

Madison, AL - Immediate 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

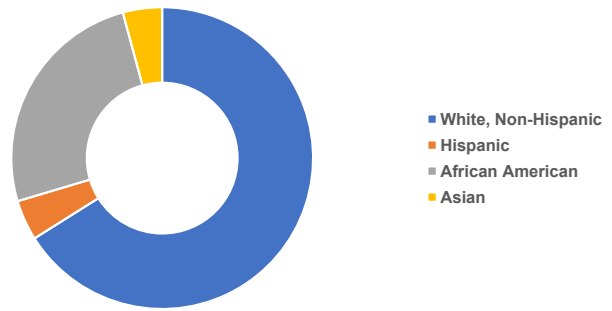
	Immediate Trade Area	2020 Population	2020 Households
2020 Population	154,757		
2025 Projected Population	176,461		
Population Growth %:	2.66%		
2020 Households	61,291		
2025 Projected Households	69,994		
Household Growth %:	2.69%		
Expected Value Indicator (EVI)	0.92		

Total Population by Age

	Immediate Trade Area	
Average Age	38.34	
0 - 4 Years	9,407	6.08%
5 - 9 Years	9,389	6.07%
10 - 14 Years	7,658	6.17%
14 - 18 Years	7,718	4.99%
18 - 22 Years	10,416	6.73%
22 - 25 Years	6,576	4.25%
25 - 35 Years	19,697	12.73%
35 - 45 Years	20,532	13.27%
45 - 55 Years	20,597	13.31%
55 - 65 Years	23,026	14.88%
65 - 75 Years	13,283	8.58%
75 - 85 Years	5,361	3.46%
85 +	1,098	0.71%

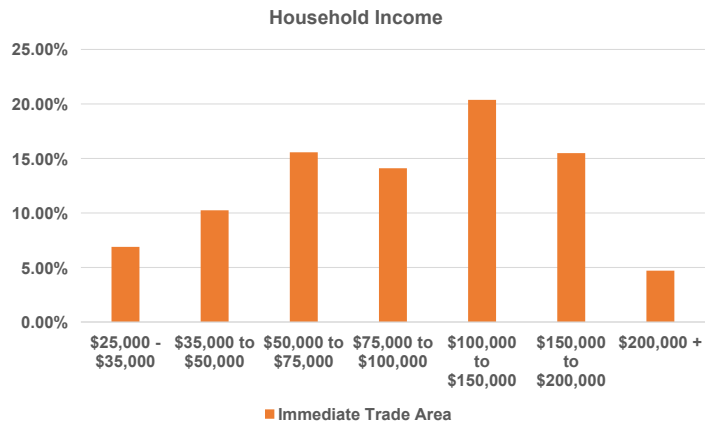
Population by Race/Ethnicity

	Immediate Trade Area	
White, Non-Hispanic	98,428	63.60%
Hispanic	6,436	4.16%
African American	37,853	24.46%
Asian	6,271	4.05%



