

# Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.6829/-86.7394

Walmart Plaza Madison, AL	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
<b>Population</b>								
Estimated Population (2023)	2,861		34,334		76,553		231,257	
Projected Population (2028)	3,321		35,764		79,416		241,644	
Census Population (2020)	2,640		33,509		74,309		223,465	
Census Population (2010)	2,519		27,750		56,163		182,938	
Projected Annual Growth (2023-2028)	460	3.2%	1,430	0.8%	2,863	0.7%	10,387	0.9%
Historical Annual Growth (2020-2023)	221	2.8%	825	0.8%	2,244	1.0%	7,792	1.2%
Historical Annual Growth (2010-2020)	121	0.5%	5,759	2.1%	18,146	3.2%	40,528	2.2%
Estimated Population Density (2023)	911	psm	1,215	psm	975	psm	736	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi
<b>Households</b>								
Estimated Households (2023)	1,607		15,225		30,926		96,044	
Projected Households (2028)	1,898		16,164		32,731		102,274	
Census Households (2020)	1,373		14,536		29,550		91,444	
Census Households (2010)	1,267		11,994		22,686		74,318	
Projected Annual Growth (2023-2028)	290	3.6%	939	1.2%	1,804	1.2%	6,230	1.3%
Historical Annual Change (2010-2023)	341	2.1%	3,231	2.1%	8,241	2.8%	21,726	2.2%
<b>Average Household Income</b>								
Estimated Average Household Income (2023)	\$75,485		\$124,067		\$137,920		\$104,849	
Projected Average Household Income (2028)	\$62,975		\$121,747		\$137,509		\$101,890	
Census Average Household Income (2010)	\$61,934		\$82,681		\$89,302		\$69,247	
Census Average Household Income (2000)	\$51,752		\$63,847		\$66,900		\$51,920	
Projected Annual Change (2023-2028)	-\$12,510	-3.3%	-\$2,320	-0.4%	-\$411	-	-\$2,959	-0.6%
Historical Annual Change (2000-2023)	\$23,733	2.0%	\$60,220	4.1%	\$71,019	4.6%	\$52,929	4.4%
<b>Median Household Income</b>								
Estimated Median Household Income (2023)	\$59,992		\$98,043		\$112,373		\$87,048	
Projected Median Household Income (2028)	\$55,471		\$93,030		\$110,058		\$84,327	
Census Median Household Income (2010)	\$49,763		\$69,489		\$76,532		\$58,434	
Census Median Household Income (2000)	\$42,299		\$55,330		\$58,179		\$43,522	
Projected Annual Change (2023-2028)	-\$4,522	-1.5%	-\$5,013	-1.0%	-\$2,314	-0.4%	-\$2,721	-0.6%
Historical Annual Change (2000-2023)	\$17,693	1.8%	\$42,713	3.4%	\$54,194	4.1%	\$43,526	4.3%
<b>Per Capita Income</b>								
Estimated Per Capita Income (2023)	\$42,618		\$55,043		\$55,741		\$43,826	
Projected Per Capita Income (2028)	\$36,160		\$55,052		\$56,696		\$43,393	
Census Per Capita Income (2010)	\$31,086		\$35,728		\$36,060		\$28,129	
Census Per Capita Income (2000)	\$24,631		\$26,523		\$26,920		\$21,153	
Projected Annual Change (2023-2028)	-\$6,458	-3.0%	\$9	-	\$955	0.3%	-\$433	-0.2%
Historical Annual Change (2000-2023)	\$17,987	3.2%	\$28,520	4.7%	\$28,821	4.7%	\$22,673	4.7%
Estimated Average Household Net Worth (2023)	\$272,154		\$626,538		\$728,230		\$528,188	

