

NextSite

# MADISON, ALABAMA

3, 5 & 10 Minute Drive Time

**Industries (2018)**

	3 Min Drive				5 Min Drive				10 Min Drive			
	Establishments		Employees		Establishments		Employees		Establishments		Employees	
	#	%	#	%	#	%	#	%	#	%	#	%
Accommodation & Food Services	34	6.3%	1,101	8.0%	50	5.9%	1,644	7.3%	114	6.1%	3,523	5.8%
Administration & Support Services	18	3.3%	1,107	8.0%	33	3.9%	2,021	9.0%	65	3.4%	3,789	6.3%
Agriculture, Forestry, Fishing, Hunting	0	0.1%	2	0.0%	2	0.2%	12	0.1%	7	0.4%	120	0.2%
Arts, Entertainment, & Recreation	10	1.8%	304	2.2%	15	1.8%	451	2.0%	41	2.2%	992	1.6%
Construction	22	4.2%	666	4.8%	38	4.4%	1,118	5.0%	85	4.5%	2,118	3.5%
Educational Services	8	1.5%	159	1.2%	14	1.6%	292	1.3%	45	2.4%	2,711	4.5%
Finance & Insurance	28	5.3%	222	1.6%	45	5.3%	336	1.5%	104	5.5%	901	1.5%
Health Care & Social Assistance	151	28.4%	2,922	21.2%	229	26.6%	4,302	19.1%	371	19.6%	8,073	13.4%
Information	11	2.0%	176	1.3%	16	1.9%	435	1.9%	42	2.2%	1,516	2.5%
Management of Companies & Enterprises	2	0.3%	32	0.2%	2	0.2%	37	0.2%	3	0.2%	59	0.1%
Manufacturing	28	5.2%	1,685	12.2%	48	5.6%	2,693	11.9%	119	6.3%	7,655	12.7%
Mining	1	0.1%	8	0.1%	1	0.1%	15	0.1%	1	0.1%	16	0.0%
Professional, Scientific, & Technical Services	47	8.9%	1,287	9.3%	83	9.7%	2,315	10.3%	257	13.6%	8,638	14.3%
Real Estate, Rental, Leasing	35	6.6%	635	4.6%	54	6.3%	932	4.1%	111	5.9%	1,588	2.6%
Retail Trade	56	10.4%	1,353	9.8%	95	11.0%	2,469	10.9%	241	12.7%	6,635	11.0%
Transportation & Storage	12	2.3%	658	4.8%	18	2.1%	976	4.3%	31	1.6%	1,421	2.4%
Utilities	1	0.2%	4	0.0%	1	0.2%	5	0.0%	2	0.1%	7	0.0%
Wholesale Trade	18	3.4%	335	2.4%	30	3.5%	540	2.4%	56	3.0%	867	1.4%
Other Services	52	9.7%	1,151	8.3%	84	9.8%	1,967	8.7%	195	10.3%	9,653	16.0%
<b>Total</b>	<b>533</b>	<b>100%</b>	<b>13,808</b>	<b>100%</b>	<b>859</b>	<b>100%</b>	<b>22,563</b>	<b>100%</b>	<b>1,892</b>	<b>100%</b>	<b>60,284</b>	<b>100%</b>

