

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.6836/-86.7392

Walmart Plaza									
Madison, AL		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population									
Estimated Population (2025)		4,587		37,816		81,383		252,020	
Projected Population (2030)		5,359		41,295		88,612		279,825	
Census Population (2020)		2,767		33,912		75,026		223,875	
Census Population (2010)		2,618		28,145		56,579		183,344	
Projected Annual Growth (2025-2030)		772	3.4%	3,479	1.8%	7,229	1.8%	27,805	2.2%
Historical Annual Growth (2020-2025)		1,820	13.2%	3,904	2.3%	6,357	1.7%	28,145	2.5%
Historical Annual Growth (2010-2020)		149	0.6%	5,766	2.0%	18,447	3.3%	40,532	2.2%
Estimated Population Density (2025)		1,461	psm	1,338	psm	1,037	psm	803	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households									
Estimated Households (2025)		2,278		16,851		33,567		105,895	
Projected Households (2030)		2,676		18,730		37,272		120,175	
Census Households (2020)		1,429		14,681		29,924		91,616	
Census Households (2010)		1,312		12,135		22,884		74,485	
Projected Annual Growth (2025-2030)		398	3.5%	1,879	2.2%	3,705	2.2%	14,279	2.7%
Historical Annual Change (2010-2025)		966	4.9%	4,716	2.6%	10,683	3.1%	31,410	2.8%
Average Household Income									
Estimated Average Household Income (2025)		\$106,828		\$131,331		\$146,378		\$118,705	
Projected Average Household Income (2030)		\$106,619		\$127,867		\$142,694		\$116,923	
Census Average Household Income (2010)		\$61,944		\$83,244		\$89,056		\$69,207	
Census Average Household Income (2000)		\$51,570		\$64,157		\$66,855		\$51,904	
Projected Annual Change (2025-2030)		-\$209	-	-\$3,464	-0.5%	-\$3,684	-0.5%	-\$1,782	-0.3%
Historical Annual Change (2000-2025)		\$55,258	4.3%	\$67,174	4.2%	\$79,523	4.8%	\$66,802	5.1%
Median Household Income									
Estimated Median Household Income (2025)		\$84,428		\$104,515		\$119,674		\$93,204	
Projected Median Household Income (2030)		\$83,194		\$101,787		\$117,381		\$92,140	
Census Median Household Income (2010)		\$49,870		\$70,059		\$76,314		\$58,397	
Census Median Household Income (2000)		\$42,090		\$55,618		\$58,130		\$43,495	
Projected Annual Change (2025-2030)		-\$1,234	-0.3%	-\$2,728	-0.5%	-\$2,293	-0.4%	-\$1,064	-0.2%
Historical Annual Change (2000-2025)		\$42,337	4.0%	\$48,897	3.5%	\$61,544	4.2%	\$49,709	4.6%
Per Capita Income									
Estimated Per Capita Income (2025)		\$53,263		\$58,558		\$60,409		\$50,040	
Projected Per Capita Income (2030)		\$53,412		\$58,030		\$60,052		\$50,359	
Census Per Capita Income (2010)		\$30,991		\$35,883		\$36,008		\$28,114	
Census Per Capita Income (2000)		\$24,532		\$26,588		\$26,917		\$21,149	
Projected Annual Change (2025-2030)		\$150	-	-\$528	-0.2%	-\$357	-0.1%	\$320	0.1%
Historical Annual Change (2000-2025)		\$28,731	4.7%	\$31,970	4.8%	\$33,492	5.0%	\$28,890	5.5%
Estimated Average Household Net Worth (2025)		\$696,258		\$1.15 M		\$1.36 M		\$1.05 M	