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Walmart Plaza Madison, AL	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
<b>Race and Ethnicity</b>								
Total Population (2023)	2,861		34,334		76,553		231,257	
White (2023)	1,697	59.3%	22,452	65.4%	50,885	66.5%	133,975	57.9%
Black or African American (2023)	817	28.6%	7,274	21.2%	14,965	19.5%	66,904	28.9%
American Indian or Alaska Native (2023)	4	0.1%	108	0.3%	228	0.3%	985	0.4%
Asian (2023)	171	6.0%	2,168	6.3%	5,258	6.9%	12,033	5.2%
Hawaiian or Pacific Islander (2023)	4	0.1%	40	0.1%	69	-	246	0.1%
Other Race (2023)	33	1.1%	498	1.4%	1,060	1.4%	5,175	2.2%
Two or More Races (2023)	135	4.7%	1,793	5.2%	4,088	5.3%	11,940	5.2%
Population < 18 (2023)	528 18.5%		7,772 22.6%		19,125 25.0%		51,205 22.1%	
White Not Hispanic	224	42.4%	4,297	55.3%	11,080	57.9%	24,975	48.8%
Black or African American	203	38.4%	1,863	24.0%	4,016	21.0%	16,055	31.4%
Asian	33	6.3%	513	6.6%	1,387	7.3%	1,929	3.8%
Other Race Not Hispanic	38	7.1%	493	6.3%	1,219	6.4%	3,074	6.0%
Hispanic	31	5.8%	606	7.8%	1,423	7.4%	5,172	10.1%
Not Hispanic or Latino Population (2023)	2,739 95.7%		32,555 94.8%		72,626 94.9%		216,029 93.4%	
Not Hispanic White	1,672	61.1%	22,012	67.6%	49,907	68.7%	130,571	60.4%
Not Hispanic Black or African American	808	29.5%	7,190	22.1%	14,799	20.4%	66,256	30.7%
Not Hispanic American Indian or Alaska Native	3	0.1%	54	0.2%	136	0.2%	498	0.2%
Not Hispanic Asian	171	6.2%	2,159	6.6%	5,233	7.2%	11,824	5.5%
Not Hispanic Hawaiian or Pacific Islander	4	0.1%	38	0.1%	63	-	205	-
Not Hispanic Other Race	5	0.2%	94	0.3%	202	0.3%	399	0.2%
Not Hispanic Two or More Races	75	2.7%	1,007	3.1%	2,286	3.1%	6,275	2.9%
Hispanic or Latino Population (2023)	122 4.3%		1,779 5.2%		3,927 5.1%		15,228 6.6%	
Hispanic White	25	20.3%	440	24.7%	978	24.9%	3,403	22.3%
Hispanic Black or African American	9	7.1%	84	4.7%	165	4.2%	648	4.3%
Hispanic American Indian or Alaska Native	-	-	54	3.0%	92	2.3%	487	3.2%
Hispanic Asian	-	-	9	0.5%	24	0.6%	209	1.4%
Hispanic Hawaiian or Pacific Islander	-	-	3	0.1%	7	0.2%	40	0.3%
Hispanic Other Race	28	22.7%	404	22.7%	858	21.9%	4,775	31.4%
Hispanic Two or More Races	60	49.0%	786	44.2%	1,803	45.9%	5,665	37.2%
Not Hispanic or Latino Population (2020)	2,483 94.0%		31,421 93.8%		69,840 94.0%		205,808 92.1%	
Hispanic or Latino Population (2020)	157 6.0%		2,088 6.2%		4,469 6.0%		17,657 7.9%	
Not Hispanic or Latino Population (2010)	2,393 95.0%		26,434 95.3%		53,650 95.5%		171,512 93.8%	
Hispanic or Latino Population (2010)	126 5.0%		1,316 4.7%		2,513 4.5%		11,426 6.2%	
Not Hispanic or Latino Population (2028)	3,172 95.5%		33,879 94.7%		75,315 94.8%		225,880 93.5%	
Hispanic or Latino Population (2028)	149 4.5%		1,885 5.3%		4,101 5.2%		15,764 6.5%	
Projected Annual Growth (2023-2028)	27 4.5%		106 1.2%		174 0.9%		536 0.7%	
Historical Annual Growth (2010-2020)	32 2.5%		772 5.9%		1,956 7.8%		6,231 5.5%	

