

NextSite

MADISON, ALABAMA

60 Minute Drive Time

Consumer Profile Report

STI: PopStats, 2018 Q2

60 Min Drive

Current

2018 Population	683,074	---
2023 Projected Population	720,894	---
Pop Growth (%)	5.5%	---
2018 Households	272,022	---
2023 Projected Households	287,011	---
HH Growth (%)	5.5%	---

Census Year

2000 Population	546,762	---
2010 Population	634,627	---
Pop Growth (%)	16.1%	---
2000 Households	215,369	---
2010 Households	252,326	---
HH Growth (%)	17.2%	---

Total Population by Age

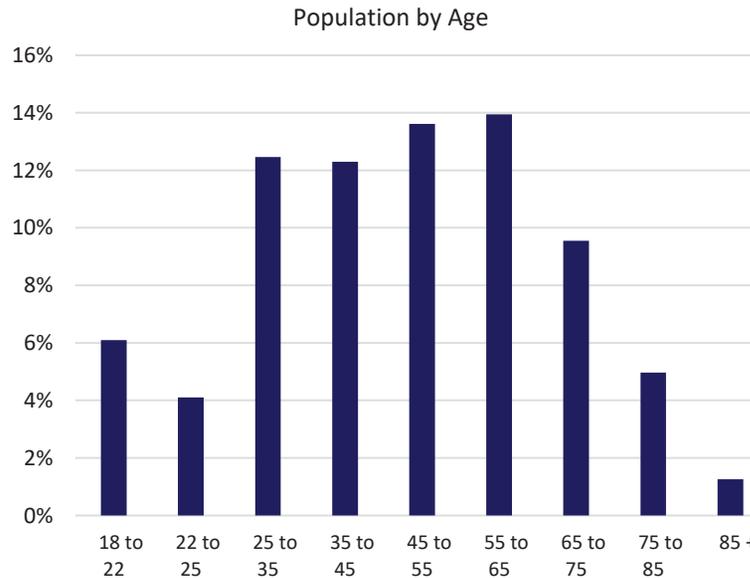
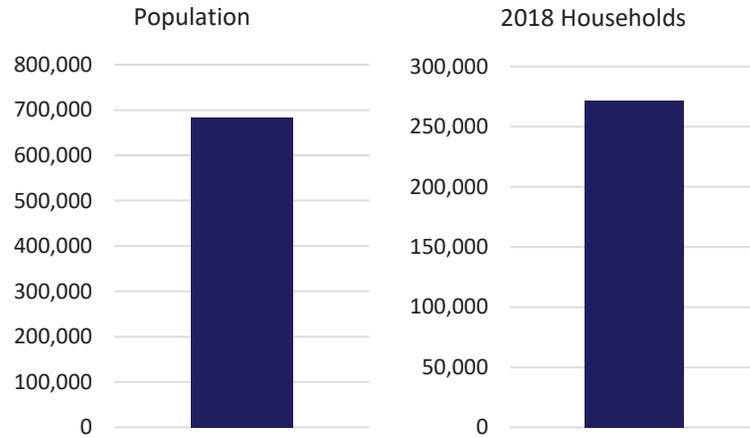
Average Age (2018) 39.7

Children (2018)

0 - 4 Years	39,742
5 - 9 Years	40,112
10-13 Years	33,561
14-17 Years	34,866

Adults (2018)

18 to 22	41,619	6.1%
22 to 25	28,005	4.1%
25 to 35	85,145	12.5%
35 to 45	83,990	12.3%
45 to 55	92,970	13.6%
55 to 65	95,275	13.9%
65 to 75	65,230	9.5%
75 to 85	33,919	5.0%
85 +	8,639	1.3%



Consumer Profile Report

STI: PopStats, 2018 Q2

60 Min Drive

Population by Race/Ethnicity (2018)

White, Non-Hispanic	498,166	72.9%
Hispanic	34,296	5.0%
African American	118,009	17.3%
Asian	11,697	1.7%

Language at Home (2018)

Spanish	25,358	3.9%
Asian Language	5,742	0.9%

Ancestry (2018)

