTEs)	158,581	---

Family Structure

Household Size

Home Ownership

▫ Renter-Occupied ▪ Owner-Occupied
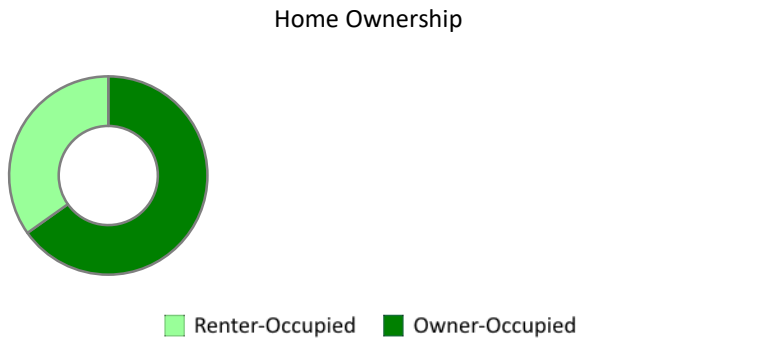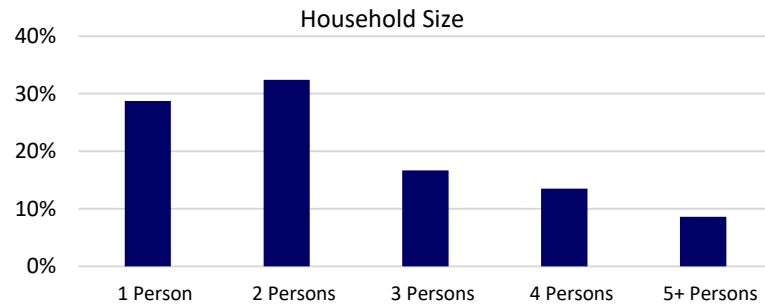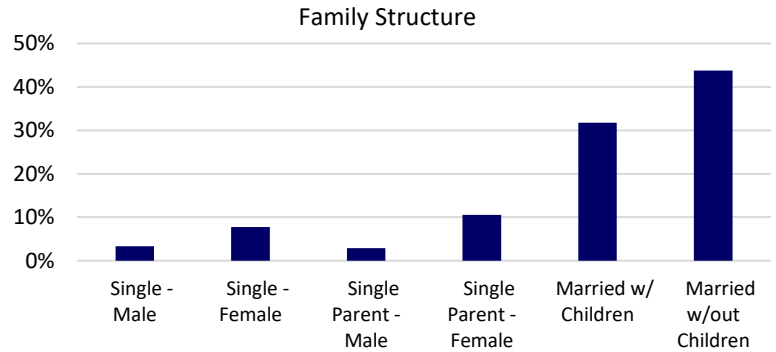
Industries (2018)

	Trade Area			
	Establishments		Employees	
	#	%	#	%
Accommodation & Food Services	362	5.7%	9,141	5.8%
Administration & Support Services	215	3.4%	9,706	6.1%
Agriculure, Forestry, Fishing, Hunting	35	0.5%	443	0.3%
Arts, Entertainment, & Recreation	139	2.2%	2,625	1.7%
Construction	353	5.6%	7,427	4.7%
Educational Services	155	2.5%	7,971	5.0%
Finance & Insurance	437	6.9%	3,919	2.5%
Health Care & Social Assistance	1,006	16.0%	21,203	13.4%
Information	122	1.9%	3,258	2.1%
Management of Companies & Enterprises	5	0.1%	102	0.1%
Manufacturing	303	4.8%	17,935	11.3%
Mining	5	0.1%	106	0.1%
Professional, Scientific, & Technical Services	671	10.6%	16,784	10.6%
Real Estate, Rental, Leasing	379	6.0%	3,723	2.3%
Retail Trade	922	14.6%	23,005	14.5%
Transportation & Storage	94	1.5%	2,858	1.8%
Utilities	9	0.1%	326	0.2%
Wholesale Trade	170	2.7%	1,654	1.0%
Other Services	920	14.6%	26,396	16.6%
Total	**6,303**	**100%**	**158,581**	**100%**