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Walmart Plaza Madison, AL		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
<b>Total Age Distribution (2023)</b>									
Total Population		2,861		34,334		76,553		231,257	
Age Under 5 Years	148	5.2%	1,984	5.8%	4,573	6.0%	13,794	6.0%	
Age 5 to 9 Years	130	4.5%	2,116	6.2%	5,260	6.9%	14,105	6.1%	
Age 10 to 14 Years	161	5.6%	2,247	6.5%	5,709	7.5%	14,523	6.3%	
Age 15 to 19 Years	140	4.9%	2,032	5.9%	4,958	6.5%	14,299	6.2%	
Age 20 to 24 Years	251	8.8%	2,397	7.0%	4,582	6.0%	17,158	7.4%	
Age 25 to 29 Years	363	12.7%	3,323	9.7%	6,135	8.0%	18,681	8.1%	
Age 30 to 34 Years	268	9.4%	2,764	8.0%	5,793	7.6%	17,358	7.5%	
Age 35 to 39 Years	188	6.6%	2,463	7.2%	5,509	7.2%	16,059	6.9%	
Age 40 to 44 Years	140	4.9%	2,172	6.3%	5,200	6.8%	14,622	6.3%	
Age 45 to 49 Years	145	5.1%	2,102	6.1%	5,207	6.8%	13,899	6.0%	
Age 50 to 54 Years	138	4.8%	2,252	6.6%	5,317	6.9%	14,889	6.4%	
Age 55 to 59 Years	194	6.8%	2,503	7.3%	5,507	7.2%	16,421	7.1%	
Age 60 to 64 Years	150	5.2%	2,061	6.0%	4,540	5.9%	14,241	6.2%	
Age 65 to 69 Years	105	3.7%	1,473	4.3%	3,179	4.2%	10,372	4.5%	
Age 70 to 74 Years	122	4.3%	1,105	3.2%	2,290	3.0%	8,336	3.6%	
Age 75 to 79 Years	60	2.1%	580	1.7%	1,276	1.7%	5,425	2.3%	
Age 80 to 84 Years	64	2.2%	420	1.2%	850	1.1%	3,690	1.6%	
Age 85 Years or Over	93	3.3%	339	1.0%	668	0.9%	3,385	1.5%	
Median Age	33.7		35.8		36.1		36.8		
Age 19 Years or Less	580	20.3%	8,380	24.4%	20,500	26.8%	56,721	24.5%	
Age 20 to 64 Years	1,837	64.2%	22,036	64.2%	47,790	62.4%	143,329	62.0%	
Age 65 Years or Over	445	15.5%	3,918	11.4%	8,264	10.8%	31,207	13.5%	
<b>Female Age Distribution (2023)</b>									
Female Population	1,511	52.8%	17,264	50.3%	38,438	50.2%	115,942	50.1%	
Age Under 5 Years	63	4.2%	974	5.6%	2,250	5.9%	6,768	5.8%	
Age 5 to 9 Years	62	4.1%	1,052	6.1%	2,641	6.9%	6,998	6.0%	
Age 10 to 14 Years	72	4.8%	1,115	6.5%	2,842	7.4%	7,187	6.2%	
Age 15 to 19 Years	74	4.9%	977	5.7%	2,369	6.2%	6,805	5.9%	
Age 20 to 24 Years	127	8.4%	1,204	7.0%	2,324	6.0%	8,437	7.3%	
Age 25 to 29 Years	168	11.1%	1,532	8.9%	2,894	7.5%	8,843	7.6%	
Age 30 to 34 Years	129	8.5%	1,392	8.1%	2,968	7.7%	8,453	7.3%	
Age 35 to 39 Years	105	6.9%	1,243	7.2%	2,809	7.3%	7,866	6.8%	
Age 40 to 44 Years	76	5.0%	1,109	6.4%	2,657	6.9%	7,307	6.3%	
Age 45 to 49 Years	78	5.2%	1,092	6.3%	2,689	7.0%	7,065	6.1%	
Age 50 to 54 Years	63	4.2%	1,140	6.6%	2,658	6.9%	7,438	6.4%	
Age 55 to 59 Years	107	7.1%	1,245	7.2%	2,675	7.0%	8,253	7.1%	
Age 60 to 64 Years	75	5.0%	1,018	5.9%	2,194	5.7%	7,067	6.1%	
Age 65 to 69 Years	60	4.0%	761	4.4%	1,614	4.2%	5,444	4.7%	
Age 70 to 74 Years	87	5.7%	602	3.5%	1,216	3.2%	4,567	3.9%	
Age 75 to 79 Years	44	2.9%	318	1.8%	698	1.8%	3,089	2.7%	
Age 80 to 84 Years	46	3.1%	265	1.5%	509	1.3%	2,230	1.9%	
Age 85 Years or Over	75	5.0%	226	1.3%	432	1.1%	2,127	1.8%	
Female Median Age	37.4		36.7		36.6		37.9		
Age 19 Years or Less	270	17.9%	4,119	23.9%	10,102	26.3%	27,758	23.9%	
Age 20 to 64 Years	928	61.4%	10,974	63.6%	23,866	62.1%	70,728	61.0%	
Age 65 Years or Over	312	20.7%	2,172	12.6%	4,469	11.6%	17,456	15.1%	

