

Madison, AL - Super Regional Trade Area



NextSite Community Overview

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

Calculated using TAS Retrieval

Latitude: 34.683812 Longitude: -86.741070

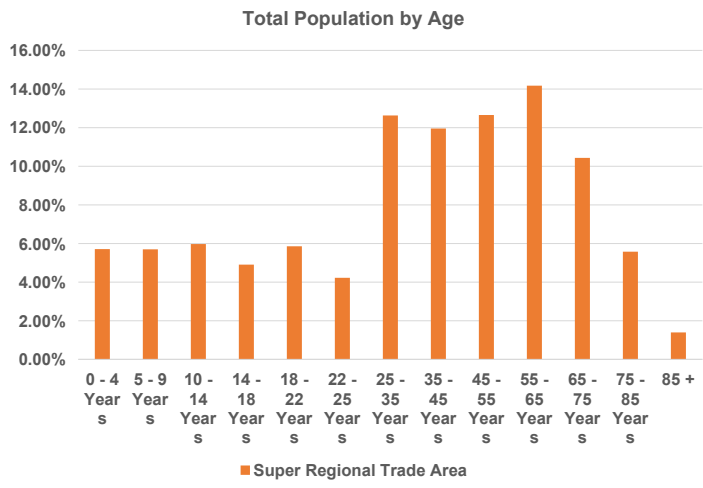
Apr 20, 2021

Population

	Super Regional Trade Area	2020 Population	2020 Households
2020 Population	957,378		
2025 Projected Population	1,000,328		
Population Growth %:	0.88%		
2020 Households	382,735		
2025 Households	399,513		
Household Growth %:	0.86%		
Expected Value Indicator (EVI)	0.63		

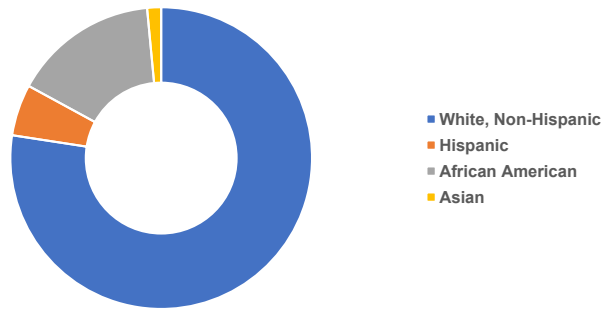
Total Population by Age

	Super Regional Trade Area	
Average Age	40.40	
0 - 4 Years	54,675	5.71%
5 - 9 Years	54,562	5.70%
10 - 14 Years	45,706	5.97%
14 - 18 Years	46,981	4.91%
18 - 22 Years	56,074	5.86%
22 - 25 Years	40,448	4.22%
25 - 35 Years	120,935	12.63%
35 - 45 Years	114,466	11.96%
45 - 55 Years	121,161	12.66%
55 - 65 Years	135,709	14.18%
65 - 75 Years	99,904	10.44%
75 - 85 Years	53,395	5.58%
85 +	13,362	1.40%



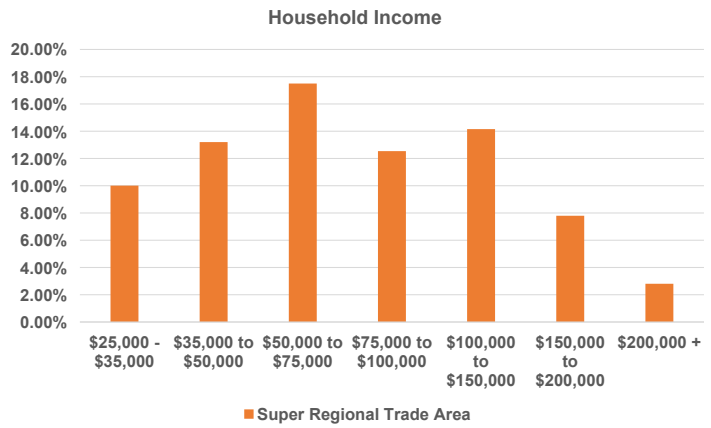
Population by Race/Ethnicity

	Super Regional Trade Area	
White, Non-Hispanic	718,726	75.07%
Hispanic	51,134	5.34%
African American	144,521	15.10%
Asian	13,913	1.45%



