

Madison, AL - Intermediate Trade Area



NextSite Community Overview

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

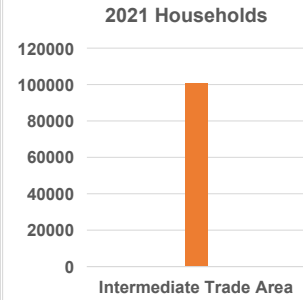
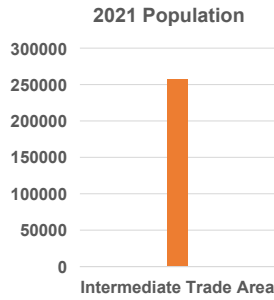
Calculated using TAS Retrieval

Latitude: 34.683812 Longitude: -86.741070

Oct 7, 2021

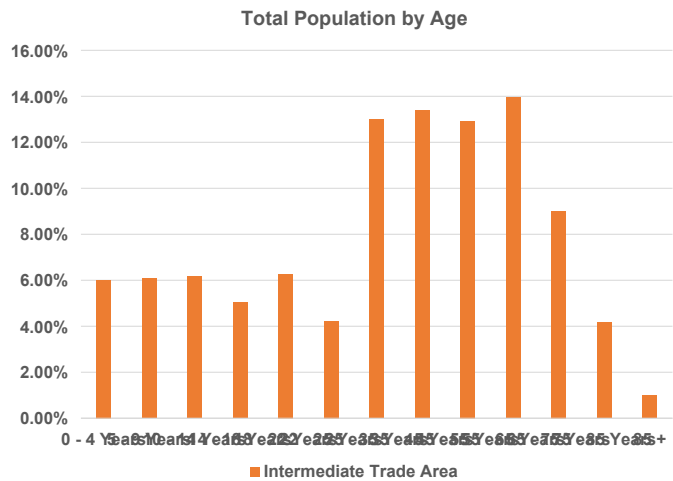
Population

	Intermediate Trade Area
2021 Population	257,473
2026 Projected Population	277,804
Population Growth %:	1.53%
2021 Households	101,081
2026 Households	109,068
Household Growth %:	1.53%
Expected Value Indicator (EVI)	0.72



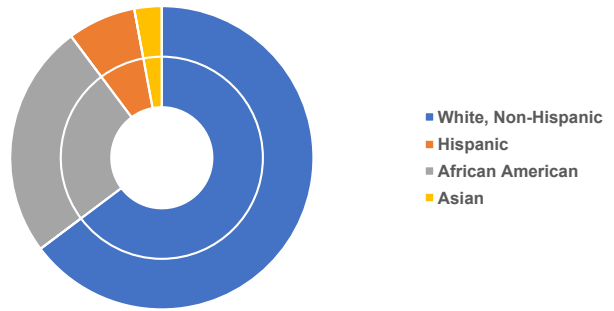
Total Population by Age

	Intermediate Trade Area	Area
Average Age	38.76	
0 - 4 Years	15,491	6.02%
5 - 9 Years	15,649	6.08%
10 - 14 Years	12,687	6.17%
14 - 18 Years	12,982	5.04%
18 - 22 Years	16,145	6.27%
22 - 25 Years	10,905	4.24%
25 - 35 Years	33,473	13.00%
35 - 45 Years	34,473	13.39%
45 - 55 Years	33,304	12.94%
55 - 65 Years	35,911	13.95%
65 - 75 Years	23,225	9.02%
75 - 85 Years	10,693	4.15%
85 +	2,536	0.98%



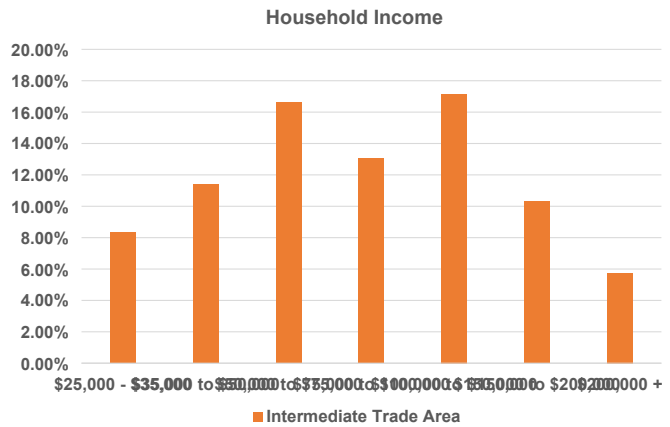
Population by Race/Ethnicity

	Intermediate Trade Area	
White, Non-Hispanic	161,235	62.62%
Hispanic	18,138	7.04%
African American	62,341	24.21%
Asian	7,283	2.83%



