

# Madison, AL - Super Regional Trade Area



## NextSite Community Overview

1990 - 2000 - 2010 Census, Q1 2019 Estimates & Q1 2024 Projections

Calculated using TAS Retrieval

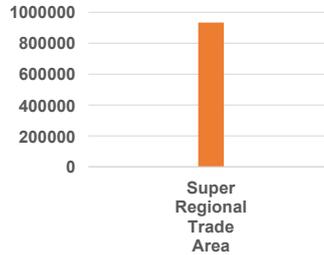
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Jul 29, 2019

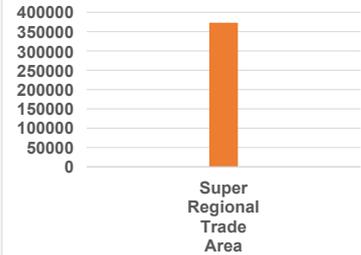
### Population

|                                | Super Regional Trade Area |
|--------------------------------|---------------------------|
| 2019 Population                | 933,875                   |
| 2024 Projected Population      | 978,050                   |
| Population Growth %:           | 0.93%                     |
| 2019 Households                | 373,125                   |
| 2024 Households                | 390,592                   |
| Household Growth %:            | 0.92%                     |
| Expected Value Indicator (EVI) | 0.54                      |

2019 Population



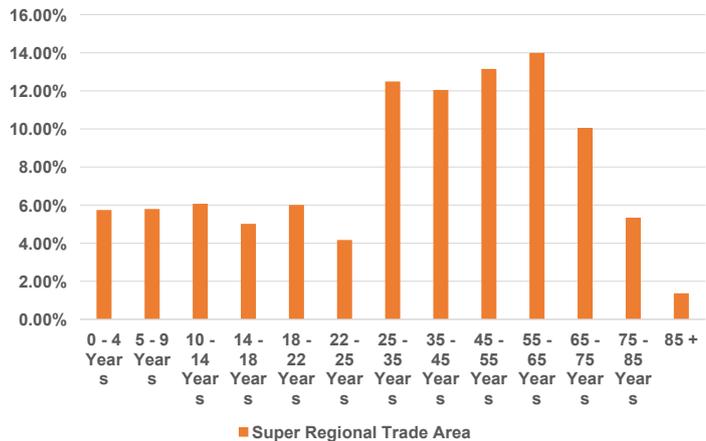
2019 Households



### Total Population by Age

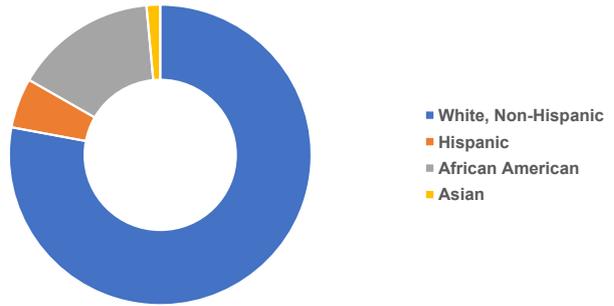
|               | Super Regional Trade Area | Average Age |
|---------------|---------------------------|-------------|
| Average Age   | 40.10                     |             |
| 0 - 4 Years   | 53,621                    | 5.74%       |
| 5 - 9 Years   | 54,111                    | 5.79%       |
| 10 - 14 Years | 45,194                    | 6.07%       |
| 14 - 18 Years | 46,843                    | 5.02%       |
| 18 - 22 Years | 56,090                    | 6.01%       |
| 22 - 25 Years | 38,913                    | 4.17%       |
| 25 - 35 Years | 116,647                   | 12.49%      |
| 35 - 45 Years | 112,489                   | 12.05%      |
| 45 - 55 Years | 122,801                   | 13.15%      |
| 55 - 65 Years | 130,639                   | 13.99%      |
| 65 - 75 Years | 93,892                    | 10.05%      |
| 75 - 85 Years | 49,867                    | 5.34%       |
| 85 +          | 12,768                    | 1.37%       |