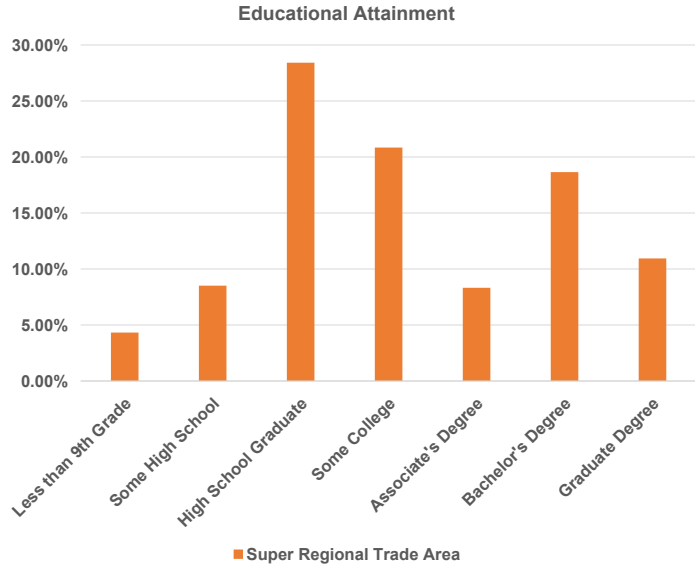
Household Income

	Super Regional Trade Area	
Per Capita Income	\$30,598	
Average HH Income	\$75,804	
Median HH Income	\$56,072	
\$25,000 - \$35,000	38,300	10.01%
\$35,000 to \$50,000	50,528	13.20%
\$50,000 to \$75,000	66,976	17.50%
\$75,000 to \$100,000	47,990	12.54%
\$100,000 to \$150,000	54,174	14.15%
\$150,000 to \$200,000	29,839	7.80%
\$200,000 +	10,738	2.81%



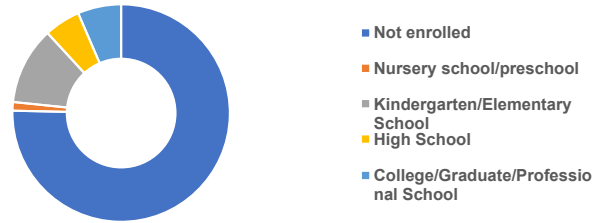
Educational Attainment

	Super Regional Trade Area	
Less than 9th Grade	28,482	4.32%
Some High School	56,074	8.51%
High School Graduate	187,250	28.42%
Some College	137,331	20.84%
Associate's Degree	54,824	8.32%
Bachelor's Degree	122,879	18.65%
Graduate Degree	72,093	10.94%



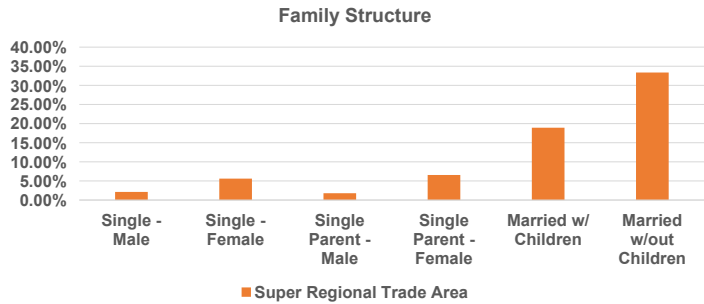
School Enrollment

	Super Regional Trade Area	
Not enrolled	721,361	75.35%
Nursery school/preschool	12,248	1.28%
Kindergarten/Elementary	110,407	11.53%
High School	51,475	5.38%
College/Graduate/Professional	61,887	6.46%



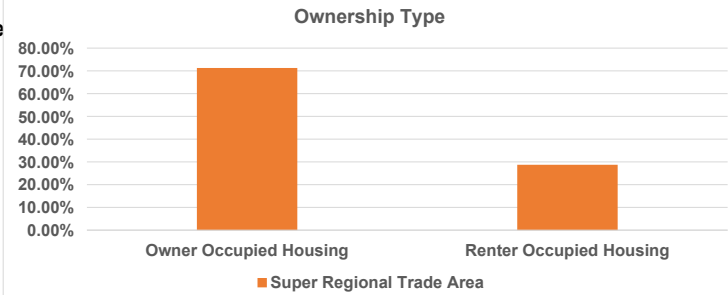
Family Structure

	Super Regional Trade Area	
Single - Male	8,136	2.13%
Single - Female	21,457	5.61%
Single Parent - Male	6,831	1.78%
Single Parent - Female	25,093	6.56%
Married w/ Children	72,420	18.92%
Married w/out Children	127,676	33.36%



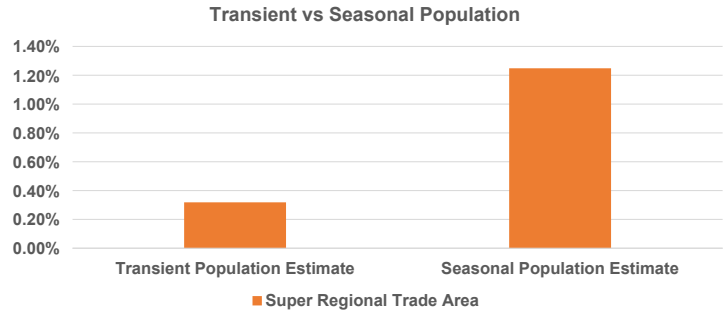
Home Ownership

	Super Regional Trade Area	
Owner Occupied Housing	272,770	71.27%
Renter Occupied Housing	109,965	28.73%