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Walmart Plaza Madison, AL	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
<b>Male Age Distribution (2023)</b>								
Male Population	1,350	47.2%	17,070	49.7%	38,116	49.8%	115,314	49.9%
Age Under 5 Years	86	6.3%	1,010	5.9%	2,323	6.1%	7,027	6.1%
Age 5 to 9 Years	68	5.0%	1,064	6.2%	2,619	6.9%	7,106	6.2%
Age 10 to 14 Years	89	6.6%	1,132	6.6%	2,866	7.5%	7,336	6.4%
Age 15 to 19 Years	67	4.9%	1,055	6.2%	2,589	6.8%	7,494	6.5%
Age 20 to 24 Years	123	9.1%	1,193	7.0%	2,258	5.9%	8,721	7.6%
Age 25 to 29 Years	195	14.5%	1,791	10.5%	3,242	8.5%	9,839	8.5%
Age 30 to 34 Years	139	10.3%	1,372	8.0%	2,825	7.4%	8,905	7.7%
Age 35 to 39 Years	84	6.2%	1,220	7.1%	2,700	7.1%	8,193	7.1%
Age 40 to 44 Years	64	4.7%	1,063	6.2%	2,544	6.7%	7,316	6.3%
Age 45 to 49 Years	66	4.9%	1,010	5.9%	2,518	6.6%	6,834	5.9%
Age 50 to 54 Years	75	5.6%	1,112	6.5%	2,658	7.0%	7,451	6.5%
Age 55 to 59 Years	87	6.4%	1,258	7.4%	2,832	7.4%	8,168	7.1%
Age 60 to 64 Years	75	5.5%	1,043	6.1%	2,346	6.2%	7,174	6.2%
Age 65 to 69 Years	45	3.4%	713	4.2%	1,565	4.1%	4,928	4.3%
Age 70 to 74 Years	35	2.6%	502	2.9%	1,075	2.8%	3,769	3.3%
Age 75 to 79 Years	16	1.2%	262	1.5%	578	1.5%	2,336	2.0%
Age 80 to 84 Years	18	1.3%	155	0.9%	341	0.9%	1,460	1.3%
Age 85 Years or Over	18	1.3%	113	0.7%	236	0.6%	1,258	1.1%
Male Median Age	30.9		35.0		35.7		35.7	
Age 19 Years or Less	309	22.9%	4,261	25.0%	10,398	27.3%	28,963	25.1%
Age 20 to 64 Years	908	67.3%	11,063	64.8%	23,923	62.8%	72,601	63.0%
Age 65 Years or Over	132	9.8%	1,746	10.2%	3,794	10.0%	13,751	11.9%
<b>Males per 100 Females (2023)</b>								
Overall Comparison	89		99		99		99	
Age Under 5 Years	137	57.7%	104	50.9%	103	50.8%	104	50.9%
Age 5 to 9 Years	110	52.4%	101	50.3%	99	49.8%	102	50.4%
Age 10 to 14 Years	123	55.2%	102	50.4%	101	50.2%	102	50.5%
Age 15 to 19 Years	90	47.4%	108	51.9%	109	52.2%	110	52.4%
Age 20 to 24 Years	97	49.3%	99	49.8%	97	49.3%	103	50.8%
Age 25 to 29 Years	116	53.8%	117	53.9%	112	52.8%	111	52.7%
Age 30 to 34 Years	108	51.9%	99	49.7%	95	48.8%	105	51.3%
Age 35 to 39 Years	80	44.4%	98	49.5%	96	49.0%	104	51.0%
Age 40 to 44 Years	84	45.6%	96	48.9%	96	48.9%	100	50.0%
Age 45 to 49 Years	84	45.8%	92	48.0%	94	48.4%	97	49.2%
Age 50 to 54 Years	119	54.4%	98	49.4%	100	50.0%	100	50.0%
Age 55 to 59 Years	81	44.7%	101	50.3%	106	51.4%	99	49.7%
Age 60 to 64 Years	100	50.0%	102	50.6%	107	51.7%	102	50.4%
Age 65 to 69 Years	76	43.1%	94	48.4%	97	49.2%	91	47.5%
Age 70 to 74 Years	40	28.8%	83	45.5%	88	46.9%	83	45.2%
Age 75 to 79 Years	37	27.1%	83	45.2%	83	45.3%	76	43.1%
Age 80 to 84 Years	38	27.4%	59	36.9%	67	40.1%	65	39.6%
Age 85 Years or Over	24	19.4%	50	33.3%	55	35.3%	59	37.2%
Age 19 Years or Less	114	53.3%	103	50.8%	103	50.7%	104	51.1%
Age 20 to 39 Years	102	50.6%	104	50.9%	100	50.1%	106	51.5%
Age 40 to 64 Years	92	47.9%	98	49.5%	100	50.1%	99	49.9%
Age 65 Years or Over	42	29.8%	80	44.6%	85	45.9%	79	44.1%

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<b>Household Type (2023)</b>								
Total Households	1,607		15,225		30,926		96,044	
Households with Children	325	20.2%	4,191	27.5%	10,144	32.8%	28,438	29.6%
Average Household Size	1.7		2.2		2.5		2.3	
Household Density per Square Mile	512		539		394		306	
Population Family	1,663	58.1%	27,190	79.2%	64,281	84.0%	179,449	77.6%
Population Non-Family	1,115	39.0%	7,030	20.5%	12,041	15.7%	44,124	19.1%
Population Group Quarters	83	2.9%	114	0.3%	231	0.3%	7,684	3.3%
Family Households	584	36.3%	9,143	60.1%	20,687	66.9%	59,161	61.6%
Married Couple Households	349	59.7%	6,448	70.5%	15,874	76.7%	41,607	70.3%
Other Family Households with Children	235	40.3%	2,695	29.5%	4,812	23.3%	17,554	29.7%
Family Households with Children	325	55.6%	4,189	45.8%	10,139	49.0%	28,411	48.0%
Married Couple with Children	165	50.9%	2,956	70.6%	7,545	74.4%	18,371	64.7%
Other Family Households with Children	159	49.1%	1,233	29.4%	2,594	25.6%	10,040	35.3%
Family Households No Children	259	44.4%	4,954	54.2%	10,548	51.0%	30,750	52.0%
Married Couple No Children	183	70.7%	3,492	70.5%	8,329	79.0%	23,236	75.6%
Other Family Households No Children	76	29.3%	1,462	29.5%	2,218	21.0%	7,514	24.4%
Non-Family Households	1,024	63.7%	6,082	39.9%	10,240	33.1%	36,883	38.4%
Non-Family Households with Children	-	-	3	-	5	-	26	-
Non-Family Households No Children	1,024	100.0%	6,079	100.0%	10,234	99.9%	36,857	99.9%
Average Family Household Size	2.8		3.0		3.1		3.0	
Average Family Income	\$84,895		\$149,764		\$164,115		\$128,634	
Median Family Income	\$71,089		\$127,433		\$139,851		\$112,833	
Average Non-Family Household Size	1.1		1.2		1.2		1.2	
<b>Marital Status (2023)</b>								
Population Age 15 Years or Over	2,422		27,986		61,011		188,835	
Never Married	787	32.5%	8,353	29.8%	17,225	28.2%	64,896	34.4%
Currently Married	913	37.7%	14,680	52.5%	34,922	57.2%	88,038	46.6%
Previously Married	721	29.8%	4,953	17.7%	8,864	14.5%	35,901	19.0%
Separated	69	9.6%	703	14.2%	1,522	17.2%	6,661	18.6%
Widowed	138	19.1%	1,485	30.0%	2,375	26.8%	8,741	24.3%
Divorced	515	71.3%	2,766	55.8%	4,967	56.0%	20,499	57.1%
<b>Educational Attainment (2023)</b>								
Adult Population Age 25 Years or Over	2,031		23,557		51,471		157,378	
Elementary (Grade Level 0 to 8)	45	2.2%	168	0.7%	509	1.0%	3,864	2.5%
Some High School (Grade Level 9 to 11)	70	3.4%	668	2.8%	1,354	2.6%	9,330	5.9%
High School Graduate	313	15.4%	3,328	14.1%	6,796	13.2%	27,851	17.7%
Some College	427	21.0%	3,914	16.6%	8,118	15.8%	30,704	19.5%
Associate Degree Only	181	8.9%	1,670	7.1%	3,490	6.8%	12,253	7.8%
Bachelor Degree Only	440	21.6%	7,143	30.3%	16,857	32.8%	43,074	27.4%
Graduate Degree	557	27.4%	6,666	28.3%	14,348	27.9%	30,303	19.3%
Any College (Some College or Higher)	1,603	79.0%	19,394	82.3%	42,813	83.2%	116,334	73.9%
College Degree + (Bachelor Degree or Higher)	996	49.1%	13,809	58.6%	31,205	60.6%	73,377	46.6%

