

Madison, AL - Intermediate Trade Area



NextSite Community Overview

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

Calculated using TAS Retrieval

Latitude: 34.683812 Longitude: -86.741070

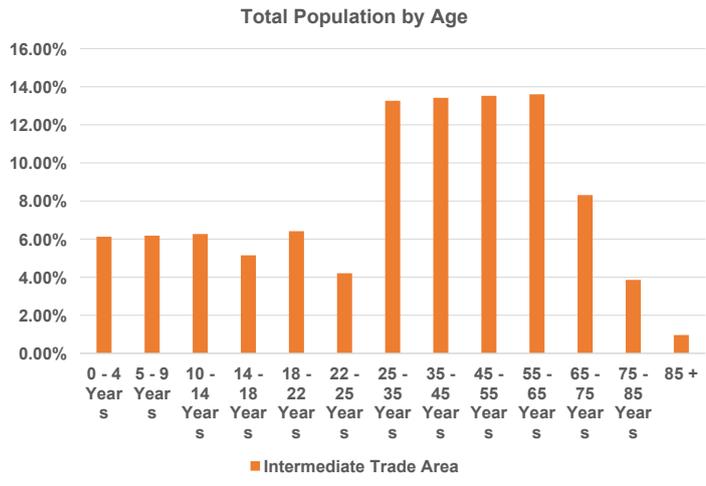
Jul 29, 2019

Population

	Intermediate Trade Area	2019 Population	2019 Households
2019 Population	243,378		
2024 Projected Population	273,077		
Population Growth %:	2.33%		
2019 Households	95,441		
2024 Households	107,303		
Household Growth %:	2.37%		
Expected Value Indicator (EVI)	0.59		

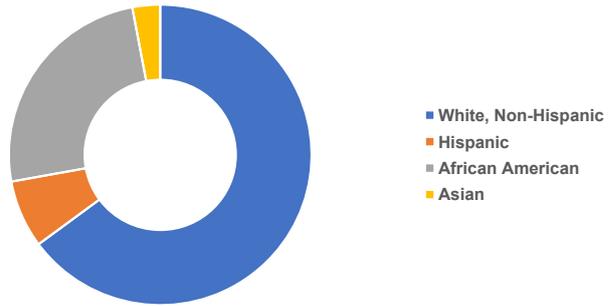
Total Population by Age

	Intermediate Trade Area	
Average Age	38.24	
0 - 4 Years	14,904	6.12%
5 - 9 Years	15,040	6.18%
10 - 14 Years	12,160	6.26%
14 - 18 Years	12,529	5.15%
18 - 22 Years	15,608	6.41%
22 - 25 Years	10,233	4.20%
25 - 35 Years	32,278	13.26%
35 - 45 Years	32,659	13.42%
45 - 55 Years	32,912	13.52%
55 - 65 Years	33,106	13.60%
65 - 75 Years	20,226	8.31%
75 - 85 Years	9,387	3.86%
85 +	2,337	0.96%



Population by Race/Ethnicity

	Intermediate Trade Area	
White, Non-Hispanic	153,034	62.88%
Hispanic	17,201	7.07%
African American	58,706	24.12%
Asian	7,003	2.88%