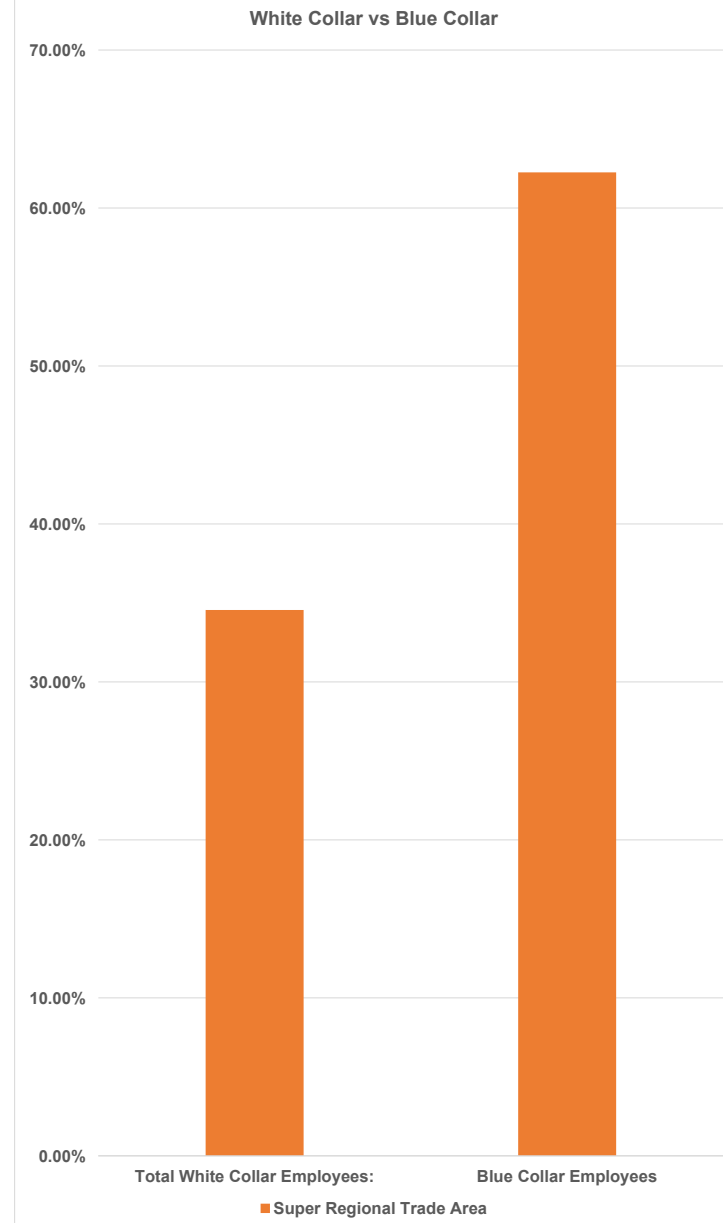
Components of Change

	Super Regional Trade Area	
Births	10,761	
Deaths	10,633	
Migration	10,592	
Transient Population Estimate	3,048	0.32%
Seasonal Population Estimate	11,951	1.25%



Occupations - White Collar

	Super Regional Trade Area	
Total White Collar	147,623	34.55%
Architecture and Engineering Employees	11,497	2.69%
Business and Financial	13,989	3.27%
Community and Social Services Employees	14,303	3.35%
Computer/Mathematical Science Employees:	8,832	2.07%
Education, Training, and Library Employees	24,273	5.68%
Arts, Design, Entertainment, Sports, and Media Employees	7,072	1.66%
Healthcare Practitioners/Technical Employees	25,121	5.88%
Healthcare Support Employees	11,779	2.76%
Legal Employees	2,954	0.69%
Life, Physical, and Social Science Employees	4,329	1.01%
Management Employees	23,472	5.49%
Blue Collar Employees	265,974	62.26%
Building, Grounds Cleaning, and Maintenance Employees	15,302	3.58%
Construction and Extraction Employees	17,784	4.16%
Farming, Fishing, and Forestry Employees	809	0.19%
Food Preparation and Serving Related Employees	24,655	5.77%
Installation, Maintenance, and Repair Employees	16,116	3.77%
Office and Administrative Support Employees	73,267	17.15%
Personal Care and Service Employees	9,404	2.20%
Production Employees:	28,281	6.62%
Protective Service Employees:	7,455	1.74%
Sales and Related Employees:	50,473	11.81%
Transportation/Material Moving Employees:	22,427	5.25%
Military	11,299	2.64%



Workplace Statistics

	Super Regional Trade Area
# of Businesses:	22,797
Workplace Employees (FTE):	427,231
Total Daytime Population:	1,011,717
Median Employee Salary:	\$40,142
Average Employee Salary:	\$48,469
Unemployment Rate	4.54%