**Occupations (2018)**

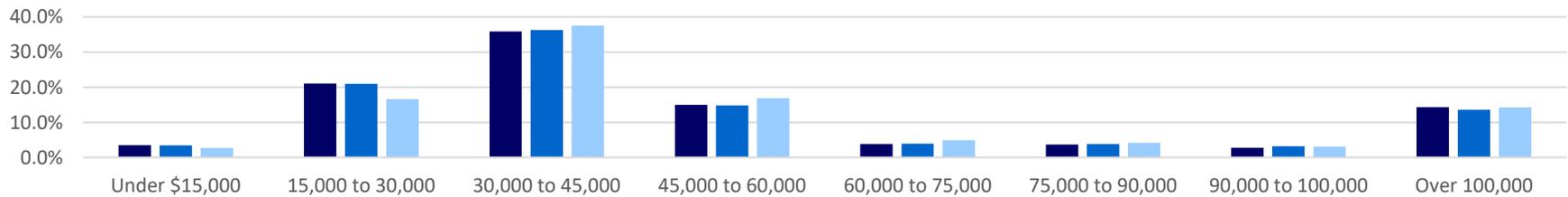
	3 Min Drive		5 Min Drive		10 Min Drive	
	# of Employees	%	# of Employees	%	# of Employees	%
<b>White Collar</b>	7,094	51.4%	11,353	50.3%	29,829	49.5%
Architecture & Engineering	513	3.7%	856	3.8%	3,303	5.5%
Community & Social Science	492	3.6%	739	3.3%	1,477	2.4%
Computer/Mathematical Science	390	2.8%	700	3.1%	2,291	3.8%
Education, Training, & Library	322	2.3%	535	2.4%	2,198	3.6%
Entertainment & Media	253	1.8%	405	1.8%	942	1.6%
Healthcare Practitioners	992	7.2%	1,444	6.4%	2,697	4.5%
Healthcare Support	422	3.1%	631	2.8%	1,312	2.2%
Legal	25	0.2%	44	0.2%	152	0.3%
Life, Physical, & Social Science	139	1.0%	236	1.0%	822	1.4%
Management	832	6.0%	1,342	5.9%	3,505	5.8%
Office & Administrative Support	2,290	16.6%	3,717	16.5%	9,117	15.1%
<b>Blue Collar</b>	6,676	48.3%	10,989	48.7%	24,611	40.8%
Building & Grounds Cleaning & Maintenance	868	6.3%	1,469	6.5%	2,547	4.2%
Construction	533	3.9%	902	4.0%	1,845	3.1%
Farming, Fishing, & Forestry	15	0.1%	27	0.1%	81	0.1%
Food Service	838	6.1%	1,278	5.7%	3,061	5.1%
Installation & Maintenance	516	3.7%	824	3.7%	2,030	3.4%
Personal Care & Service	258	1.9%	420	1.9%	1,031	1.7%
Production	985	7.1%	1,628	7.2%	4,278	7.1%
Protective Service	328	2.4%	544	2.4%	1,015	1.7%
Sales & Related	1,322	9.6%	2,301	10.2%	5,699	9.5%
Transportation & Material Moving	1,014	7.3%	1,596	7.1%	3,025	5.0%
<b>Military Services</b>	39	0.3%	221	1.0%	5,844	9.7%

**Employee Salaries & Wages (2018)**

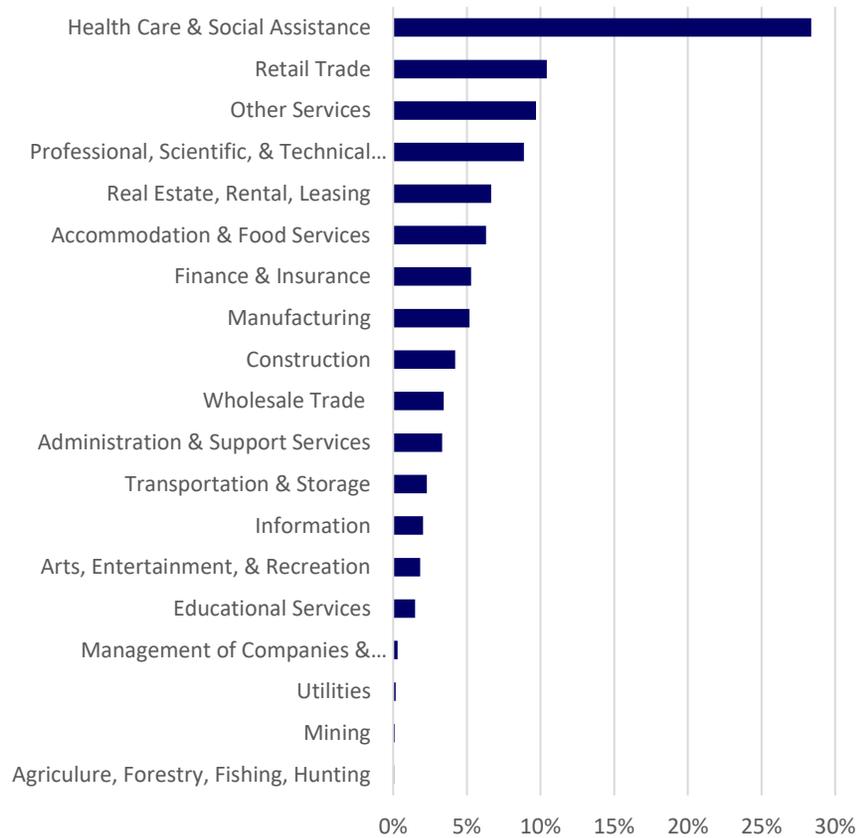
	3 Min Drive		5 Min Drive		10 Min Drive	
	# of Employees	%	# of Employees	%	# of Employees	%
Daytime Population	15,598	-	27,999	-	96,162	-
Median Employee Salary	\$40,319	-	\$40,279	-	\$42,748	-
Average Employee Salary	\$51,910	-	\$51,587	-	\$53,597	-

