

Madison, AL - Intermediate 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

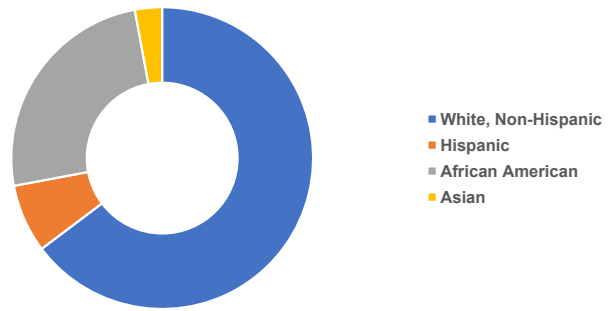
	Intermediate Trade Area	2020 Population	2020 Households
2020 Population	254,304		
2025 Projected Population	278,411		
Population Growth %:	1.83%		
2020 Households	99,829		
2025 Households	109,358		
Household Growth %:	1.84%		
Expected Value Indicator (EVI)	0.72		

Total Population by Age

	Intermediate Trade Area		Total Population by Age
Average Age	38.65		
0 - 4 Years	15,343	6.03%	
5 - 9 Years	15,509	6.10%	
10 - 14 Years	12,560	6.18%	
14 - 18 Years	12,871	5.06%	
18 - 22 Years	16,057	6.31%	
22 - 25 Years	10,763	4.23%	
25 - 35 Years	33,038	12.99%	
35 - 45 Years	34,158	13.43%	
45 - 55 Years	33,073	13.01%	
55 - 65 Years	35,605	14.00%	
65 - 75 Years	22,522	8.86%	
75 - 85 Years	10,325	4.06%	
85 +	2,480	0.98%	

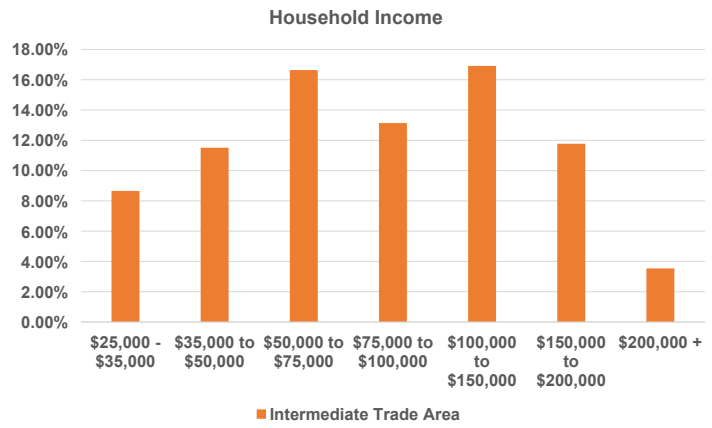
Population by Race/Ethnicity

	Intermediate Trade Area	
White, Non-Hispanic	159,175	62.59%
Hispanic	17,992	7.08%
African American	61,563	24.21%
Asian	7,192	2.83%



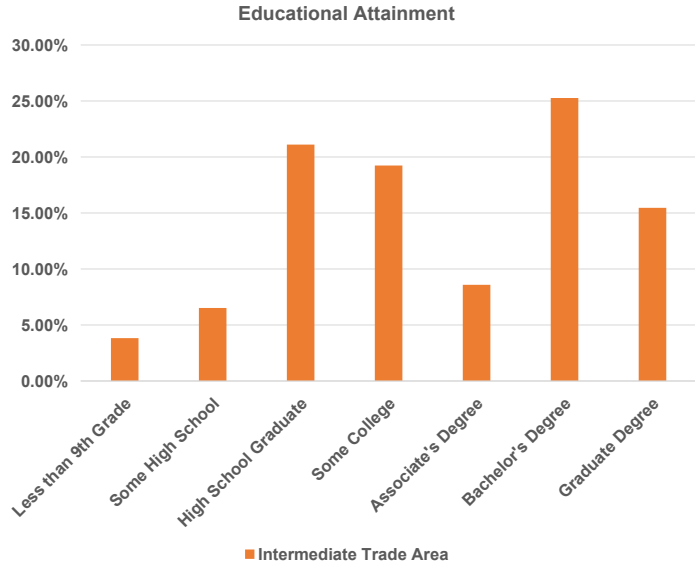
Household Income

	Intermediate Trade Area	
Per Capita Income	\$34,811	
Average HH Income	\$87,497	
Median HH Income	\$66,954	
\$25,000 - \$35,000	8,640	8.65%
\$35,000 to \$50,000	11,491	11.51%
\$50,000 to \$75,000	16,611	16.64%
\$75,000 to \$100,000	13,116	13.14%
\$100,000 to \$150,000	16,884	16.91%
\$150,000 to \$200,000	11,752	11.77%
\$200,000 +	3,532	3.54%