Total Population by Age



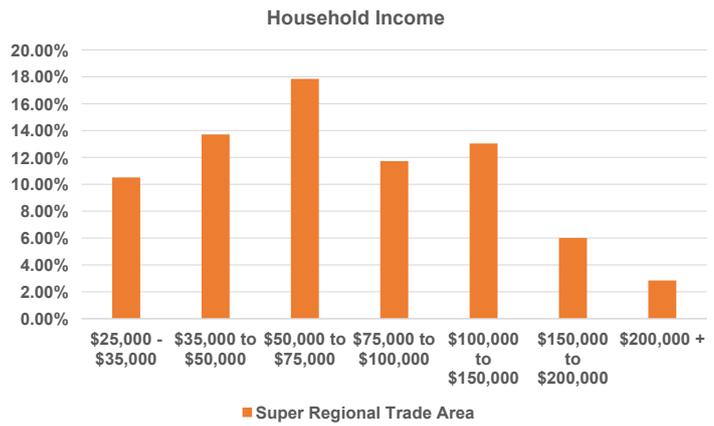
## Population by Race/Ethnicity

|                     | Super Regional Trade Area |        |
|---------------------|---------------------------|--------|
| White, Non-Hispanic | 706,446                   | 75.65% |
| Hispanic            | 48,615                    | 5.21%  |
| African American    | 138,004                   | 14.78% |
| Asian               | 13,282                    | 1.42%  |



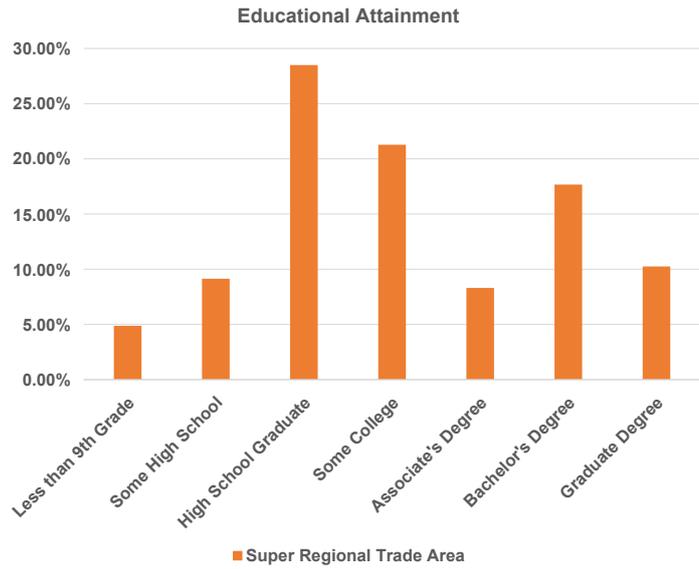
## Household Income

|                        | Super Regional Trade Area |        |
|------------------------|---------------------------|--------|
| Per Capita Income      | \$28,569                  |        |
| Average HH Income      | \$70,704                  |        |
| Median HH Income       | \$51,870                  |        |
| \$25,000 - \$35,000    | 39,220                    | 10.51% |
| \$35,000 to \$50,000   | 51,156                    | 13.71% |
| \$50,000 to \$75,000   | 66,590                    | 17.85% |
| \$75,000 to \$100,000  | 43,752                    | 11.73% |
| \$100,000 to \$150,000 | 48,645                    | 13.04% |
| \$150,000 to \$200,000 | 22,411                    | 6.01%  |
| \$200,000 +            | 10,607                    | 2.84%  |



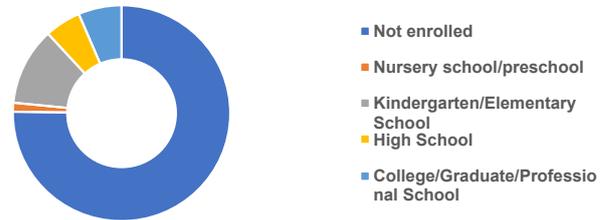
## Educational Attainment

|                      | Super Regional Trade Area |        |
|----------------------|---------------------------|--------|
| Less than 9th Grade  | 31,128                    | 4.87%  |
| Some High School     | 58,397                    | 9.14%  |
| High School Graduate | 182,116                   | 28.50% |
| Some College         | 135,979                   | 21.28% |
| Associate's Degree   | 53,060                    | 8.30%  |
| Bachelor's Degree    | 112,926                   | 17.67% |
| Graduate Degree      | 65,496                    | 10.25% |