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Walmart Plaza									
Madison, AL									
	1 mi radius		3 mi radius		5 mi radius		10 mi radius		
Race and Ethnicity									
Total Population (2025)	4,587		37,816		81,383		252,020		
White (2025)	2,891	63.0%	24,455	64.7%	53,090	65.2%	146,993	58.3%	
Black or African American (2025)	1,146	25.0%	8,261	21.8%	16,752	20.6%	73,867	29.3%	
American Indian or Alaska Native (2025)	7	0.2%	121	0.3%	245	0.3%	1,207	0.5%	
Asian (2025)	240	5.2%	2,246	5.9%	5,457	6.7%	9,385	3.7%	
Hawaiian or Pacific Islander (2025)	5	0.1%	44	0.1%	77	-	279	0.1%	
Other Race (2025)	66	1.4%	633	1.7%	1,296	1.6%	6,086	2.4%	
Two or More Races (2025)	232	5.1%	2,056	5.4%	4,467	5.5%	14,203	5.6%	
Population < 18 (2025)	953	20.8%	8,312	22.0%	18,742	23.0%	53,782	21.3%	
White Not Hispanic	480	50.4%	4,501	54.1%	10,520	56.1%	25,791	48.0%	
Black or African American	283	29.7%	2,039	24.5%	4,112	21.9%	16,910	31.4%	
Asian	55	5.7%	497	6.0%	1,297	6.9%	1,834	3.4%	
Other Race Not Hispanic	58	6.1%	492	5.9%	1,096	5.8%	2,996	5.6%	
Hispanic	77	8.1%	783	9.4%	1,717	9.2%	6,251	11.6%	
Not Hispanic or Latino Population (2025)	4,314	94.0%	35,423	93.7%	76,288	93.7%	232,593	92.3%	
Not Hispanic White	2,811	65.2%	23,784	67.1%	51,630	67.7%	142,302	61.2%	
Not Hispanic Black or African American	1,124	26.1%	8,155	23.0%	16,556	21.7%	72,966	31.4%	
Not Hispanic American Indian or Alaska Native	5	0.1%	69	0.2%	136	0.2%	583	0.3%	
Not Hispanic Asian	240	5.6%	2,227	6.3%	5,408	7.1%	9,228	4.0%	
Not Hispanic Hawaiian or Pacific Islander	4	-	35	-	63	-	223	-	
Not Hispanic Other Race	2	-	30	-	52	-	254	0.1%	
Not Hispanic Two or More Races	127	2.9%	1,123	3.2%	2,444	3.2%	7,039	3.0%	
Hispanic or Latino Population (2025)	273	6.0%	2,393	6.3%	5,095	6.3%	19,426	7.7%	
Hispanic White	79	29.1%	671	28.0%	1,461	28.7%	4,691	24.1%	
Hispanic Black or African American	21	7.8%	107	4.5%	196	3.8%	901	4.6%	
Hispanic American Indian or Alaska Native	3	0.9%	52	2.2%	109	2.1%	624	3.2%	
Hispanic Asian	-	-	19	0.8%	49	1.0%	157	0.8%	
Hispanic Hawaiian or Pacific Islander	1	0.5%	9	0.4%	14	0.3%	56	0.3%	
Hispanic Other Race	63	23.2%	603	25.2%	1,244	24.4%	5,832	30.0%	
Hispanic Two or More Races	105	38.3%	932	39.0%	2,023	39.7%	7,164	36.9%	
Not Hispanic or Latino Population (2020)	2,579	93.2%	31,695	93.5%	70,406	93.8%	205,731	91.9%	
Hispanic or Latino Population (2020)	188	6.8%	2,217	6.5%	4,620	6.2%	18,144	8.1%	
Not Hispanic or Latino Population (2010)	2,487	95.0%	26,815	95.3%	54,051	95.5%	171,909	93.8%	
Hispanic or Latino Population (2010)	131	5.0%	1,330	4.7%	2,528	4.5%	11,434	6.2%	
Not Hispanic or Latino Population (2030)	4,923	91.9%	37,791	91.5%	80,982	91.4%	253,115	90.5%	
Hispanic or Latino Population (2030)	436	8.1%	3,504	8.5%	7,631	8.6%	26,710	9.5%	
Projected Annual Growth (2025-2030)	162	11.9%	1,111	9.3%	2,536	10.0%	7,284	7.5%	
Historical Annual Growth (2010-2020)	58	4.4%	887	6.7%	2,092	8.3%	6,709	5.9%	