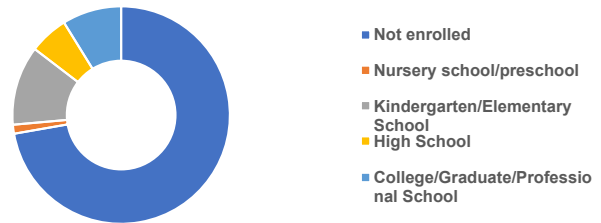
Educational Attainment

	Intermediate Trade Area	
Less than 9th Grade	6,550	3.83%
Some High School	11,159	6.52%
High School Graduate	36,133	21.11%
Some College	32,935	19.24%
Associate's Degree	14,700	8.59%
Bachelor's Degree	43,256	25.27%
Graduate Degree	26,467	15.46%



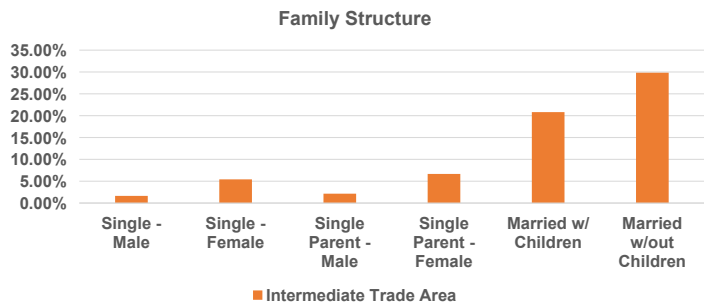
School Enrollment

	Intermediate Trade Area	
Not enrolled	183,729	72.25%
Nursery school/preschool	3,384	1.33%
Kindergarten/Elementary	30,019	11.80%
High School	14,763	5.81%
College/Graduate/Professional	22,409	8.81%



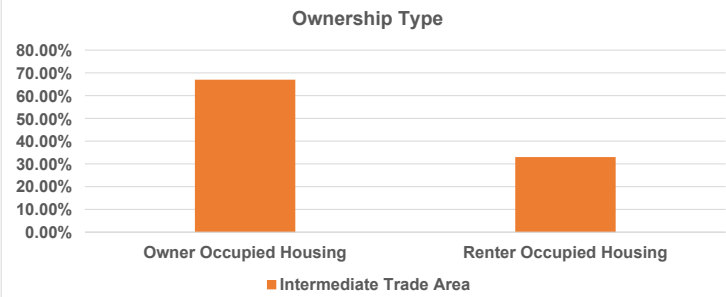
Family Structure

	Intermediate Trade Area	
Single - Male	1,636	1.64%
Single - Female	5,412	5.42%
Single Parent - Male	2,140	2.14%
Single Parent - Female	6,652	6.66%
Married w/ Children	20,777	20.81%
Married w/out Children	29,781	29.83%



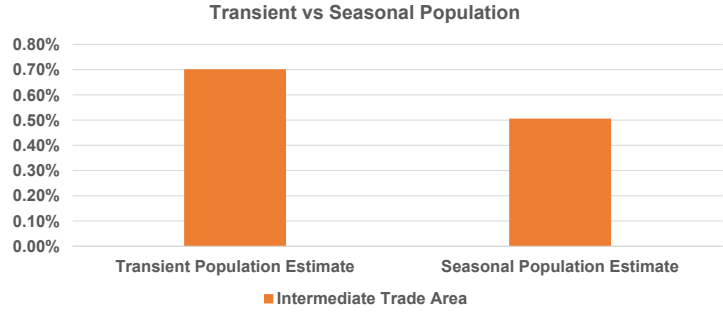
Home Ownership

	Intermediate Trade Area	
Owner Occupied Housing	66,890	67.00%
Renter Occupied Housing	32,940	33.00%