**Salary/Wage per Employee per Annum**

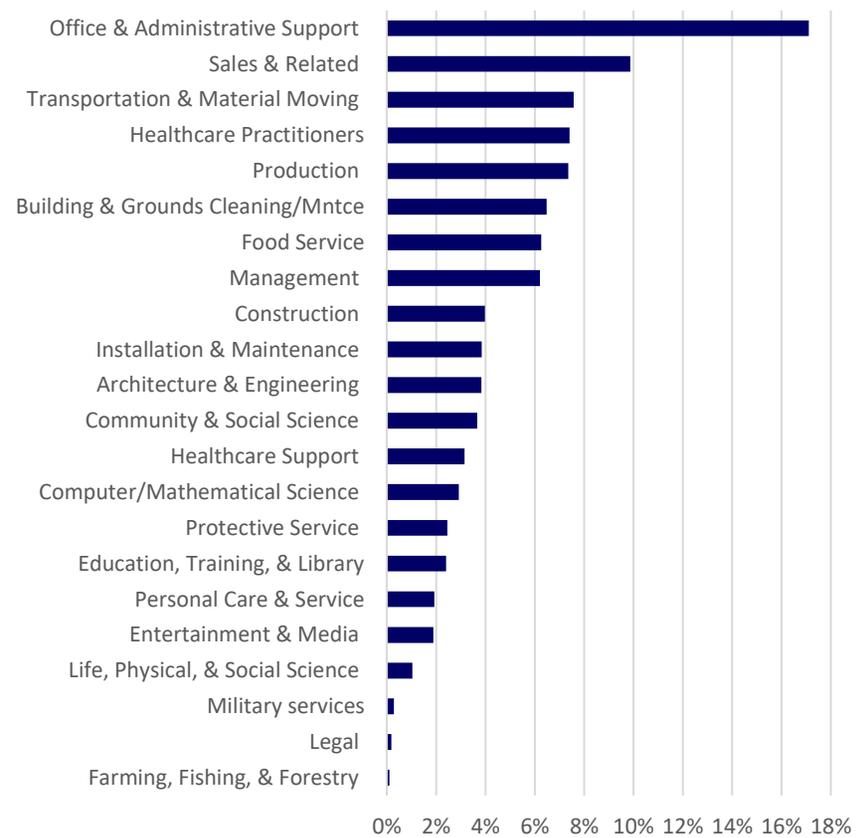
Salary Range	3 Min Drive #	3 Min Drive %	5 Min Drive #	5 Min Drive %	10 Min Drive #	10 Min Drive %
Under \$15,000	486	3.5%	779	3.5%	1,636	2.7%
15,000 to 30,000	2,903	21.0%	4,733	21.0%	10,011	16.6%
30,000 to 45,000	4,958	35.9%	8,182	36.3%	22,618	37.5%
45,000 to 60,000	2,067	15.0%	3,345	14.8%	10,144	16.8%
60,000 to 75,000	530	3.8%	878	3.9%	2,937	4.9%
75,000 to 90,000	506	3.7%	855	3.8%	2,502	4.2%
90,000 to 100,000	381	2.8%	720	3.2%	1,871	3.1%
Over 100,000	1,978	14.3%	3,071	13.6%	8,564	14.2%