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.6829/-86.7394

Walmart Plaza Madison, AL	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
<b>Housing</b>								
Total Housing Units (2023)	1,976		16,639		33,386		105,465	
Total Housing Units (2020)	1,541		15,689		31,562		99,379	
Historical Annual Growth (2020-2023)	435	9.4%	951	2.0%	1,825	1.9%	6,086	2.0%
Housing Units Occupied (2023)	1,607	81.4%	15,225	91.5%	30,926	92.6%	96,044	91.1%
Housing Units Owner-Occupied	316	19.7%	9,358	61.5%	21,245	68.7%	59,526	62.0%
Housing Units Renter-Occupied	1,291	80.3%	5,867	38.5%	9,681	31.3%	36,518	38.0%
Housing Units Vacant (2023)	368	18.6%	1,414	8.5%	2,460	7.4%	9,421	8.9%
<b>Household Size (2023)</b>								
Total Households	1,607		15,225		30,926		96,044	
1 Person Households	944	58.7%	5,368	35.3%	8,934	28.9%	31,968	33.3%
2 Person Households	372	23.1%	4,899	32.2%	10,061	32.5%	31,800	33.1%
3 Person Households	143	8.9%	2,211	14.5%	5,069	16.4%	14,486	15.1%
4 Person Households	101	6.3%	1,806	11.9%	4,480	14.5%	11,171	11.6%
5 Person Households	31	1.9%	677	4.4%	1,746	5.6%	4,621	4.8%
6 Person Households	13	0.8%	201	1.3%	467	1.5%	1,438	1.5%
7 or More Person Households	4	0.2%	62	0.4%	170	0.5%	560	0.6%
<b>Household Income Distribution (2023)</b>								
HH Income \$200,000 or More	52	3.2%	2,155	14.2%	5,304	17.2%	10,660	11.1%
HH Income \$150,000 to \$199,999	82	5.1%	2,169	14.2%	5,378	17.4%	11,704	12.2%
HH Income \$125,000 to \$149,999	38	2.4%	1,029	6.8%	2,475	8.0%	7,325	7.6%
HH Income \$100,000 to \$124,999	208	13.0%	1,447	9.5%	2,931	9.5%	8,238	8.6%
HH Income \$75,000 to \$99,999	238	14.8%	1,957	12.9%	3,487	11.3%	11,177	11.6%
HH Income \$50,000 to \$74,999	295	18.4%	2,178	14.3%	4,009	13.0%	13,581	14.1%
HH Income \$35,000 to \$49,999	263	16.4%	1,852	12.2%	2,898	9.4%	9,843	10.2%
HH Income \$25,000 to \$34,999	108	6.7%	863	5.7%	1,563	5.1%	7,792	8.1%
HH Income \$15,000 to \$24,999	171	10.6%	663	4.4%	1,177	3.8%	7,146	7.4%
HH Income \$10,000 to \$14,999	67	4.2%	283	1.9%	728	2.4%	4,161	4.3%
HH Income Under \$10,000	85	5.3%	629	4.1%	978	3.2%	4,416	4.6%
<b>Household Vehicles (2023)</b>								
Households 0 Vehicles Available	69	4.3%	274	1.8%	540	1.7%	3,634	3.8%
Households 1 Vehicle Available	763	47.5%	5,308	34.9%	9,386	30.3%	35,063	36.5%
Households 2 Vehicles Available	642	39.9%	6,513	42.8%	13,213	42.7%	35,809	37.3%
Households 3 or More Vehicles Available	134	8.3%	3,130	20.6%	7,788	25.2%	21,537	22.4%
Total Vehicles Available	2,474		28,892		62,000		180,091	
Average Vehicles per Household	1.5		1.9		2.0		1.9	
Owner-Occupied Household Vehicles	602	24.3%	20,073	69.5%	46,954	75.7%	128,721	71.5%
Average Vehicles per Owner-Occupied Household	1.9		2.1		2.2		2.2	
Renter-Occupied Household Vehicles	1,872	75.7%	8,819	30.5%	15,046	24.3%	51,370	28.5%
Average Vehicles per Renter-Occupied Household	1.4		1.5		1.6		1.4	
<b>Travel Time (2023)</b>								
Worker Base Age 16 years or Over	1,790		19,019		41,189		121,355	
Travel to Work in 14 Minutes or Less	470	26.2%	4,128	21.7%	7,944	19.3%	27,688	22.8%
Travel to Work in 15 to 29 Minutes	740	41.3%	8,870	46.6%	18,888	45.9%	53,426	44.0%
Travel to Work in 30 to 59 Minutes	238	13.3%	2,384	12.5%	6,796	16.5%	21,564	17.8%
Travel to Work in 60 Minutes or More	16	0.9%	341	1.8%	549	1.3%	2,379	2.0%
Work at Home	327	18.2%	3,296	17.3%	7,012	17.0%	16,298	13.4%
Average Minutes Travel to Work	17.6		19.1		20.1		19.8	

