

Madison, AL - Immediate Trade Area



NextSite Community Overview

1990 - 2000 - 2010 Census, Q2 2021 Estimates & Q2 2026 Projections

Calculated using TAS Retrieval

Latitude: 34.683812 Longitude: -86.741070

Oct 7, 2021

Population

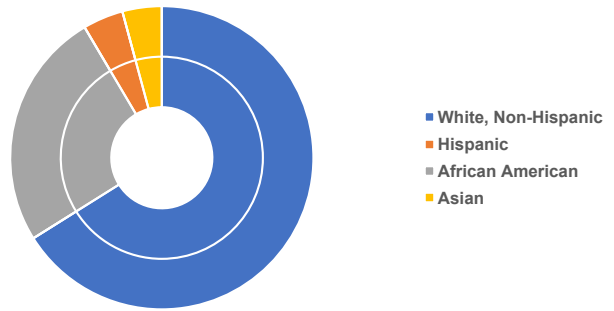
	Immediate Trade Area	2021 Population	2021 Households
2021 Population	157,309		
2026 Projected Population	176,568		
Population Growth %:	2.34%		
2021 Households	62,315		
2026 Projected Households	70,019		
Household Growth %:	2.36%		
Expected Value Indicator (EVI)	0.93		

Total Population by Age

	Immediate Trade Area	Total Population by Age
Average Age	38.47	
0 - 4 Years	9,529	6.06%
5 - 9 Years	9,532	6.06%
10 - 14 Years	7,781	4.96%
14 - 18 Years	7,803	4.96%
18 - 22 Years	10,461	6.65%
22 - 25 Years	6,687	4.25%
25 - 35 Years	20,097	12.78%
35 - 45 Years	20,785	13.21%
45 - 55 Years	20,752	13.19%
55 - 65 Years	23,284	14.80%
65 - 75 Years	13,836	8.80%
75 - 85 Years	5,617	3.57%
85 +	1,144	0.73%

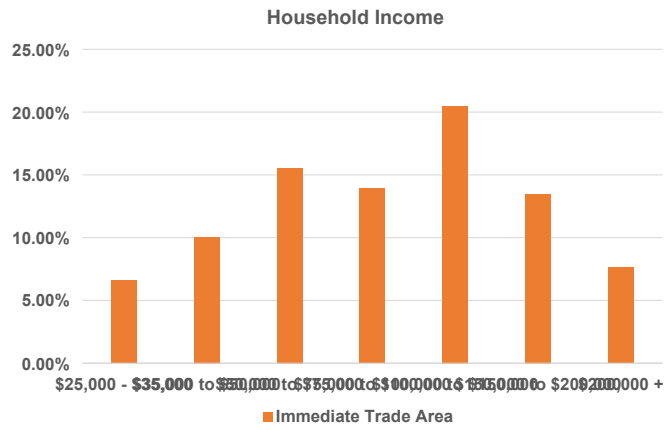
Population by Race/Ethnicity

	Immediate Trade Area	
White, Non-Hispanic	100,096	63.63%
Hispanic	6,533	4.15%
African American	38,475	24.46%
Asian	6,354	4.04%



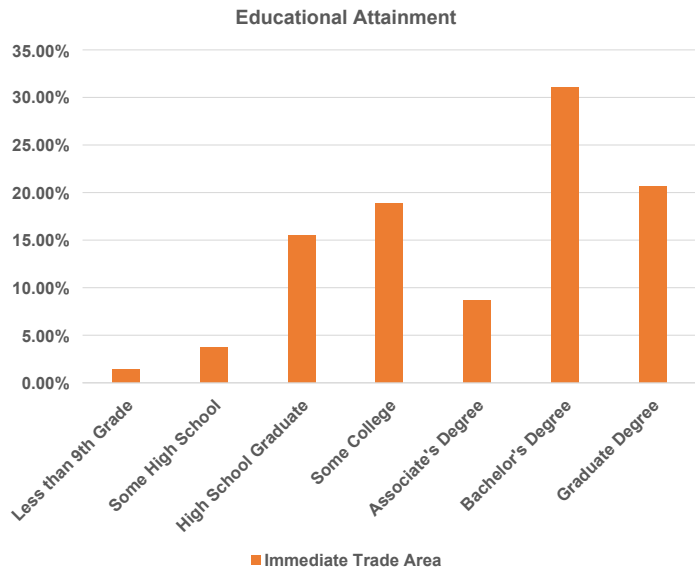
Household Income

	Immediate Trade Area	
Per Capita Income	\$41,145	
Average HH Income	\$103,067	
Median HH Income	\$84,345	
\$25,000 - \$35,000	4,099	6.58%
\$35,000 to \$50,000	6,270	10.06%
\$50,000 to \$75,000	9,692	15.55%
\$75,000 to \$100,000	8,661	13.90%
\$100,000 to \$150,000	12,769	20.49%
\$150,000 to \$200,000	8,403	13.48%
\$200,000 +	4,739	7.60%