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



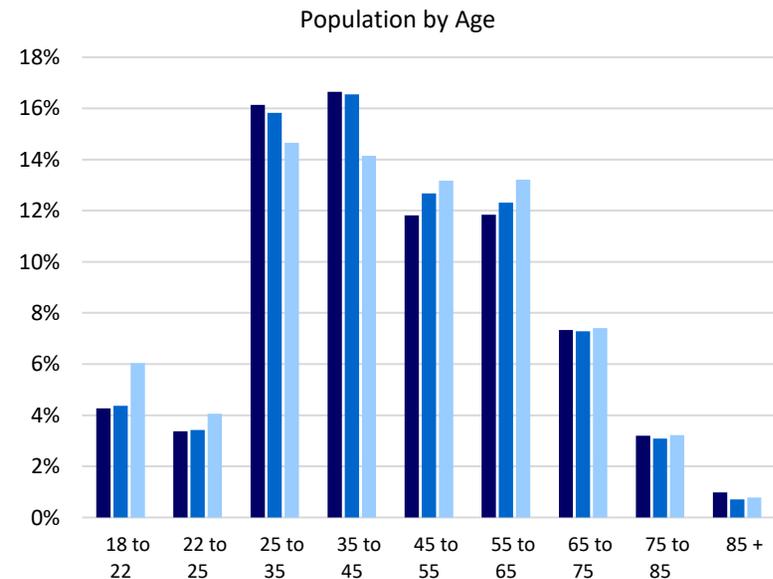
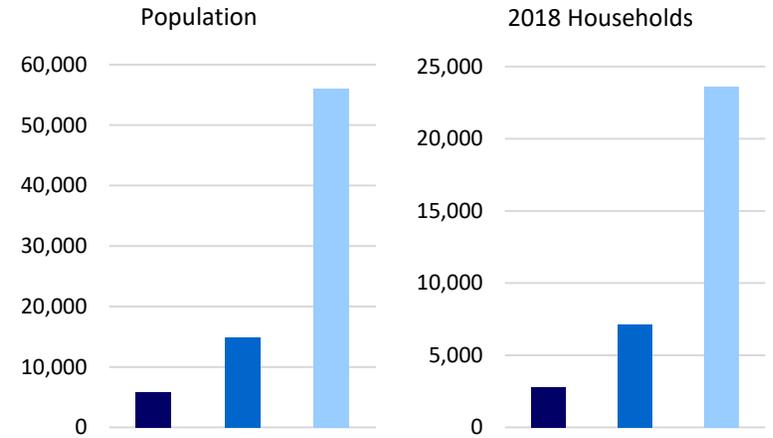
**Occupations (# of Employees), Ranked**