American Indian (ancestry)	5,918	0.9%
Hawaiian (ancestry)	493	0.1%

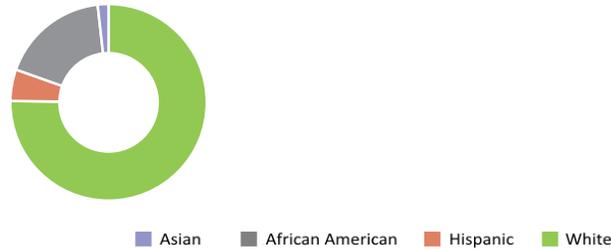
Household Income (2018)

Per Capita Income	\$29,110	---
Average HH Income	\$73,098	---
Median HH Income	\$53,942	---
Less than \$25,000	62,492	23.0%
\$25,000 - \$34,999	27,814	10.2%
\$35,000 - \$49,999	37,074	13.6%
\$50,000 - \$74,999	47,771	17.6%
\$75,000 - \$99,999	32,899	12.1%
\$100,000 - \$149,999	37,641	13.8%
\$150,000 - \$199,999	19,108	7.0%
\$200,000+	7,223	2.7%

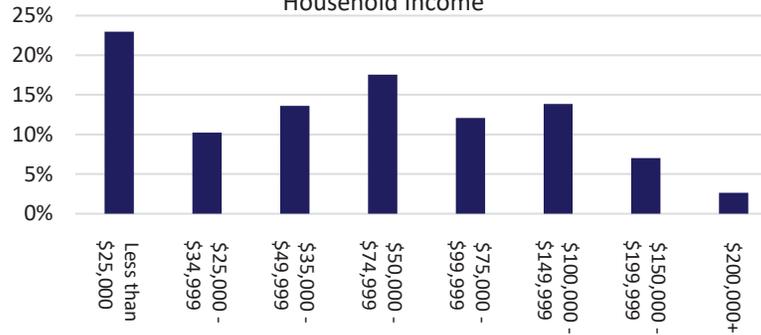
Education (2018)

Less than 9th Grade	20,780	4.5%
Some High School	39,723	8.5%
High School Grad	123,022	26.4%
Some College	98,886	21.3%
Associate Degree	37,537	8.1%
Bachelors Degree	92,780	19.9%
Graduate Degree	41,201	8.9%

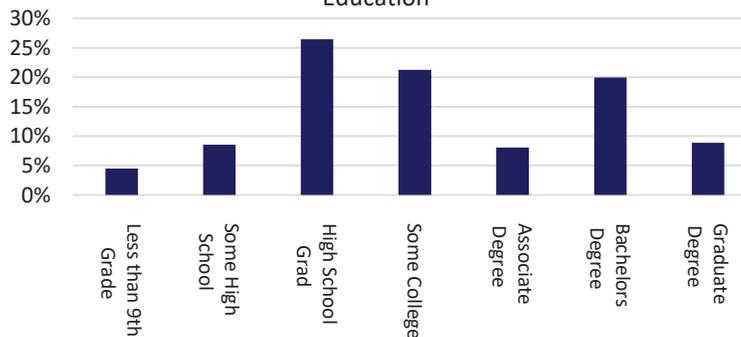
Race/Ethnicity



Household Income



Education



Consumer Profile Report

STI: PopStats, 2018 Q2

60 Min Drive

Family Structure (2018)	187,444	
Single - Male	6,445	3.4%
Single - Female	15,264	8.1%
Single Parent - Male	5,444	2.9%
Single Parent - Female	18,432	9.8%
Married w/ Children	53,970	28.8%
Married w/out Children	87,889	46.9%
Household Size (2018)		
1 Person	73,503	27.0%
2 Persons	93,386	34.3%
3 Persons	46,002	16.9%
4 Persons	36,645	13.5%
5+ Persons	22,487	8.3%
Home Ownership (2018)	272,022	
Owners	194,038	71.3%
Renters	77,984	28.7%
Components of Change (2018)		
Births	7,860	1.2%
Deaths	7,122	1.0%
Migration	6,964	1.0%
Unemployment Rate (2018)		5.3%
Employment, Pop 16+ (2018)	552,444	
Armed Services	1,241	0.2%
Civilian	337,543	61.1%
Employed	319,762	57.9%
Unemployed	17,781	3.2%
Not in Labor Force	213,660	38.7%
Businesses		
Establishments	16,440	---
Employees (FTEs)	327,904	---