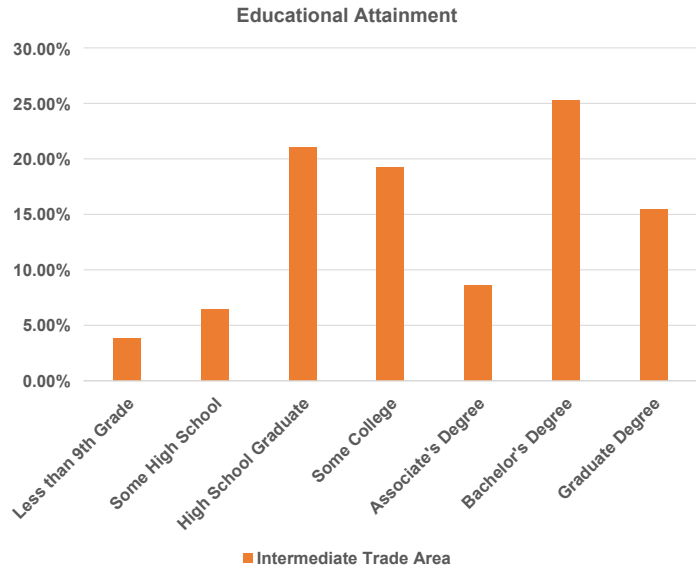
Household Income

	Intermediate Trade Area	
Per Capita Income	\$35,550	
Average HH Income	\$89,389	
Median HH Income	\$68,508	
\$25,000 - \$35,000	8,408	8.32%
\$35,000 to \$50,000	11,517	11.39%
\$50,000 to \$75,000	16,786	16.61%
\$75,000 to \$100,000	13,194	13.05%
\$100,000 to \$150,000	17,338	17.15%
\$150,000 to \$200,000	10,434	10.32%
\$200,000 +	5,817	5.75%



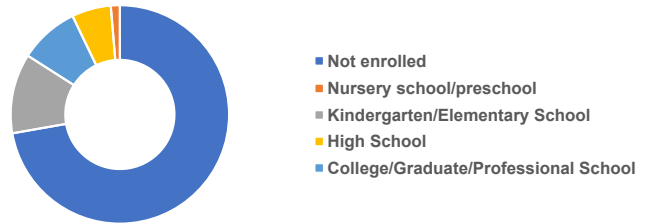
Educational Attainment

	Intermediate Trade Area	
Less than 9th Grade	6,618	3.81%
Some High School	11,238	6.47%
High School Graduate	36,596	21.08%
Some College	33,397	19.24%
Associate's Degree	14,905	8.58%
Bachelor's Degree	43,960	25.32%
Graduate Degree	26,902	15.50%



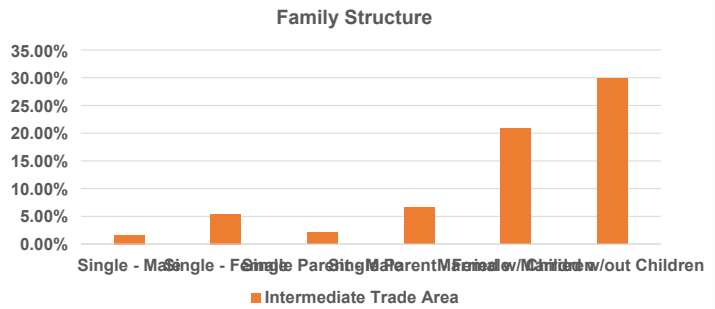
School Enrollment

	Intermediate Trade Area	
Not enrolled	185,973	72.23%
Nursery school/preschool	3,438	1.34%
Kindergarten/Elementary	30,399	11.81%
High School	14,936	5.80%
College/Graduate/Professional	22,727	8.83%



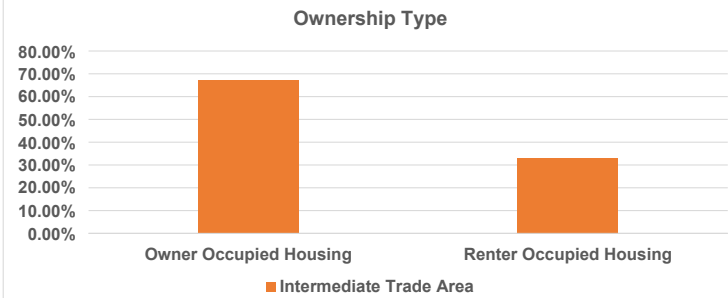
Family Structure

	Intermediate Trade Area	
Single - Male	1,661	1.64%
Single - Female	5,471	5.41%
Single Parent - Male	2,167	2.14%
Single Parent - Female	6,710	6.64%
Married w/ Children	21,072	20.85%
Married w/out Children	30,199	29.88%