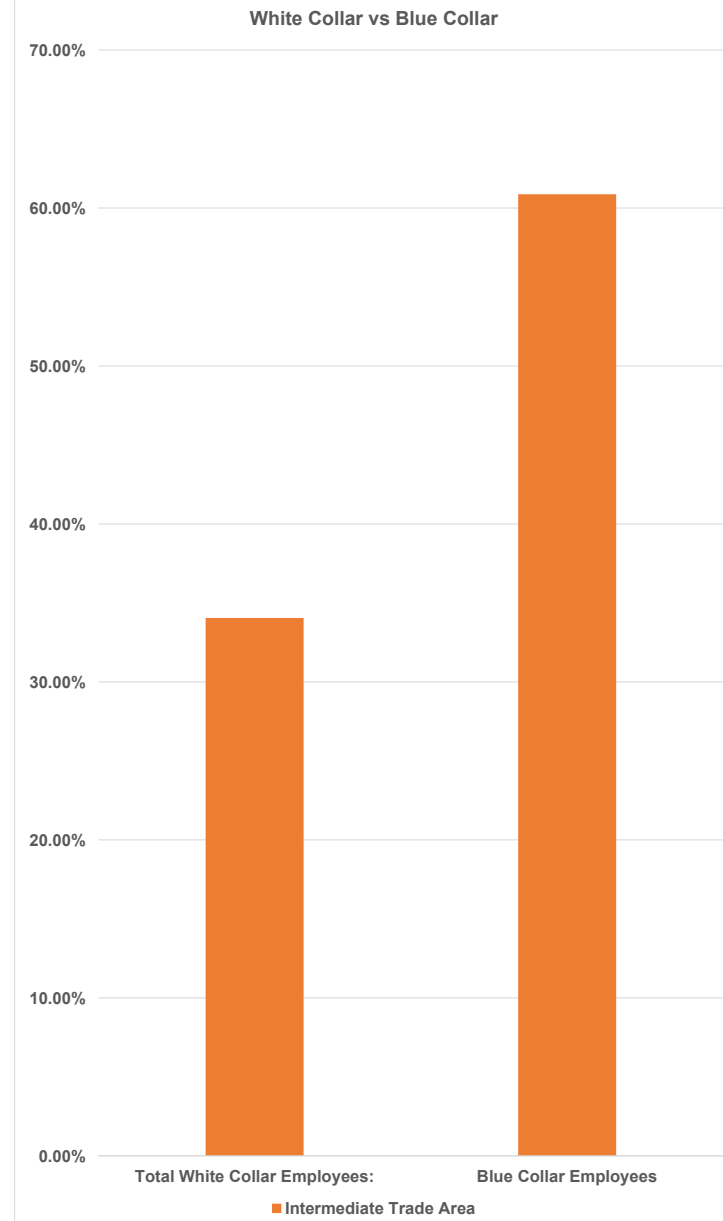
Components of Change

	Intermediate Trade Area	
Births	2,869	
Deaths	2,317	
Migration	4,936	
Transient Population Estimate	1,784	0.70%
Seasonal Population Estimate	1,287	0.51%



Occupations - White Collar

	Intermediate Trade Area	
Total White Collar	53,593	34.05%
Architecture and Engineering Employees	6,730	4.28%
Business and Financial	5,207	3.31%
Community and Social Services Employees	4,155	2.64%
Computer/Mathematical Science Employees:	4,779	3.04%
Education, Training, and Library Employees	6,985	4.44%
Arts, Design, Entertainment, Sports, and Media Employees	2,427	1.54%
Healthcare Practitioners/Technical Employees	7,909	5.02%
Healthcare Support Employees	3,853	2.45%
Legal Employees	674	0.43%
Life, Physical, and Social Science Employees	1,898	1.21%
Management Employees	8,977	5.70%
Blue Collar Employees	95,812	60.87%
Building, Grounds Cleaning, and Maintenance Employees	6,370	4.05%
Construction and Extraction Employees	6,363	4.04%
Farming, Fishing, and Forestry Employees	274	0.17%
Food Preparation and Serving Related Employees	8,478	5.39%
Installation, Maintenance, and Repair Employees	5,876	3.73%
Office and Administrative Support Employees	25,088	15.94%
Personal Care and Service Employees	3,265	2.07%
Production Employees:	11,177	7.10%
Protective Service Employees:	2,942	1.87%
Sales and Related Employees:	17,741	11.27%
Transportation/Material Moving Employees:	8,239	5.23%
Military	7,382	4.69%



Workplace Statistics

	Intermediate Trade Area
# of Businesses:	6,803
Workplace Employees (FTE):	157,402
Total Daytime Population:	314,405
Median Employee Salary:	\$40,964
Average Employee Salary:	\$51,301
Unemployment Rate	4.31%