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.6829/-86.7394

Walmart Plaza Madison, AL	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
<b>Transportation To Work (2023)</b>								
Worker Base Age 16 years or Over	1,790		19,019		41,189		121,355	
Drive to Work Alone	1,386	77.4%	14,982	78.8%	32,467	78.8%	96,046	79.1%
Drive to Work in Carpool	58	3.2%	554	2.9%	1,299	3.2%	6,266	5.2%
Travel to Work by Public Transportation	-	-	-	-	2	-	309	0.3%
Drive to Work on Motorcycle	-	-	13	-	50	0.1%	225	0.2%
Bicycle to Work	-	-	5	-	11	-	175	0.1%
Walk to Work	16	0.9%	119	0.6%	182	0.4%	1,003	0.8%
Other Means	3	0.2%	49	0.3%	167	0.4%	1,034	0.9%
Work at Home	327	18.2%	3,296	17.3%	7,012	17.0%	16,298	13.4%
<b>Daytime Demographics (2023)</b>								
Total Businesses	429		1,440		3,089		11,087	
Total Employees	5,190		19,592		56,356		149,318	
Company Headquarter Businesses	17	4.0%	52	3.6%	139	4.5%	457	4.1%
Company Headquarter Employees	326	6.3%	3,680	18.8%	12,510	22.2%	23,251	15.6%
Employee Population per Business	12.1 to 1		13.6 to 1		18.2 to 1		13.5 to 1	
Residential Population per Business	6.7 to 1		23.8 to 1		24.8 to 1		20.9 to 1	
Adj. Daytime Demographics Age 16 Years or Over	5,783		27,964		74,701		212,841	
<b>Labor Force</b>								
Labor Population Age 16 Years or Over (2023)	2,391		27,505		59,815		185,915	
Labor Force Total Males (2023)	1,093	45.7%	13,613	49.5%	29,687	49.6%	92,349	49.7%
Male Civilian Employed	878	80.4%	10,507	77.2%	23,098	77.8%	65,465	70.9%
Male Civilian Unemployed	16	1.4%	131	1.0%	251	0.8%	1,182	1.3%
Males in Armed Forces	8	0.7%	73	0.5%	240	0.8%	892	1.0%
Males Not in Labor Force	191	17.4%	2,902	21.3%	6,098	20.5%	24,809	26.9%
Labor Force Total Females (2023)	1,298	54.3%	13,892	50.5%	30,128	50.4%	93,565	50.3%
Female Civilian Employed	912	70.2%	8,512	61.3%	18,091	60.0%	55,895	59.7%
Female Civilian Unemployed	20	1.6%	219	1.6%	375	1.2%	1,392	1.5%
Females in Armed Forces	-	-	41	0.3%	42	0.1%	140	0.1%
Females Not in Labor Force	366	28.2%	5,120	36.9%	11,622	38.6%	36,139	38.6%
Unemployment Rate	36	1.5%	350	1.3%	626	1.0%	2,575	1.4%
<b>Occupation (2023)</b>								
Occupation Population Age 16 Years or Over	1,790		19,019		41,189		121,355	
Occupation Total Males	878	49.1%	10,507	55.2%	23,098	56.1%	65,462	53.9%
Occupation Total Females	912	50.9%	8,512	44.8%	18,091	43.9%	55,893	46.1%
Management, Business, Financial Operations	358	-	3,534	18.6%	8,074	19.6%	20,034	16.5%
Professional, Related	611	34.1%	7,941	41.8%	18,480	44.9%	44,914	37.0%
Service	208	11.6%	1,587	8.3%	3,402	8.3%	15,655	12.9%
Sales, Office	346	19.3%	3,275	17.2%	6,199	15.0%	20,553	16.9%
Farming, Fishing, Forestry	-	-	4	-	47	0.1%	171	0.1%
Construction, Extraction, Maintenance	38	2.1%	901	4.7%	1,701	4.1%	6,895	5.7%
Production, Transport, Material Moving	230	12.9%	1,777	9.3%	3,287	8.0%	13,132	10.8%
White Collar Workers	1,314	73.4%	14,750	77.6%	32,752	79.5%	85,502	70.5%
Blue Collar Workers	476	26.6%	4,269	22.4%	8,436	20.5%	35,853	29.5%