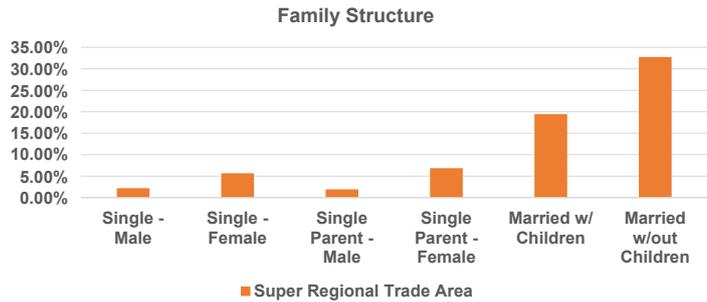
## School Enrollment

|                               | Super Regional Trade Area |        |
|-------------------------------|---------------------------|--------|
| Not enrolled                  | 702,431                   | 75.22% |
| Nursery school/preschool      | 12,482                    | 1.34%  |
| Kindergarten/Elementary       | 108,504                   | 11.62% |
| High School                   | 50,322                    | 5.39%  |
| College/Graduate/Professional | 60,136                    | 6.44%  |



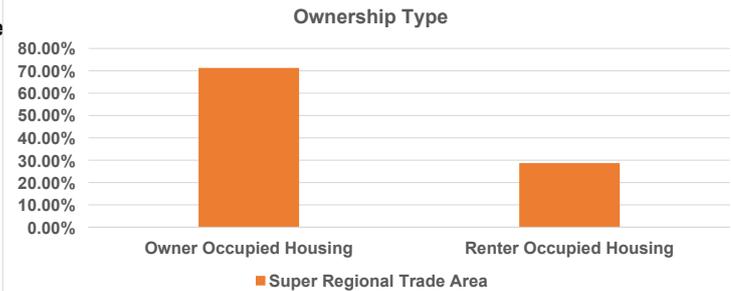
## Family Structure

|                        | Super Regional Trade Area |        |
|------------------------|---------------------------|--------|
| Single - Male          | 8,167                     | 2.19%  |
| Single - Female        | 21,144                    | 5.67%  |
| Single Parent - Male   | 7,136                     | 1.91%  |
| Single Parent - Female | 25,559                    | 6.85%  |
| Married w/ Children    | 72,539                    | 19.44% |
| Married w/out Children | 122,215                   | 32.75% |



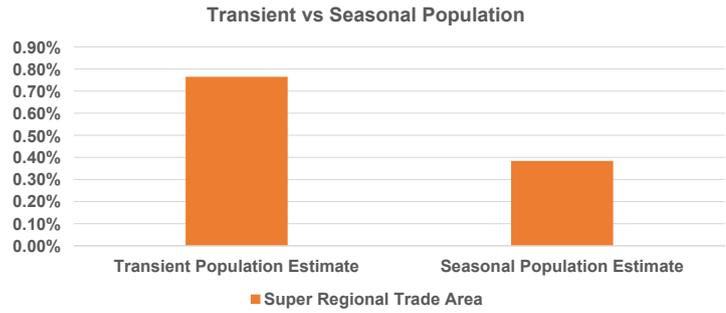
## Home Ownership

|                         | Super Regional Trade Area |        |
|-------------------------|---------------------------|--------|
| Owner Occupied Housing  | 266,003                   | 71.29% |
| Renter Occupied Housing | 107,123                   | 28.71% |