Occupations (2018)

	Trade Area	
	# of Employees	%
White Collar	76,852	48.5%
Architecture & Engineering	6,269	4.0%
Community & Social Science	4,169	2.6%
Computer/Mathematical Science	4,515	2.8%
Education, Training, & Library	7,058	4.5%
Entertainment & Media	2,418	1.5%
Healthcare Practitioners	7,596	4.8%
Healthcare Support	3,716	2.3%
Legal	648	0.4%
Life, Physical, & Social Science	1,807	1.1%
Management	8,772	5.5%
Office & Administrative Support	24,764	15.6%
Blue Collar	70,093	44.2%
Building & Grounds Cleaning & Maintenance	6,305	4.0%
Construction	6,124	3.9%
Farming, Fishing, & Forestry	261	0.2%
Food Service	8,499	5.4%
Installation & Maintenance	5,782	3.6%
Personal Care & Service	3,244	2.0%
Production	11,282	7.1%
Protective Service	2,879	1.8%
Sales & Related	17,646	11.1%
Transportation & Material Moving	8,072	5.1%
Military Services	11,636	7.3%

Employee Salaries & Wages (2018)

	Trade Area	
	# of Employees	%
Daytime Population	320,688	-
Median Employee Salary	$41,334	-
Average Employee Salary	$50,629	-

Salary/Wage per Employee per Annum

Under $15,000	4,693	3.0%
15,000 to 30,000	30,835	19.4%
30,000 to 45,000	58,512	36.9%
45,000 to 60,000	25,995	16.4%
60,000 to 75,000	8,628	5.4%
75,000 to 90,000	7,095	4.5%
90,000 to 100,000	4,324	2.7%
Over 100,000	18,500	11.7%
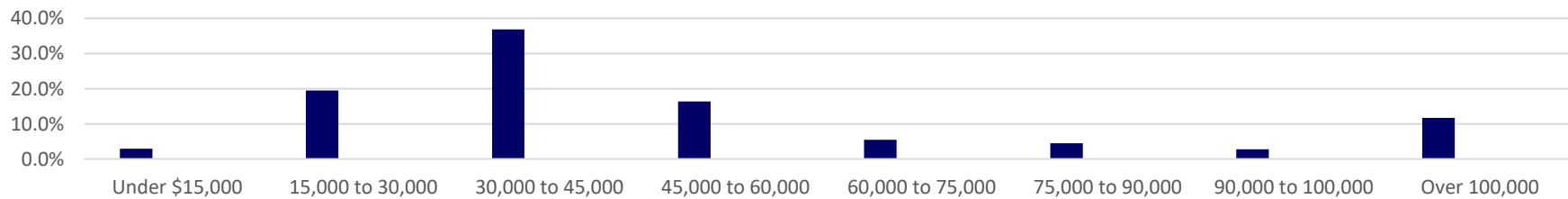
Industries (# of Establishments), Ranked

Industry	%
Health Care & Social Assistance	
Retail Trade	
Other Services	
Professional, Scientific, & Technical...	
Finance & Insurance	
Real Estate, Rental, Leasing	
Accommodation & Food Services	
Construction	
Manufacturing	
Administration & Support Services	
Wholesale Trade	
Educational Services	
Arts, Entertainment, & Recreation	
Information	
Transportation & Storage	
Agriculure, Forestry, Fishing, Hunting	
Utilities	
Mining	
Management of Companies &...	

0% 2% 4% 6% 8% 10% 12% 14% 16% 18%

Occupations (# of Employees), Ranked

Occupation	%
Office & Administrative Support	
Sales & Related	
Military services	
Production	
Management	
Food Service	
Transportation & Material Moving	
Healthcare Practitioners	
Education, Training, & Library	
Building & Grounds Cleaning/Mntce	
Architecture & Engineering	
Construction	
Installation & Maintenance	
Computer/Mathematical Science	
Community & Social Science	
Healthcare Support	
Personal Care & Service	
Protective Service	
Entertainment & Media	
Life, Physical, & Social Science	
Legal	
Farming, Fishing, & Forestry	

0% 2% 4% 6% 8% 10% 12% 14% 16% 18%