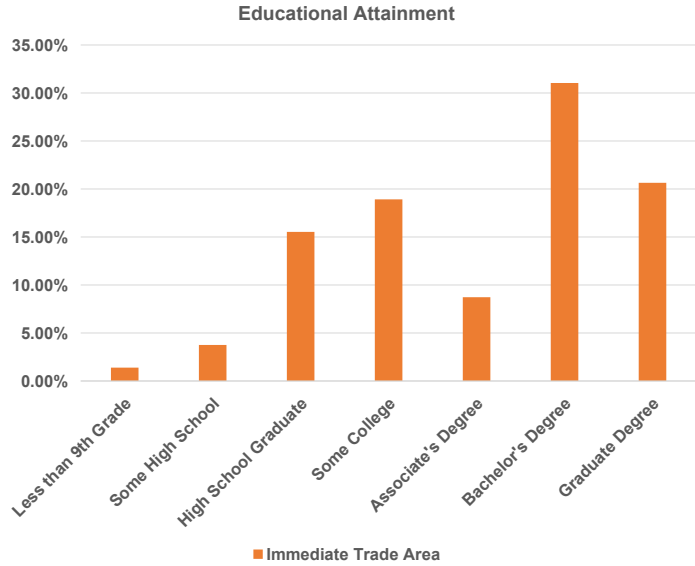
Household Income

	Immediate Trade Area	
Per Capita Income	\$40,365	
Average HH Income	\$101,104	
Median HH Income	\$82,603	
\$25,000 - \$35,000	4,224	6.89%
\$35,000 to \$50,000	6,280	10.25%
\$50,000 to \$75,000	9,541	15.57%
\$75,000 to \$100,000	8,644	14.10%
\$100,000 to \$150,000	12,489	20.38%
\$150,000 to \$200,000	9,494	15.49%
\$200,000 +	2,886	4.71%



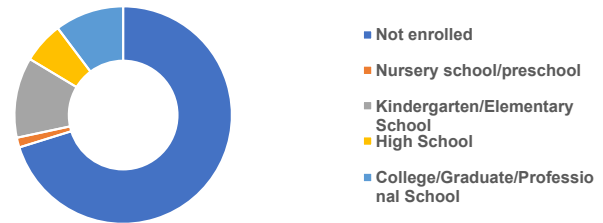
Educational Attainment

	Immediate Trade Area	
Less than 9th Grade	1,440	1.39%
Some High School	3,888	3.75%
High School Graduate	16,088	15.53%
Some College	19,597	18.92%
Associate's Degree	9,039	8.73%
Bachelor's Degree	32,156	31.04%
Graduate Degree	21,385	20.64%



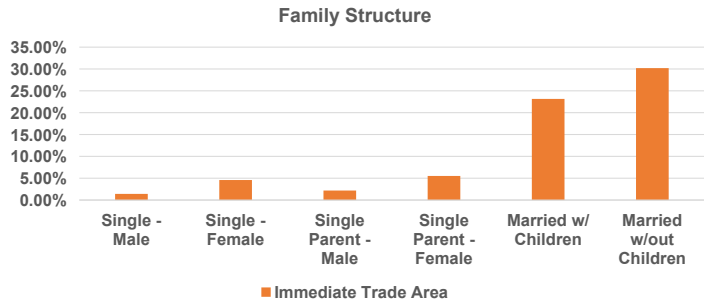
School Enrollment

	Immediate Trade Area	
Not enrolled	108,627	70.19%
Nursery school/preschool	2,260	1.46%
Kindergarten/Elementary	18,496	11.95%
High School	9,485	6.13%
College/Graduate/Professional	15,889	10.27%



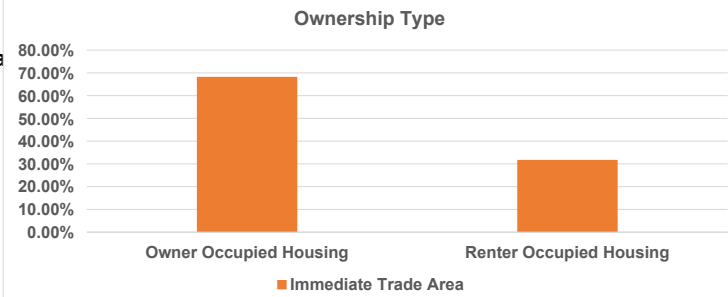
Family Structure

	Immediate Trade Area	
Single - Male	864	1.41%
Single - Female	2,809	4.58%
Single Parent - Male	1,335	2.18%
Single Parent - Female	3,381	5.52%
Married w/ Children	14,189	23.15%
Married w/out Children	18,506	30.19%