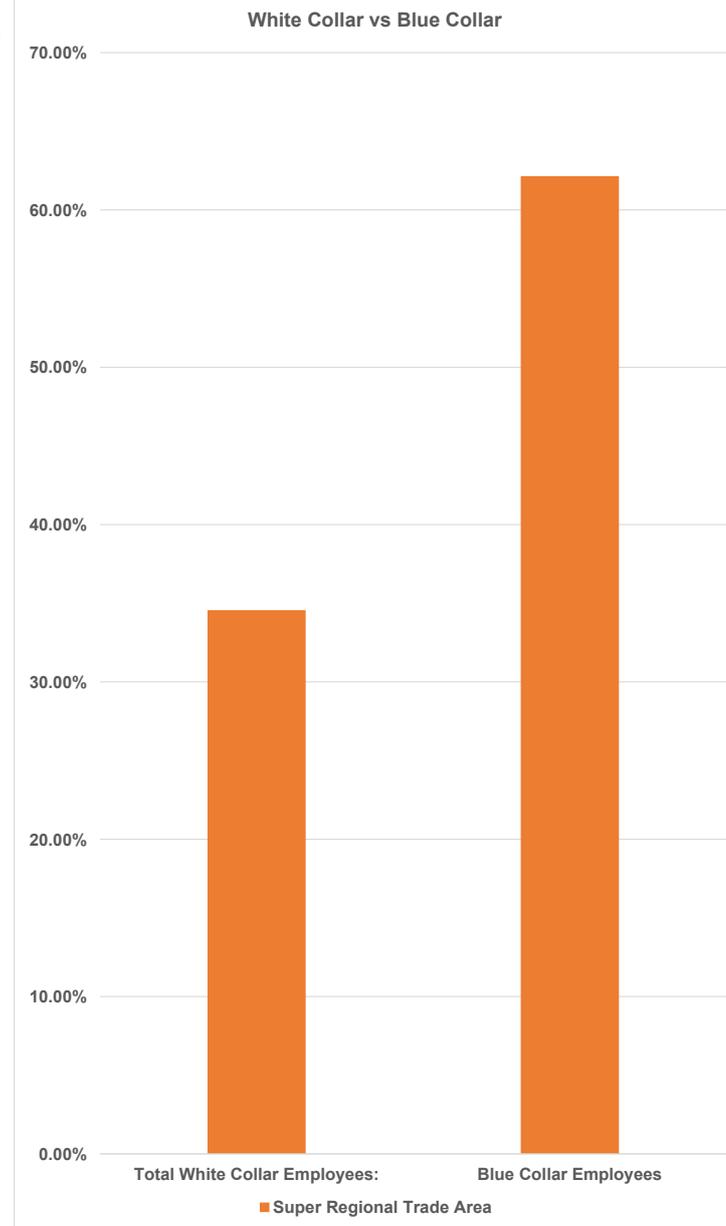
## Components of Change

|                               | Super Regional Trade Area |       |
|-------------------------------|---------------------------|-------|
| Births                        | 10,497                    |       |
| Deaths                        | 10,373                    |       |
| Migration                     | 6,156                     |       |
| Transient Population Estimate | 7,143                     | 0.76% |
| Seasonal Population Estimate  | 3,586                     | 0.38% |



## Occupations - White Collar

|  | Super Regional Trade Area |        |
|--|---------------------------|--------|
| <b>Total White Collar</b>                                | 146,206                   | 34.56% |
| Architecture and Engineering Employees                   | 10,974                    | 2.59%  |
| Business and Financial                                   | 13,754                    | 3.25%  |
| Community and Social Services Employees                  | 14,178                    | 3.35%  |
| Computer/Mathematical Science Employees:                 | 8,446                     | 2.00%  |
| Education, Training, and Library Employees               | 25,427                    | 6.01%  |
| Arts, Design, Entertainment, Sports, and Media Employees | 6,919                     | 1.64%  |
| Healthcare Practitioners/Technical Employees             | 24,565                    | 5.81%  |
| Healthcare Support Employees                             | 11,697                    | 2.76%  |
| Legal Employees  | 2,926                     | 0.69%  |
| Life, Physical, and Social Science Employees             | 4,218                     | 1.00%  |
| Management Employees                                     | 23,102                    | 5.46%  |
| <b>Blue Collar Employees</b>                             | 262,899                   | 62.14% |
| Building, Grounds Cleaning, and Maintenance Employees    | 15,300                    | 3.62%  |
| Construction and Extraction Employees                    | 16,761                    | 3.96%  |
| Farming, Fishing, and Forestry Employees                 | 743                       | 0.18%  |
| Food Preparation and Serving Related Employees           | 24,956                    | 5.90%  |
| Installation, Maintenance, and Repair Employees          | 15,797                    | 3.73%  |
| Office and Administrative Support Employees              | 72,363                    | 17.10% |
| Personal Care and Service Employees                      | 9,503                     | 2.25%  |
| Production Employees:                                    | 28,405                    | 6.71%  |
| Protective Service Employees:                            | 7,401                     | 1.75%  |
| Sales and Related Employees:                             | 49,785                    | 11.77% |
| Transportation/Material Moving Employees:                | 21,884                    | 5.17%  |
| <b>Military</b>  | 11,299                    | 2.67%  |



## Workplace Statistics

|                            | <b>Super Regional Trade Area</b> |
|----------------------------|----------------------------------|
| # of Businesses:           | 22,469                           |
| Workplace Employees (FTE): | 423,054                          |
| Total Daytime Population:  | 1,006,420                        |
| Median Employee Salary:    | \$40,132                         |
| Average Employee Salary:   | \$48,877                         |
| Unemployment Rate          | 3.49%                            |