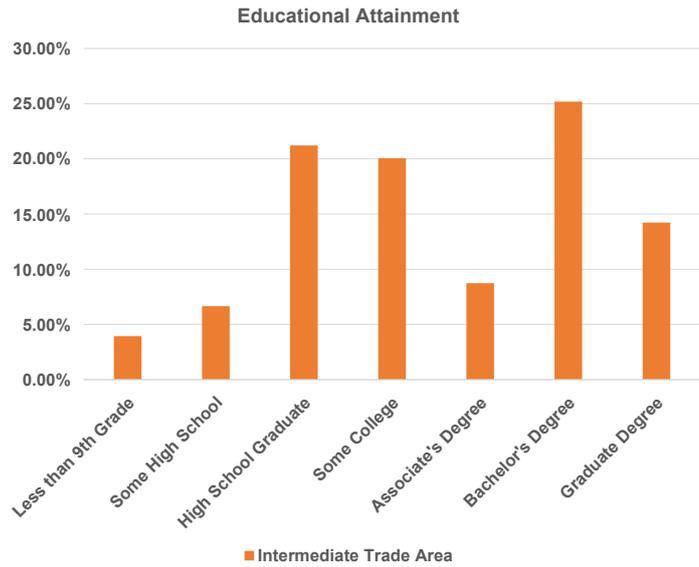
Household Income

	Intermediate Trade Area	
Per Capita Income	\$32,865	
Average HH Income	\$82,493	
Median HH Income	\$62,074	
\$25,000 - \$35,000	8,493	8.90%
\$35,000 to \$50,000	11,398	11.94%
\$50,000 to \$75,000	16,080	16.85%
\$75,000 to \$100,000	12,227	12.81%
\$100,000 to \$150,000	15,489	16.23%
\$150,000 to \$200,000	8,973	9.40%
\$200,000 +	3,601	3.77%



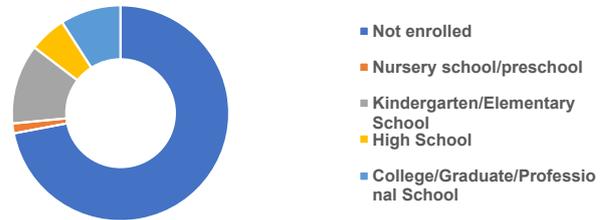
Educational Attainment

	Intermediate Trade Area	
Less than 9th Grade	6,413	3.94%
Some High School	10,844	6.66%
High School Graduate	34,558	21.21%
Some College	32,664	20.05%
Associate's Degree	14,231	8.74%
Bachelor's Degree	41,025	25.18%
Graduate Degree	23,170	14.22%



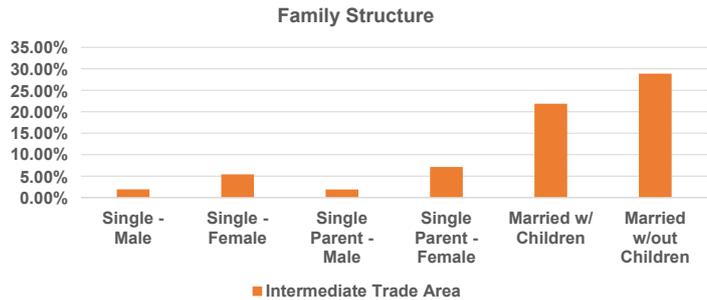
School Enrollment

	Intermediate Trade Area	
Not enrolled	175,222	72.00%
Nursery school/preschool	3,603	1.48%
Kindergarten/Elementary	29,096	11.95%
High School	13,447	5.53%
College/Graduate/Professional	22,011	9.04%



Family Structure

	Intermediate Trade Area	
Single - Male	1,828	1.92%
Single - Female	5,168	5.42%
Single Parent - Male	1,805	1.89%
Single Parent - Female	6,803	7.13%
Married w/ Children	20,872	21.87%
Married w/out Children	27,556	28.87%



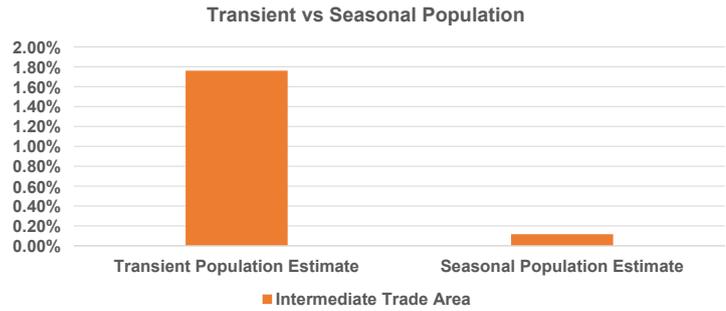
Home Ownership

	Intermediate Trade Area	
Owner Occupied Housing	63,671	66.71%
Renter Occupied Housing	31,770	33.29%