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Walmart Plaza									
Madison, AL		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Total Age Distribution (2025)									
Total Population	4,587		37,816		81,383		252,020		
Age Under 5 Years	234	5.1%	2,051	5.4%	4,469	5.5%	14,283	5.7%	
Age 5 to 9 Years	294	6.4%	2,399	6.3%	5,314	6.5%	15,365	6.1%	
Age 10 to 14 Years	270	5.9%	2,377	6.3%	5,455	6.7%	15,040	6.0%	
Age 15 to 19 Years	262	5.7%	2,365	6.3%	5,447	6.7%	16,485	6.5%	
Age 20 to 24 Years	282	6.2%	2,466	6.5%	5,012	6.2%	19,179	7.6%	
Age 25 to 29 Years	422	9.2%	3,270	8.6%	5,811	7.1%	20,334	8.1%	
Age 30 to 34 Years	384	8.4%	3,182	8.4%	6,310	7.8%	20,048	8.0%	
Age 35 to 39 Years	398	8.7%	2,828	7.5%	6,053	7.4%	18,059	7.2%	
Age 40 to 44 Years	320	7.0%	2,634	7.0%	5,833	7.2%	16,772	6.7%	
Age 45 to 49 Years	273	6.0%	2,261	6.0%	5,247	6.4%	14,611	5.8%	
Age 50 to 54 Years	236	5.1%	2,368	6.3%	5,640	6.9%	15,644	6.2%	
Age 55 to 59 Years	245	5.3%	2,360	6.2%	5,600	6.9%	15,856	6.3%	
Age 60 to 64 Years	261	5.7%	2,440	6.5%	5,263	6.5%	15,916	6.3%	
Age 65 to 69 Years	225	4.9%	1,792	4.7%	3,727	4.6%	12,182	4.8%	
Age 70 to 74 Years	167	3.6%	1,230	3.3%	2,495	3.1%	8,653	3.4%	
Age 75 to 79 Years	132	2.9%	868	2.3%	1,812	2.2%	6,197	2.5%	
Age 80 to 84 Years	71	1.5%	507	1.3%	1,015	1.2%	3,752	1.5%	
Age 85 Years or Over	111	2.4%	418	1.1%	881	1.1%	3,643	1.4%	
Median Age	36.0		36.2		37.1		36.4		
Age 19 Years or Less	1,059	23.1%	9,192	24.3%	20,683	25.4%	61,173	24.3%	
Age 20 to 64 Years	2,822	61.5%	23,809	63.0%	50,769	62.4%	156,419	62.1%	
Age 65 Years or Over	706	15.4%	4,815	12.7%	9,930	12.2%	34,428	13.7%	
Female Age Distribution (2025)									
Female Population	2,347	51.2%	19,118	50.6%	41,182	50.6%	124,363	49.3%	
Age Under 5 Years	117	5.0%	1,019	5.3%	2,205	5.4%	7,022	5.6%	
Age 5 to 9 Years	140	5.9%	1,189	6.2%	2,665	6.5%	7,552	6.1%	
Age 10 to 14 Years	135	5.7%	1,126	5.9%	2,664	6.5%	7,434	6.0%	
Age 15 to 19 Years	127	5.4%	1,120	5.9%	2,609	6.3%	7,102	5.7%	
Age 20 to 24 Years	143	6.1%	1,212	6.3%	2,452	6.0%	8,194	6.6%	
Age 25 to 29 Years	196	8.4%	1,536	8.0%	2,733	6.6%	9,681	7.8%	
Age 30 to 34 Years	181	7.7%	1,601	8.4%	3,187	7.7%	9,685	7.8%	
Age 35 to 39 Years	202	8.6%	1,407	7.4%	3,080	7.5%	8,913	7.2%	
Age 40 to 44 Years	183	7.8%	1,381	7.2%	3,065	7.4%	8,400	6.8%	
Age 45 to 49 Years	149	6.3%	1,196	6.3%	2,776	6.7%	7,553	6.1%	
Age 50 to 54 Years	124	5.3%	1,233	6.4%	2,912	7.1%	8,037	6.5%	
Age 55 to 59 Years	130	5.6%	1,238	6.5%	2,882	7.0%	8,175	6.6%	
Age 60 to 64 Years	133	5.7%	1,234	6.5%	2,654	6.4%	8,059	6.5%	
Age 65 to 69 Years	127	5.4%	942	4.9%	1,910	4.6%	6,323	5.1%	
Age 70 to 74 Years	104	4.4%	669	3.5%	1,342	3.3%	4,713	3.8%	
Age 75 to 79 Years	64	2.7%	481	2.5%	999	2.4%	3,488	2.8%	
Age 80 to 84 Years	40	1.7%	293	1.5%	563	1.4%	2,095	1.7%	
Age 85 Years or Over	54	2.3%	243	1.3%	484	1.2%	1,934	1.6%	
Female Median Age	37.6		37.4		37.9		37.9		
Age 19 Years or Less	518	22.1%	4,454	23.3%	10,143	24.6%	29,111	23.4%	
Age 20 to 64 Years	1,441	61.4%	12,037	63.0%	25,741	62.5%	76,699	61.7%	
Age 65 Years or Over	388	16.5%	2,627	13.7%	5,298	12.9%	18,553	14.9%	