### Consumer Profile Report

STI: PopStats, 2018 Q2

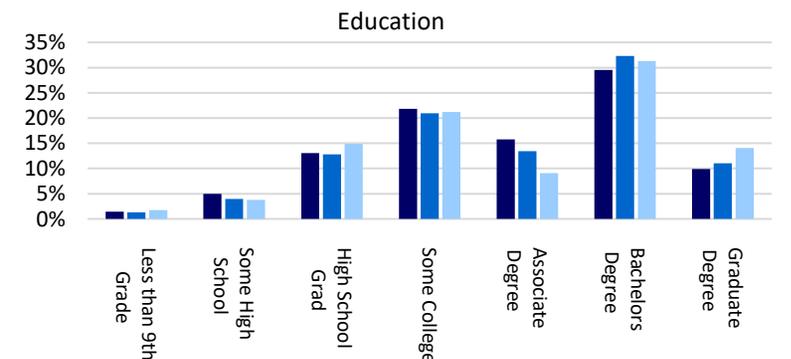
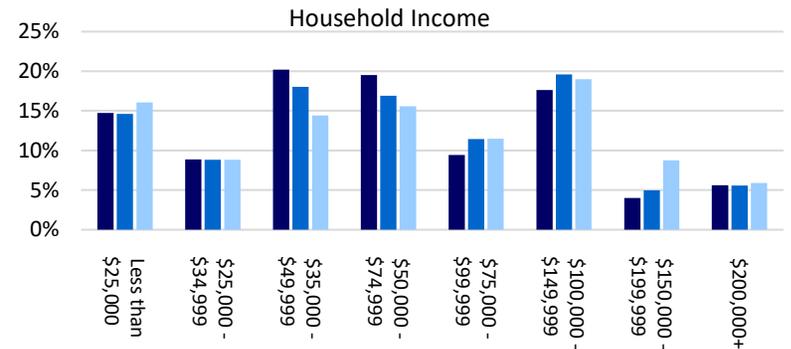
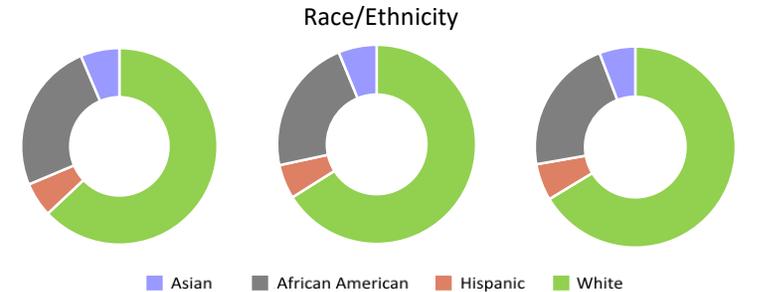
	3 Min Drive		5 Min Drive		10 Min Drive	
<b>Current</b>						
2018 Population	5,794	---	14,944	---	55,975	---
2023 Projected Population	6,120	---	16,234	---	62,158	---
Pop Growth (%)	5.6%	---	8.6%	---	11.0%	---
2018 Households	2,809	---	7,141	---	23,640	---
2023 Projected Households	2,971	---	7,785	---	26,236	---
HH Growth (%)	5.8%	---	9.0%	---	11.0%	---
<b>Census Year</b>						
2000 Population	4,127	---	9,566	---	38,187	---
2010 Population	5,213	---	12,825	---	49,083	---
Pop Growth (%)	26.3%	---	34.1%	---	28.5%	---
2000 Households	1,973	---	4,402	---	15,801	---
2010 Households	2,512	---	6,085	---	20,473	---
HH Growth (%)	27.3%	---	38.2%	---	29.6%	---
<b>Total Population by Age</b>						
Average Age (2018)	36.7		36.9		37.2	
<b>Children (2018)</b>						
0 - 4 Years	458		1,166		3,814	
5 - 9 Years	376		964		3,654	
10-13 Years	318		783		2,812	
14-17 Years	263		641		2,775	
<b>Adults (2018)</b>						
18 to 22	248	4.3%	652	4.4%	3,377	6.0%
22 to 25	196	3.4%	512	3.4%	2,272	4.1%
25 to 35	935	16.1%	2,365	15.8%	8,205	14.7%
35 to 45	965	16.7%	2,474	16.6%	7,917	14.1%
45 to 55	684	11.8%	1,893	12.7%	7,370	13.2%
55 to 65	686	11.8%	1,841	12.3%	7,391	13.2%
65 to 75	425	7.3%	1,087	7.3%	4,148	7.4%
75 to 85	185	3.2%	461	3.1%	1,802	3.2%
85 +	57	1.0%	106	0.7%	437	0.8%