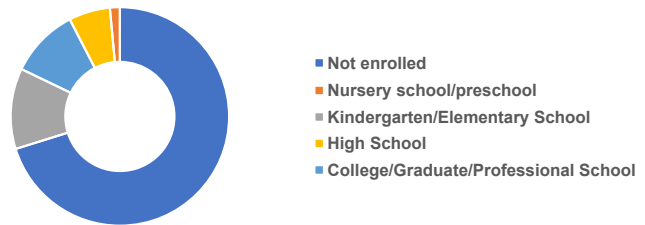
Educational Attainment

	Immediate Trade Area	
Less than 9th Grade	1,474	1.40%
Some High School	3,949	3.74%
High School Graduate	16,401	15.54%
Some College	19,954	18.91%
Associate's Degree	9,195	8.71%
Bachelor's Degree	32,769	31.06%
Graduate Degree	21,775	20.64%



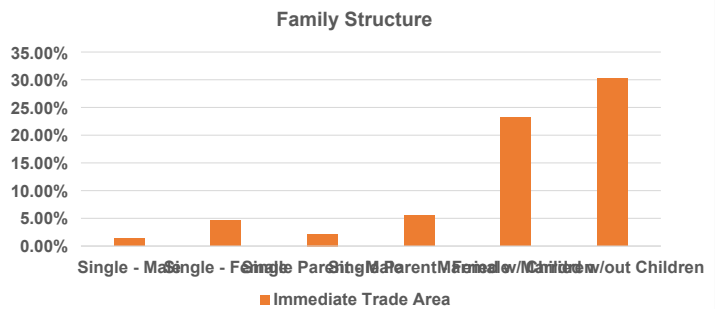
School Enrollment

	Immediate Trade Area	
Not enrolled	110,409	70.19%
Nursery school/preschool	2,305	1.47%
Kindergarten/Elementary	18,794	11.95%
High School	9,630	6.12%
College/Graduate/Professional	16,171	10.28%



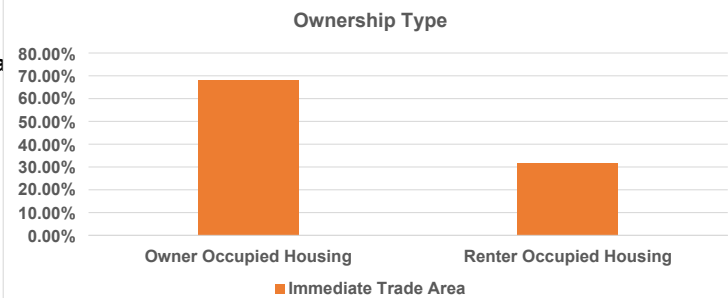
Family Structure

	Immediate Trade Area	
Single - Male	881	1.41%
Single - Female	2,861	4.59%
Single Parent - Male	1,357	2.18%
Single Parent - Female	3,422	5.49%
Married w/ Children	14,420	23.14%
Married w/out Children	18,832	30.22%



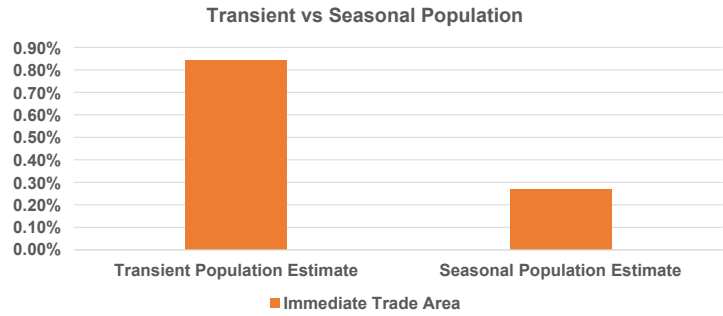
Home Ownership

	Immediate Trade Area	
Owner Occupied Housing	42,552	68.29%
Renter Occupied Housing	19,763	31.71%