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Walmart Plaza									
Madison, AL		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Male Age Distribution (2025)									
Male Population	2,240	48.8%	18,698	49.4%	40,201	49.4%	127,657	50.7%	
Age Under 5 Years	117	5.2%	1,032	5.5%	2,264	5.6%	7,261	5.7%	
Age 5 to 9 Years	155	6.9%	1,210	6.5%	2,648	6.6%	7,812	6.1%	
Age 10 to 14 Years	135	6.0%	1,251	6.7%	2,791	6.9%	7,606	6.0%	
Age 15 to 19 Years	134	6.0%	1,245	6.7%	2,837	7.1%	9,383	7.3%	
Age 20 to 24 Years	139	6.2%	1,254	6.7%	2,560	6.4%	10,985	8.6%	
Age 25 to 29 Years	226	10.1%	1,734	9.3%	3,078	7.7%	10,653	8.3%	
Age 30 to 34 Years	203	9.1%	1,581	8.5%	3,122	7.8%	10,363	8.1%	
Age 35 to 39 Years	196	8.8%	1,422	7.6%	2,973	7.4%	9,146	7.2%	
Age 40 to 44 Years	138	6.2%	1,253	6.7%	2,768	6.9%	8,371	6.6%	
Age 45 to 49 Years	125	5.6%	1,065	5.7%	2,471	6.1%	7,058	5.5%	
Age 50 to 54 Years	112	5.0%	1,136	6.1%	2,729	6.8%	7,607	6.0%	
Age 55 to 59 Years	115	5.1%	1,122	6.0%	2,718	6.8%	7,681	6.0%	
Age 60 to 64 Years	128	5.7%	1,205	6.4%	2,609	6.5%	7,857	6.2%	
Age 65 to 69 Years	98	4.4%	851	4.6%	1,817	4.5%	5,859	4.6%	
Age 70 to 74 Years	64	2.8%	561	3.0%	1,153	2.9%	3,940	3.1%	
Age 75 to 79 Years	67	3.0%	387	2.1%	813	2.0%	2,709	2.1%	
Age 80 to 84 Years	31	1.4%	214	1.1%	452	1.1%	1,658	1.3%	
Age 85 Years or Over	57	2.6%	175	0.9%	397	1.0%	1,709	1.3%	
Male Median Age	34.4		35.0		36.3		35.2		
Age 19 Years or Less	541	24.1%	4,738	25.3%	10,541	26.2%	32,062	25.1%	
Age 20 to 64 Years	1,381	61.7%	11,772	63.0%	25,029	62.3%	79,721	62.4%	
Age 65 Years or Over	318	14.2%	2,188	11.7%	4,632	11.5%	15,875	12.4%	
Males per 100 Females (2025)									
Overall Comparison	95		98		98		103		
Age Under 5 Years	100	50.1%	101	50.3%	103	50.7%	103	50.8%	
Age 5 to 9 Years	111	52.6%	102	50.4%	99	49.8%	103	50.8%	
Age 10 to 14 Years	100	50.1%	111	52.6%	105	51.2%	102	50.6%	
Age 15 to 19 Years	105	51.3%	111	52.7%	109	52.1%	132	56.9%	
Age 20 to 24 Years	98	49.4%	103	50.9%	104	51.1%	134	57.3%	
Age 25 to 29 Years	115	53.5%	113	53.0%	113	53.0%	110	52.4%	
Age 30 to 34 Years	112	52.8%	99	49.7%	98	49.5%	107	51.7%	
Age 35 to 39 Years	97	49.3%	101	50.3%	97	49.1%	103	50.6%	
Age 40 to 44 Years	75	43.0%	91	47.6%	90	47.4%	100	49.9%	
Age 45 to 49 Years	84	45.6%	89	47.1%	89	47.1%	93	48.3%	
Age 50 to 54 Years	90	47.4%	92	47.9%	94	48.4%	95	48.6%	
Age 55 to 59 Years	88	46.8%	91	47.5%	94	48.5%	94	48.4%	
Age 60 to 64 Years	96	49.0%	98	49.4%	98	49.6%	97	49.4%	
Age 65 to 69 Years	78	43.7%	90	47.5%	95	48.8%	93	48.1%	
Age 70 to 74 Years	62	38.1%	84	45.6%	86	46.2%	84	45.5%	
Age 75 to 79 Years	105	51.2%	80	44.6%	81	44.9%	78	43.7%	
Age 80 to 84 Years	77	43.5%	73	42.3%	80	44.5%	79	44.2%	
Age 85 Years or Over	107	51.7%	72	41.9%	82	45.0%	88	46.9%	
Age 19 Years or Less	104	51.1%	106	51.5%	104	51.0%	110	52.4%	
Age 20 to 39 Years	106	51.4%	104	51.0%	102	50.6%	113	53.0%	
Age 40 to 64 Years	86	46.2%	92	47.9%	93	48.2%	96	49.0%	
Age 65 Years or Over	82	45.0%	83	45.4%	87	46.6%	86	46.1%	

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Walmart Plaza									
Madison, AL									
Household Type (2025)									
Total Households	2,278		16,851		33,567		105,895		
Households with Children	587	25.8%	4,889	29.0%	10,744	32.0%	30,098	28.4%	
Average Household Size	2.0		2.2		2.4		2.3		
Household Density per Square Mile	726		596		428		337		
Population Family	2,486	54.2%	26,768	70.8%	62,379	76.6%	181,294	71.9%	
Population Non-Family	1,997	43.5%	10,908	28.8%	18,716	23.0%	61,608	24.4%	
Population Group Quarters	104	2.3%	140	0.4%	288	0.4%	9,118	3.6%	
Family Households	851	37.3%	8,770	52.0%	19,758	58.9%	59,589	56.3%	
Married Couple Households	678	79.7%	6,813	77.7%	16,091	81.4%	43,213	72.5%	
Other Family Households with Children	173	20.3%	1,958	22.3%	3,667	18.6%	16,376	27.5%	
Family Households with Children	587	69.0%	4,883	55.7%	10,733	54.3%	30,065	50.5%	
Married Couple with Children	342	58.3%	3,389	69.4%	8,211	76.5%	20,004	66.5%	
Other Family Households with Children	245	41.7%	1,494	30.6%	2,522	23.5%	10,061	33.5%	
Family Households No Children	264	31.0%	3,887	44.3%	9,025	45.7%	29,524	49.5%	
Married Couple No Children	336	127.4%	3,423	88.1%	7,881	87.3%	23,209	78.6%	
Other Family Households No Children	-72	-27.4%	464	11.9%	1,144	12.7%	6,316	21.4%	
Non-Family Households	1,428	62.7%	8,080	48.0%	13,809	41.1%	46,306	43.7%	
Non-Family Households with Children	-	-	6	-	11	-	34	-	
Non-Family Households No Children	1,427	99.9%	8,075	99.9%	13,797	99.9%	46,272	99.9%	
Average Family Household Size	2.9		3.1		3.2		3.0		
Average Family Income	\$153,549		\$169,701		\$184,266		\$152,484		
Median Family Income	\$112,608		\$141,721		\$153,549		\$121,563		
Average Non-Family Household Size	1.4		1.3		1.4		1.3		
Marital Status (2025)									
Population Age 15 Years or Over	3,790		30,989		66,146		207,332		
Never Married	1,020	26.9%	9,306	30.0%	18,769	28.4%	70,556	34.0%	
Currently Married	1,729	45.6%	16,078	51.9%	37,608	56.9%	97,168	46.9%	
Previously Married	1,040	27.4%	5,606	18.1%	9,770	14.8%	39,608	19.1%	
Separated	73	7.1%	797	14.2%	1,718	17.6%	7,244	18.3%	
Widowed	368	35.4%	1,713	30.6%	2,639	27.0%	9,852	24.9%	
Divorced	598	57.5%	3,096	55.2%	5,413	55.4%	22,512	56.8%	
Educational Attainment (2025)									
Adult Population Age 25 Years or Over	3,246		26,158		55,688		171,668		
Elementary (Grade Level 0 to 8)	40	1.2%	245	0.9%	577	1.0%	3,503	2.0%	
Some High School (Grade Level 9 to 11)	82	2.5%	497	1.9%	967	1.7%	8,263	4.8%	
High School Graduate	440	13.6%	3,339	12.8%	6,772	12.2%	29,105	17.0%	
Some College	514	15.8%	4,133	15.8%	8,182	14.7%	33,752	19.7%	
Associate Degree Only	276	8.5%	1,922	7.3%	4,304	7.7%	13,080	7.6%	
Bachelor Degree Only	1,168	36.0%	8,458	32.3%	18,741	33.7%	48,672	28.4%	
Graduate Degree	725	22.3%	7,564	28.9%	16,144	29.0%	35,293	20.6%	
Any College (Some College or Higher)	2,683	82.7%	22,077	84.4%	47,371	85.1%	130,796	76.2%	
College Degree + (Bachelor Degree or Higher)	1,893	58.3%	16,022	61.3%	34,886	62.6%	83,965	48.9%	