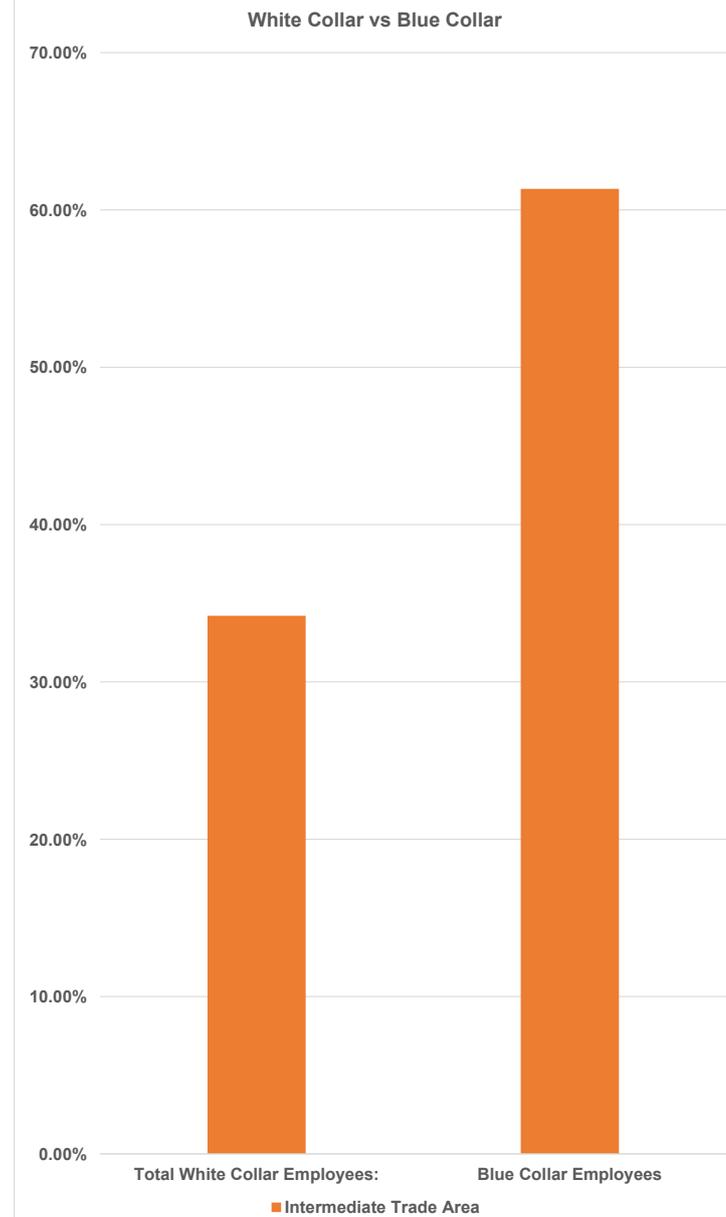
Components of Change

	Intermediate Trade Area	
Births	2,769	
Deaths	2,189	
Migration	3,223	
Transient Population Estimate	4,285	1.76%
Seasonal Population Estimate	283	0.12%



Occupations - White Collar

	Intermediate Trade Area	
Total White Collar	51,434	34.20%
Architecture and Engineering Employees	6,308	4.19%
Business and Financial	4,976	3.31%
Community and Social Services Employees	4,068	2.71%
Computer/Mathematical Science Employees:	4,472	2.97%
Education, Training, and Library Employees	6,983	4.64%
Arts, Design, Entertainment, Sports, and Media Employees	2,381	1.58%
Healthcare Practitioners/Technical Employees	7,474	4.97%
Healthcare Support Employees	3,708	2.47%
Legal Employees	645	0.43%
Life, Physical, and Social Science Employees	1,815	1.21%
Management Employees	8,605	5.72%
Blue Collar Employees	92,239	61.34%
Building, Grounds Cleaning, and Maintenance Employees	6,231	4.14%
Construction and Extraction Employees	5,704	3.79%
Farming, Fishing, and Forestry Employees	257	0.17%
Food Preparation and Serving Related Employees	8,454	5.62%
Installation, Maintenance, and Repair Employees	5,637	3.75%
Office and Administrative Support Employees	24,213	16.10%
Personal Care and Service Employees	3,206	2.13%
Production Employees:	10,746	7.15%
Protective Service Employees:	2,796	1.86%
Sales and Related Employees:	17,150	11.41%
Transportation/Material Moving Employees:	7,843	5.22%
Military	5,986	3.98%



Workplace Statistics

	Intermediate Trade Area
# of Businesses:	6,568
Workplace Employees (FTE):	150,377
Total Daytime Population:	309,844
Median Employee Salary:	\$41,731
Average Employee Salary:	\$52,094
Unemployment Rate	3.30%