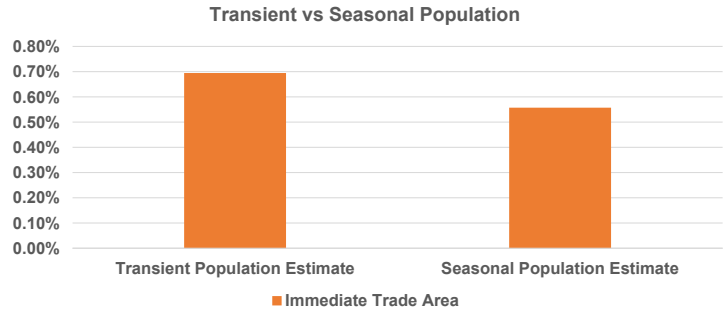
Home Ownership

	Immediate Trade Area	
Owner Occupied Housing	41,831	68.25%
Renter Occupied Housing	19,460	31.75%



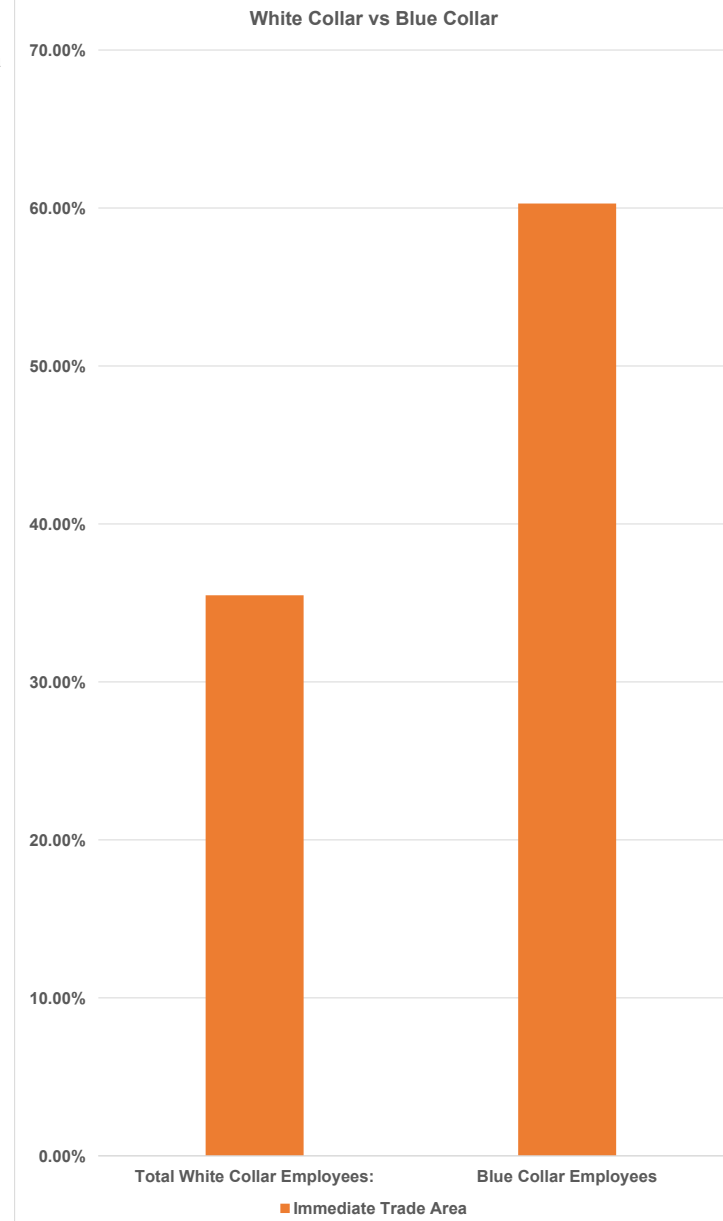
Components of Change

	Immediate Trade Area	
Births	1,777	
Deaths	1,316	
Migration	3,627	
Transient Population Estimate	1,075	0.69%
Seasonal Population Estimate	862	0.56%



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	3.53%