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Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.6836/-86.7392

Walmart Plaza									
Madison, AL		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Housing									
Total Housing Units (2025)		2,425		17,858		35,339		112,494	
Total Housing Units (2020)		1,602		15,838		31,979		99,568	
Historical Annual Growth (2020-2025)		822	10.3%	2,020	2.6%	3,360	2.1%	12,926	2.6%
Housing Units Occupied (2025)		2,278	94.0%	16,851	94.4%	33,567	95.0%	105,895	94.1%
Housing Units Owner-Occupied		701	30.8%	8,341	49.5%	20,512	61.1%	59,237	55.9%
Housing Units Renter-Occupied		1,577	69.2%	8,510	50.5%	13,055	38.9%	46,658	44.1%
Housing Units Vacant (2025)		146	6.0%	1,007	5.6%	1,772	5.0%	6,599	5.9%
Household Size (2025)									
Total Households		2,278		16,851		33,567		105,895	
1 Person Households		1,052	46.2%	6,343	37.6%	10,952	32.6%	37,423	35.3%
2 Person Households		720	31.6%	5,231	31.0%	10,198	30.4%	33,599	31.7%
3 Person Households		216	9.5%	2,170	12.9%	4,698	14.0%	15,001	14.2%
4 Person Households		165	7.2%	1,807	10.7%	4,698	14.0%	11,854	11.2%
5 Person Households		77	3.4%	832	4.9%	1,934	5.8%	5,050	4.8%
6 Person Households		28	1.2%	312	1.8%	731	2.2%	1,891	1.8%
7 or More Person Households		19	0.8%	155	0.9%	356	1.1%	1,077	1.0%
Household Income Distribution (2025)									
HH Income \$200,000 or More		142	6.2%	2,886	17.1%	6,893	20.5%	14,354	13.6%
HH Income \$150,000 to \$199,999		185	8.1%	1,932	11.5%	5,005	14.9%	11,370	10.7%
HH Income \$125,000 to \$149,999		339	14.9%	1,689	10.0%	3,363	10.0%	8,602	8.1%
HH Income \$100,000 to \$124,999		279	12.2%	1,448	8.6%	3,098	9.2%	10,809	10.2%
HH Income \$75,000 to \$99,999		381	16.7%	2,589	15.4%	4,267	12.7%	13,655	12.9%
HH Income \$50,000 to \$74,999		528	23.2%	2,852	16.9%	4,842	14.4%	15,610	14.7%
HH Income \$35,000 to \$49,999		90	3.9%	1,050	6.2%	1,932	5.8%	9,344	8.8%
HH Income \$25,000 to \$34,999		62	2.7%	696	4.1%	1,450	4.3%	7,739	7.3%
HH Income \$15,000 to \$24,999		69	3.0%	511	3.0%	968	2.9%	6,442	6.1%
HH Income \$10,000 to \$14,999		48	2.1%	308	1.8%	507	1.5%	2,950	2.8%
HH Income Under \$10,000		155	6.8%	889	5.3%	1,242	3.7%	5,019	4.7%
Household Vehicles (2025)									
Households 0 Vehicles Available		125	5.5%	511	3.0%	846	2.5%	5,421	5.1%
Households 1 Vehicle Available		1,084	47.6%	6,315	37.5%	10,567	31.5%	39,064	36.9%
Households 2 Vehicles Available		755	33.1%	6,912	41.0%	14,661	43.7%	39,243	37.1%
Households 3 or More Vehicles Available		314	13.8%	3,113	18.5%	7,493	22.3%	22,167	20.9%
Total Vehicles Available		3,569		30,360		64,650		192,267	
Average Vehicles per Household		1.6		1.8		1.9		1.8	
Owner-Occupied Household Vehicles		1,239	34.7%	17,807	58.7%	44,829	69.3%	127,578	66.4%
Average Vehicles per Owner-Occupied Household		1.8		2.1		2.2		2.2	
Renter-Occupied Household Vehicles		2,329	65.3%	12,553	41.3%	19,821	30.7%	64,689	33.6%
Average Vehicles per Renter-Occupied Household		1.5		1.5		1.5		1.4	
Travel Time (2025)									
Worker Base Age 16 years or Over		2,636		21,588		46,715		140,735	
Travel to Work in 14 Minutes or Less		587	22.3%	5,173	24.0%	9,792	21.0%	33,031	23.5%
Travel to Work in 15 to 29 Minutes		1,083	41.1%	8,956	41.5%	19,300	41.3%	59,207	42.1%
Travel to Work in 30 to 59 Minutes		373	14.1%	2,759	12.8%	8,251	17.7%	25,531	18.1%
Travel to Work in 60 Minutes or More		7	0.3%	364	1.7%	585	1.3%	2,294	1.6%
Work at Home		586	22.2%	4,336	20.1%	8,787	18.8%	20,672	14.7%
Average Minutes Travel to Work		18.4		18.4		20.1		20.3	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