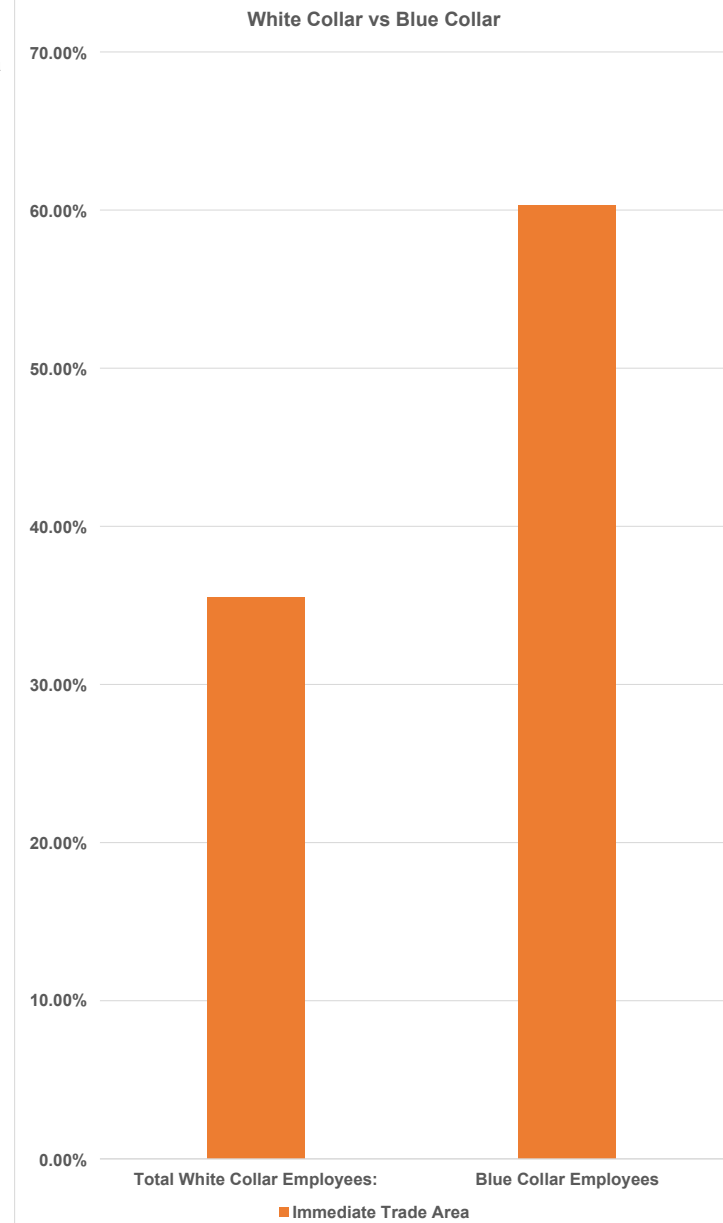
Components of Change

	Immediate Trade Area	
Births	1,769	
Deaths	1,343	
Migration	3,250	
Transient Population Estimate	1,322	0.84%
Seasonal Population Estimate	423	0.27%



Occupations - White Collar

	Immediate Trade Area	
Total White Collar	32,785	35.48%
Architecture and Engineering Employees	5,726	6.20%
Business and Financial	3,144	3.40%
Community and Social Services Employees	1,953	2.11%
Computer/Mathematical Science Employees:	3,870	4.19%
Education, Training, and Library Employees	3,859	4.18%
Arts, Design, Entertainment, Sports, and Media Employees	1,683	1.82%
Healthcare Practitioners/Technical Employees	3,601	3.90%
Healthcare Support Employees	1,720	1.86%
Legal Employees	178	0.19%
Life, Physical, and Social Science Employees	1,386	1.50%
Management Employees	5,666	6.13%
Blue Collar Employees	55,698	60.28%
Building, Grounds Cleaning, and Maintenance Employees	4,232	4.58%
Construction and Extraction Employees	3,584	3.88%
Farming, Fishing, and Forestry Employees	187	0.20%
Food Preparation and Serving Related Employees	4,696	5.08%
Installation, Maintenance, and Repair Employees	3,333	3.61%
Office and Administrative Support Employees	14,434	15.62%
Personal Care and Service Employees	1,655	1.79%
Production Employees:	6,052	6.55%
Protective Service Employees:	1,822	1.97%
Sales and Related Employees:	10,706	11.59%
Transportation/Material Moving Employees:	4,998	5.41%
Military	3,484	3.77%



Workplace Statistics

	Immediate Trade Area
# of Businesses:	3,505
Workplace Employees (FTE):	92,393
Total Daytime Population:	176,959
Median Employee Salary:	\$41,820
Average Employee Salary:	\$53,748
Unemployment Rate	1.76%