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.6829/-86.7394

Walmart Plaza Madison, AL	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
<b>Units In Structure (2023)</b>								
Total Units	1,607		15,225		30,926		96,044	
1 Detached Unit	389	24.2%	9,546	62.7%	22,058	71.3%	64,686	67.4%
1 Attached Unit	91	5.7%	1,097	7.2%	1,584	5.1%	3,156	3.3%
2 Units	29	1.8%	182	1.2%	247	0.8%	1,387	1.4%
3 to 4 Units	115	7.2%	711	4.7%	986	3.2%	5,054	5.3%
5 to 9 Units	206	12.8%	990	6.5%	1,534	5.0%	5,886	6.1%
10 to 19 Units	225	14.0%	1,264	8.3%	1,954	6.3%	6,271	6.5%
20 to 49 Units	197	12.2%	604	4.0%	997	3.2%	3,637	3.8%
50 or More Units	349	21.7%	662	4.3%	973	3.1%	4,029	4.2%
Mobile Home or Trailer	7	0.4%	166	1.1%	547	1.8%	1,869	1.9%
Other Structure	-	-	4	-	48	0.2%	70	-
<b>Homes Built By Year (2023)</b>								
Homes Built 2020 or later	14	0.7%	265	1.6%	318	1.0%	867	0.8%
Homes Built 2010 to 2019	331	16.7%	3,199	19.2%	7,540	22.6%	20,092	19.1%
Homes Built 2000 to 2009	330	16.7%	4,047	24.3%	8,956	26.8%	22,451	21.3%
Homes Built 1990 to 1999	391	19.8%	2,490	15.0%	4,844	14.5%	11,029	10.5%
Homes Built 1980 to 1989	246	12.5%	2,237	13.4%	3,719	11.1%	11,320	10.7%
Homes Built 1970 to 1979	69	3.5%	1,148	6.9%	2,420	7.2%	9,293	8.8%
Homes Built 1960 to 1969	127	6.4%	878	5.3%	1,652	4.9%	11,504	10.9%
Homes Built 1950 to 1959	41	2.1%	347	2.1%	612	1.8%	4,871	4.6%
Homes Built 1940 to 1949	26	1.3%	269	1.6%	346	1.0%	1,942	1.8%
Homes Built Before 1939	31	1.6%	346	2.1%	520	1.6%	2,675	2.5%
Median Age of Homes	31.3 yrs		30.5 yrs		28.7 yrs		34.6 yrs	
<b>Home Values (2023)</b>								
Owner Specified Housing Units	316		9,358		21,245		59,526	
Home Values \$1,000,000 or More	-	-	83	0.9%	168	0.8%	561	0.9%
Home Values \$750,000 to \$999,999	3	0.9%	136	1.5%	452	2.1%	1,227	2.1%
Home Values \$500,000 to \$749,999	15	4.7%	877	9.4%	2,443	11.5%	5,483	9.2%
Home Values \$400,000 to \$499,999	23	7.4%	1,386	14.8%	2,717	12.8%	5,425	9.1%
Home Values \$300,000 to \$399,999	42	13.3%	2,091	22.3%	4,899	23.1%	11,032	18.5%
Home Values \$250,000 to \$299,999	60	19.0%	1,115	11.9%	2,646	12.5%	7,267	12.2%
Home Values \$200,000 to \$249,999	24	7.6%	1,126	12.0%	2,790	13.1%	8,499	14.3%
Home Values \$175,000 to \$199,999	23	7.2%	547	5.8%	1,148	5.4%	3,902	6.6%
Home Values \$150,000 to \$174,999	53	16.9%	744	8.0%	1,575	7.4%	4,576	7.7%
Home Values \$125,000 to \$149,999	28	9.0%	317	3.4%	551	2.6%	1,947	3.3%
Home Values \$100,000 to \$124,999	20	6.4%	255	2.7%	474	2.2%	2,400	4.0%
Home Values \$90,000 to \$99,999	3	0.9%	105	1.1%	147	0.7%	1,062	1.8%
Home Values \$80,000 to \$89,999	9	2.9%	224	2.4%	337	1.6%	1,693	2.8%
Home Values \$70,000 to \$79,999	2	0.6%	37	0.4%	66	0.3%	777	1.3%
Home Values \$60,000 to \$69,999	3	0.9%	118	1.3%	171	0.8%	1,034	1.7%
Home Values \$50,000 to \$59,999	-	-	16	0.2%	50	0.2%	394	0.7%
Home Values \$35,000 to \$49,999	-	-	30	0.3%	73	0.3%	456	0.8%
Home Values \$25,000 to \$34,999	5	1.5%	85	0.9%	317	1.5%	1,016	1.7%
Home Values \$10,000 to \$24,999	-	-	30	0.3%	135	0.6%	370	0.6%
Home Values Under \$10,000	-	-	35	0.4%	87	0.4%	403	0.7%
Owner-Occupied Median Home Value	\$220,013		\$298,213		\$305,916		\$262,090	
Renter-Occupied Median Rent	\$952		\$948		\$946		\$849	