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Lat/Lon: 34.6836/-86.7392

Walmart Plaza									
Madison, AL									
	1 mi radius			3 mi radius		5 mi radius		10 mi radius	
Transportation To Work (2025)									
Worker Base Age 16 years or Over	2,636		21,588		46,715		140,735		
Drive to Work Alone	1,828	69.3%	15,723	72.8%	34,869	74.6%	107,505	76.4%	
Drive to Work in Carpool	90	3.4%	1,021	4.7%	2,148	4.6%	9,096	6.5%	
Travel to Work by Public Transportation	2	-	6	-	33	-	336	0.2%	
Drive to Work on Motorcycle	-	-	15	-	17	-	226	0.2%	
Bicycle to Work	-	-	13	-	36	-	70	-	
Walk to Work	43	1.6%	145	0.7%	224	0.5%	1,307	0.9%	
Other Means	87	3.3%	329	1.5%	600	1.3%	1,523	1.1%	
Work at Home	586	22.2%	4,336	20.1%	8,787	18.8%	20,672	14.7%	
Daytime Demographics (2025)									
Total Businesses	635		1,739		3,302		11,671		
Total Employees	7,627		22,313		57,082		152,667		
Company Headquarter Businesses	16	2.6%	51	2.9%	131	4.0%	446	3.8%	
Company Headquarter Employees	299	3.9%	3,624	16.2%	12,188	21.4%	23,045	15.1%	
Employee Population per Business	12.0	to 1	12.8	to 1	17.3	to 1	13.1	to 1	
Residential Population per Business	7.2	to 1	21.7	to 1	24.6	to 1	21.6	to 1	
Adj. Daytime Demographics Age 16 Years or Over	8,713		31,127		75,064		215,622		
Labor Force									
Labor Population Age 16 Years or Over (2025)	3,731		30,491		64,950		204,242		
Labor Force Total Males (2025)	1,803	48.3%	14,931	49.0%	31,869	49.1%	103,396	50.6%	
Male Civilian Employed	1,411	78.2%	11,885	79.6%	25,698	80.6%	76,718	74.2%	
Male Civilian Unemployed	42	2.3%	240	1.6%	414	1.3%	1,713	1.7%	
Males in Armed Forces	8	0.4%	62	0.4%	213	0.7%	440	0.4%	
Males Not in Labor Force	343	19.0%	2,744	18.4%	5,545	17.4%	24,524	23.7%	
Labor Force Total Females (2025)	1,927	51.7%	15,560	51.0%	33,081	50.9%	100,847	49.4%	
Female Civilian Employed	1,226	63.6%	9,703	62.4%	21,018	63.5%	64,024	63.5%	
Female Civilian Unemployed	39	2.0%	229	1.5%	556	1.7%	2,407	2.4%	
Females in Armed Forces	-	-	26	0.2%	40	0.1%	104	0.1%	
Females Not in Labor Force	663	34.4%	5,602	36.0%	11,466	34.7%	34,312	34.0%	
Unemployment Rate	80	2.1%	469	1.5%	971	1.5%	4,119	2.0%	
Occupation (2025)									
Occupation Population Age 16 Years or Over	2,636		21,588		46,715		140,735		
Occupation Total Males	1,411	53.5%	11,885	55.1%	25,698	55.0%	76,711	54.5%	
Occupation Total Females	1,226	46.5%	9,703	44.9%	21,018	45.0%	64,024	45.5%	
Management, Business, Financial Operations	542	-	4,637	21.5%	10,791	23.1%	27,623	19.6%	
Professional, Related	941	35.7%	8,560	39.7%	18,782	40.2%	48,193	34.2%	
Service	308	11.7%	2,359	10.9%	4,582	9.8%	18,144	12.9%	
Sales, Office	421	16.0%	2,768	12.8%	6,221	13.3%	21,844	15.5%	
Farming, Fishing, Forestry	-	-	7	-	11	-	109	-	
Construction, Extraction, Maintenance	133	5.0%	1,276	5.9%	2,595	5.6%	8,812	6.3%	
Production, Transport, Material Moving	291	11.1%	1,982	9.2%	3,734	8.0%	16,011	11.4%	
White Collar Workers	1,903	72.2%	15,965	74.0%	35,794	76.6%	97,660	69.4%	
Blue Collar Workers	733	27.8%	5,623	26.0%	10,922	23.4%	43,075	30.6%	