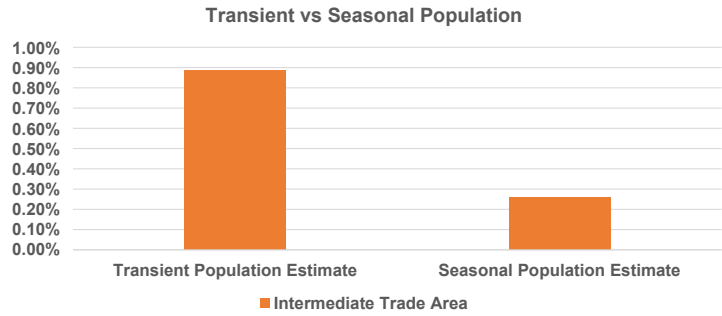
Home Ownership

	Intermediate Trade Area	
Owner Occupied Housing	67,773	67.05%
Renter Occupied Housing	33,308	32.95%



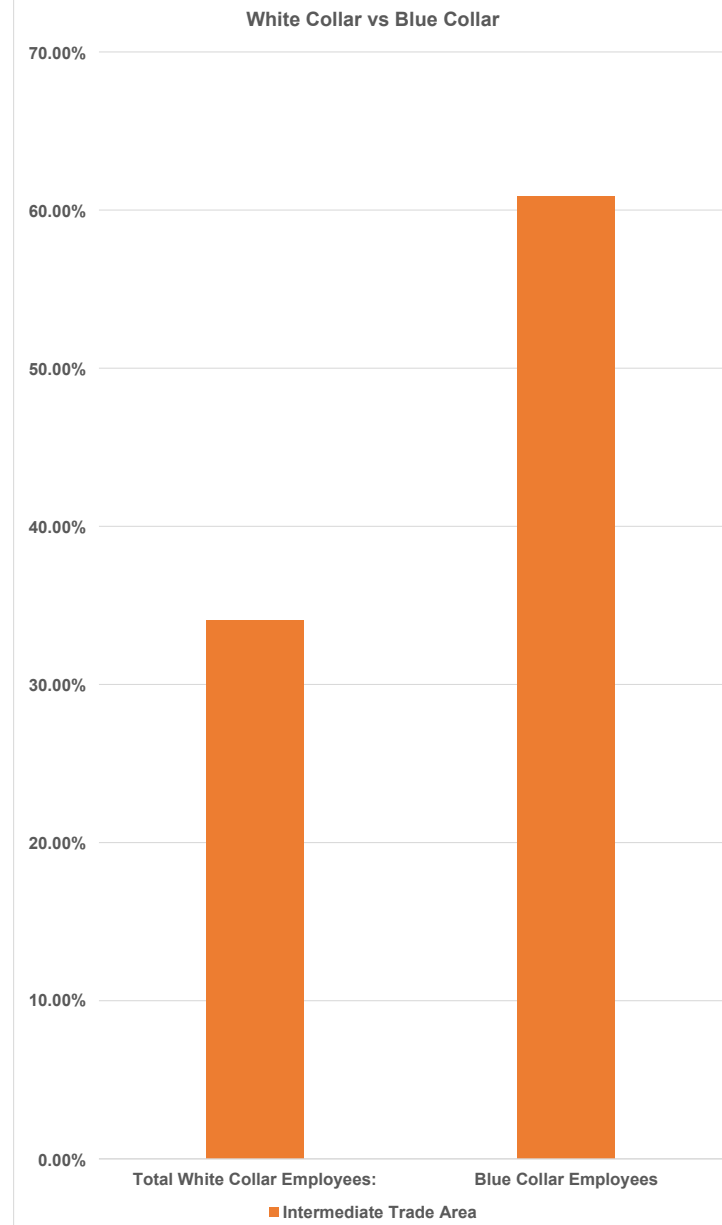
Components of Change

	Intermediate Trade Area	
Births	2,846	
Deaths	2,348	
Migration	3,844	
Transient Population Estimate	2,281	0.89%
Seasonal Population Estimate	669	0.26%



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	2.20%