# Complete Profile

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 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.6829/-86.7394

Walmart Plaza Madison, AL	1 mi radius	3 mi radius	5 mi radius	10 mi radius
<b>Total Annual Consumer Expenditure (2023)</b>				
Total Household Expenditure	\$93.36 M	\$1.23 B	\$2.73 B	\$6.91 B
Total Non-Retail Expenditure	\$49.49 M	\$654.43 M	\$1.45 B	\$3.67 B
Total Retail Expenditure	\$43.87 M	\$578.76 M	\$1.28 B	\$3.25 B
Apparel	\$3.26 M	\$44.32 M	\$98.9 M	\$247.19 M
Contributions	\$2.9 M	\$42.35 M	\$95.54 M	\$234.86 M
Education	\$2.61 M	\$41.27 M	\$95.11 M	\$226.36 M
Entertainment	\$5.13 M	\$71.29 M	\$159.51 M	\$397.44 M
Food and Beverages	\$13.9 M	\$179.1 M	\$394.63 M	\$1.01 B
Furnishings and Equipment	\$3.19 M	\$44.12 M	\$98.55 M	\$246.21 M
Gifts	\$2.18 M	\$32.01 M	\$72.26 M	\$177.2 M
Health Care	\$7.86 M	\$100.54 M	\$220.41 M	\$570.08 M
Household Operations	\$3.58 M	\$49.24 M	\$109.92 M	\$275.43 M
Miscellaneous Expenses	\$1.76 M	\$23.52 M	\$52.16 M	\$131.55 M
Personal Care	\$1.25 M	\$16.54 M	\$36.62 M	\$92.86 M
Personal Insurance	\$598.17 K	\$9.13 M	\$20.77 M	\$50.67 M
Reading	\$201.55 K	\$2.71 M	\$6.01 M	\$15.19 M
Shelter	\$20.27 M	\$260.75 M	\$575.22 M	\$1.46 B
Tobacco	\$631.26 K	\$6.66 M	\$13.95 M	\$38.52 M
Transportation	\$16.95 M	\$223.12 M	\$493.27 M	\$1.25 B
Utilities	\$7.07 M	\$86.53 M	\$188.11 M	\$491.98 M
<b>Monthly Household Consumer Expenditure (2023)</b>				
Total Household Expenditure	\$4,840	\$6,750	\$7,359	\$5,999
Total Non-Retail Expenditure	\$2,566 53.0%	\$3,582 53.1%	\$3,908 53.1%	\$3,181 53.0%
Total Retail Expenditures	\$2,274 47.0%	\$3,168 46.9%	\$3,451 46.9%	\$2,818 47.0%
Apparel	\$169 3.5%	\$243 3.6%	\$267 3.6%	\$214 3.6%
Contributions	\$151 3.1%	\$232 3.4%	\$257 3.5%	\$204 3.4%
Education	\$135 2.8%	\$226 3.3%	\$256 3.5%	\$196 3.3%
Entertainment	\$266 5.5%	\$390 5.8%	\$430 5.8%	\$345 5.7%
Food and Beverages	\$721 14.9%	\$980 14.5%	\$1,063 14.5%	\$874 14.6%
Furnishings and Equipment	\$165 3.4%	\$241 3.6%	\$266 3.6%	\$214 3.6%
Gifts	\$113 2.3%	\$175 2.6%	\$195 2.6%	\$154 2.6%
Health Care	\$408 8.4%	\$550 8.2%	\$594 8.1%	\$495 8.2%
Household Operations	\$186 3.8%	\$270 4.0%	\$296 4.0%	\$239 4.0%
Miscellaneous Expenses	\$91 1.9%	\$129 1.9%	\$141 1.9%	\$114 1.9%
Personal Care	\$65 1.3%	\$91 1.3%	\$99 1.3%	\$81 1.3%
Personal Insurance	\$31 0.6%	\$50 0.7%	\$56 0.8%	\$44 0.7%
Reading	\$10 0.2%	\$15 0.2%	\$16 0.2%	\$13 0.2%
Shelter	\$1,051 21.7%	\$1,427 21.1%	\$1,550 21.1%	\$1,267 21.1%
Tobacco	\$33 0.7%	\$36 0.5%	\$38 0.5%	\$33 0.6%
Transportation	\$879 18.2%	\$1,221 18.1%	\$1,329 18.1%	\$1,085 18.1%
Utilities	\$366 7.6%	\$474 7.0%	\$507 6.9%	\$427 7.1%