Complete Profile

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Lat/Lon: 34.6836/-86.7392

Walmart Plaza									
Madison, AL									
	1 mi radius		3 mi radius		5 mi radius		10 mi radius		
Units In Structure (2025)									
Total Units	2,278		16,851		33,567		105,895		
1 Detached Unit	794	34.9%	8,984	53.3%	21,772	64.9%	64,681	61.1%	
1 Attached Unit	71	3.1%	761	4.5%	1,304	3.9%	2,543	2.4%	
2 Units	33	1.4%	140	0.8%	228	0.7%	1,514	1.4%	
3 to 4 Units	153	6.7%	1,186	7.0%	1,578	4.7%	6,620	6.3%	
5 to 9 Units	389	17.1%	1,583	9.4%	2,368	7.1%	8,835	8.3%	
10 to 19 Units	255	11.2%	1,865	11.1%	2,621	7.8%	7,765	7.3%	
20 to 49 Units	290	12.7%	1,251	7.4%	2,018	6.0%	6,725	6.4%	
50 or More Units	260	11.4%	823	4.9%	1,145	3.4%	4,978	4.7%	
Mobile Home or Trailer	33	1.4%	251	1.5%	522	1.6%	2,189	2.1%	
Other Structure	-	-	5	-	9	-	47	-	
Homes Built By Year (2025)									
Homes Built 2020 or later	350	14.5%	1,480	8.3%	3,441	9.7%	10,788	9.6%	
Homes Built 2010 to 2019	446	18.4%	3,177	17.8%	7,792	22.1%	22,604	20.1%	
Homes Built 2000 to 2009	310	12.8%	3,401	19.0%	7,125	20.2%	17,425	15.5%	
Homes Built 1990 to 1999	624	25.7%	3,418	19.1%	6,060	17.1%	14,732	13.1%	
Homes Built 1980 to 1989	316	13.1%	2,648	14.8%	3,956	11.2%	12,552	11.2%	
Homes Built 1970 to 1979	64	2.7%	1,214	6.8%	2,452	6.9%	9,423	8.4%	
Homes Built 1960 to 1969	88	3.6%	894	5.0%	1,715	4.9%	10,590	9.4%	
Homes Built 1950 to 1959	37	1.5%	338	1.9%	570	1.6%	4,505	4.0%	
Homes Built 1940 to 1949	1	-	36	0.2%	86	0.2%	863	0.8%	
Homes Built Before 1939	41	1.7%	244	1.4%	369	1.0%	2,413	2.1%	
Median Age of Homes	25.3	yrs	28.1	yrs	26.0	yrs	30.7	yrs	
Home Values (2025)									
Owner Specified Housing Units	701		8,341		20,512		59,237		
Home Values \$1,000,000 or More	2	0.3%	57	0.7%	182	0.9%	942	1.6%	
Home Values \$750,000 to \$999,999	8	1.1%	365	4.4%	889	4.3%	2,153	3.6%	
Home Values \$500,000 to \$749,999	94	13.4%	1,851	22.2%	5,005	24.4%	9,546	16.1%	
Home Values \$400,000 to \$499,999	215	30.6%	1,714	20.6%	3,863	18.8%	8,440	14.2%	
Home Values \$300,000 to \$399,999	112	16.0%	1,592	19.1%	4,409	21.5%	13,025	22.0%	
Home Values \$250,000 to \$299,999	71	10.1%	861	10.3%	2,344	11.4%	7,523	12.7%	
Home Values \$200,000 to \$249,999	81	11.6%	803	9.6%	1,536	7.5%	5,951	10.0%	
Home Values \$175,000 to \$199,999	9	1.3%	150	1.8%	430	2.1%	1,345	2.3%	
Home Values \$150,000 to \$174,999	46	6.6%	473	5.7%	825	4.0%	2,687	4.5%	
Home Values \$125,000 to \$149,999	8	1.1%	124	1.5%	253	1.2%	1,439	2.4%	
Home Values \$100,000 to \$124,999	20	2.8%	113	1.3%	173	0.8%	1,435	2.4%	
Home Values \$90,000 to \$99,999	2	0.2%	38	0.5%	75	0.4%	441	0.7%	
Home Values \$80,000 to \$89,999	3	0.4%	33	0.4%	56	0.3%	1,094	1.8%	
Home Values \$70,000 to \$79,999	-	-	19	0.2%	27	0.1%	404	0.7%	
Home Values \$60,000 to \$69,999	-	-	11	0.1%	31	0.1%	332	0.6%	
Home Values \$50,000 to \$59,999	26	3.8%	34	0.4%	48	0.2%	472	0.8%	
Home Values \$35,000 to \$49,999	-	-	15	0.2%	32	0.2%	449	0.8%	
Home Values \$25,000 to \$34,999	-	-	18	0.2%	101	0.5%	314	0.5%	
Home Values \$10,000 to \$24,999	2	0.2%	33	0.4%	108	0.5%	510	0.9%	
Home Values Under \$10,000	2	0.3%	36	0.4%	127	0.6%	735	1.2%	
Owner-Occupied Median Home Value	\$378,436		\$386,441		\$401,990		\$341,168		
Renter-Occupied Median Rent	\$1,237		\$1,169		\$1,206		\$1,101		