## Consumer Profile Report

STI: PopStats, 2018 Q2

	3 Min Drive		5 Min Drive		10 Min Drive	
<b>Population by Race/Ethnicity (2018)</b>						
White, Non-Hispanic	3,523	60.8%	9,563	64.0%	35,913	64.2%
Hispanic	317	5.5%	806	5.4%	3,200	5.7%
African American	1,394	24.1%	3,204	21.4%	11,888	21.2%
Asian	358	6.2%	900	6.0%	3,136	5.6%
<b>Language at Home (2018)</b>						
Spanish	239	4.5%	616	4.5%	1,968	3.8%
Asian Language	194	3.6%	517	3.8%	1,657	3.2%
<b>Ancestry (2018)</b>						
American Indian (ancestry)	29	0.5%	68	0.5%	282	0.5%
Hawaiian (ancestry)	11	0.2%	26	0.2%	76	0.1%
<b>Household Income (2018)</b>						
<b>Per Capita Income</b>	\$37,718	---	\$38,585	---	\$36,774	---
<b>Average HH Income</b>	\$77,797	---	\$80,745	---	\$87,071	---
<b>Median HH Income</b>	\$56,748	---	\$61,030	---	\$66,335	---
Less than \$25,000	414	14.7%	1,044	14.6%	3,800	16.1%
\$25,000 - \$34,999	249	8.9%	630	8.8%	2,085	8.8%
\$35,000 - \$49,999	567	20.2%	1,288	18.0%	3,410	14.4%
\$50,000 - \$74,999	548	19.5%	1,206	16.9%	3,682	15.6%
\$75,000 - \$99,999	265	9.4%	818	11.5%	2,710	11.5%
\$100,000 - \$149,999	495	17.6%	1,400	19.6%	4,488	19.0%
\$150,000 - \$199,999	113	4.0%	356	5.0%	2,071	8.8%
\$200,000+	158	5.6%	399	5.6%	1,394	5.9%
<b>Education (2018)</b>						
Less than 9th Grade	55	1.4%	136	1.3%	640	1.7%
Some High School	195	5.0%	402	3.9%	1,410	3.8%
High School Grad	514	13.1%	1,308	12.8%	5,557	14.9%
Some College	859	21.8%	2,140	20.9%	7,893	21.2%
Associate Degree	622	15.8%	1,371	13.4%	3,374	9.1%
Bachelors Degree	1,162	29.5%	3,301	32.3%	11,663	31.3%
Graduate Degree	390	9.9%	1,131	11.1%	5,243	14.1%



## Consumer Profile Report

STI: PopStats, 2018 Q2

	3 Min Drive		5 Min Drive		10 Min Drive	
<b>Family Structure (2018)</b>	1,257		3,605		14,032	
Single - Male	36	2.9%	102	2.8%	359	2.6%
Single - Female	127	10.1%	413	11.5%	1,119	8.0%
Single Parent - Male	19	1.5%	92	2.6%	321	2.3%
Single Parent - Female	132	10.5%	437	12.1%	1,601	11.4%
Married w/ Children	411	32.7%	1,150	31.9%	4,674	33.3%
Married w/out Children	531	42.3%	1,411	39.1%	5,958	42.5%
<b>Household Size (2018)</b>						
1 Person	1,214	43.2%	2,886	40.4%	7,844	33.2%
2 Persons	843	30.0%	2,240	31.4%	7,451	31.5%
3 Persons	373	13.3%	1,025	14.4%	3,742	15.8%
4 Persons	248	8.8%	658	9.2%	2,918	12.3%
5+ Persons	130	4.6%	332	4.6%	1,685	7.1%
<b>Home Ownership (2018)</b>	2,809		7,141		23,640	
Owners	906	32.3%	2,991	41.9%	13,236	56.0%
Renters	1,903	67.7%	4,150	58.1%	10,404	44.0%
<b>Components of Change (2018)</b>						
Births	72	1.2%	182	1.2%	677	1.2%
Deaths	43	0.7%	113	0.8%	449	0.8%
Migration	14	0.2%	28	0.2%	621	1.1%
<b>Unemployment Rate (2018)</b>	3.1%		3.0%		4.6%	
<b>Employment, Pop 16+ (2018)</b>	4,508		11,712		44,308	
Armed Services	11	0.2%	37	0.3%	481	1.1%
Civilian	3,480	77.2%	8,978	76.7%	30,906	69.8%
Employed	3,370	74.7%	8,708	74.4%	29,557	66.7%
Unemployed	110	2.4%	270	2.3%	1,349	3.0%
Not in Labor Force	1,017	22.6%	2,697	23.0%	12,921	29.2%
<b>Businesses</b>						
Establishments	554	---	895	---	2,003	---
Employees (FTEs)	13,808	---	22,563	---	60,284	---