Complete Profile

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Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.6836/-86.7392

Walmart Plaza		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Madison, AL									
Total Annual Consumer Expenditure (2025)									
Total Household Expenditure		\$222.32 M		\$1.94 B		\$4.19 B		\$11.27 B	
Total Non-Retail Expenditure		\$114.82 M		\$1.02 B		\$2.18 B		\$5.74 B	
Total Retail Expenditure		\$107.49 M		\$924.79 M		\$2 B		\$5.53 B	
Alcoholic Beverages		\$1.37 M		\$11.92 M		\$25.83 M		\$69.17 M	
Apparel		\$4.07 M		\$35.32 M		\$76.32 M		\$206.96 M	
Contributions		\$7.29 M		\$64.65 M		\$140.75 M		\$367.48 M	
Education		\$5.15 M		\$45.36 M		\$98.56 M		\$259.91 M	
Entertainment		\$12.62 M		\$109.06 M		\$235.42 M		\$640.09 M	
Food Away From Home		\$9.73 M		\$84.45 M		\$182.6 M		\$493.5 M	
Grocery		\$13.66 M		\$114.03 M		\$243.21 M		\$702.06 M	
Health Care		\$13.76 M		\$104.49 M		\$212.66 M		\$663.29 M	
Household Furnishings and Equipment		\$5.91 M		\$51.4 M		\$111.22 M		\$299.33 M	
Household Operations		\$4.05 M		\$35.32 M		\$76.34 M		\$208.05 M	
Miscellaneous Expenses		\$3.84 M		\$32.96 M		\$71.1 M		\$192.34 M	
Personal Care		\$2.72 M		\$22.95 M		\$49.15 M		\$139.4 M	
Shelter		\$38.59 M		\$311.19 M		\$645.79 M		\$1.81 B	
Tax and Retirement		\$54.32 M		\$529.88 M		\$1.18 B		\$2.89 B	
Tobacco and Related		\$923.8 K		\$7.27 M		\$14.94 M		\$49.12 M	
Transportation		\$34.63 M		\$301.36 M		\$651.79 M		\$1.79 B	
Utilities		\$9.69 M		\$80.54 M		\$171.54 M		\$498.43 M	
Monthly Household Consumer Expenditure (2025)									
Total Household Expenditure		\$8,132		\$9,605		\$10,396		\$8,873	
Total Non-Retail Expenditure		\$4,200 51.6%		\$5,031 52.4%		\$5,424 52.2%		\$4,518 50.9%	
Total Retail Expenditures		\$3,932 48.4%		\$4,573 47.6%		\$4,972 47.8%		\$4,355 49.1%	
Alcoholic Beverages		\$50 0.6%		\$59 0.6%		\$64 0.6%		\$54 0.6%	
Apparel		\$149 1.8%		\$175 1.8%		\$189 1.8%		\$163 1.8%	
Contributions		\$267 3.3%		\$320 3.3%		\$349 3.4%		\$289 3.3%	
Education		\$188 2.3%		\$224 2.3%		\$245 2.4%		\$205 2.3%	
Entertainment		\$462 5.7%		\$539 5.6%		\$584 5.6%		\$504 5.7%	
Food Away From Home		\$356 4.4%		\$418 4.3%		\$453 4.4%		\$388 4.4%	
Grocery		\$500 6.1%		\$564 5.9%		\$604 5.8%		\$552 6.2%	
Health Care		\$503 6.2%		\$517 5.4%		\$528 5.1%		\$522 5.9%	
Household Furnishings and Equipment		\$216 2.7%		\$254 2.6%		\$276 2.7%		\$236 2.7%	
Household Operations		\$148 1.8%		\$175 1.8%		\$190 1.8%		\$164 1.8%	
Miscellaneous Expenses		\$140 1.7%		\$163 1.7%		\$177 1.7%		\$151 1.7%	
Personal Care		\$99 1.2%		\$113 1.2%		\$122 1.2%		\$110 1.2%	
Shelter		\$1,412 17.4%		\$1,539 16.0%		\$1,603 15.4%		\$1,421 16.0%	
Tax and Retirement		\$1,987 24.4%		\$2,620 27.3%		\$2,930 28.2%		\$2,276 28.2%	
Tobacco and Related		\$34 0.4%		\$36 0.4%		\$37 0.4%		\$39 0.4%	
Transportation		\$1,267 15.6%		\$1,490 15.5%		\$1,618 15.6%		\$1,407 15.9%	
Utilities		\$354 4.4%		\$398 4.1%		\$426 4.1%		\$392 4.4%	