



# Demographic and Income Profile

718 Highway St, Madison, North Carolina, 27025 2  
 718 Highway St, Madison, North Carolina, 27025  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 36.39583  
 Longitude: -79.96935

Summary	Census 2010	2018	2023
Population	2,365	2,367	2,369
Households	1,086	1,092	1,093
Families	629	622	618
Average Household Size	2.18	2.17	2.17
Owner Occupied Housing Units	598	503	509
Renter Occupied Housing Units	488	588	583
Median Age	44.2	46.7	47.6
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.02%	1.13%	0.83%
Households	0.02%	1.10%	0.79%
Families	-0.13%	1.00%	0.71%
Owner HHs	0.24%	1.45%	1.16%
Median Household Income	2.61%	1.93%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	212	19.4%	184	16.8%
\$15,000 - \$24,999	137	12.5%	112	10.2%
\$25,000 - \$34,999	145	13.3%	122	11.2%
\$35,000 - \$49,999	208	19.0%	207	18.9%
\$50,000 - \$74,999	172	15.8%	192	17.6%
\$75,000 - \$99,999	111	10.2%	135	12.4%
\$100,000 - \$149,999	86	7.9%	114	10.4%
\$150,000 - \$199,999	14	1.3%	17	1.6%
\$200,000+	8	0.7%	10	0.9%
Median Household Income	\$37,790		\$42,992	
Average Household Income	\$48,847		\$56,614	
Per Capita Income	\$22,400		\$25,961	

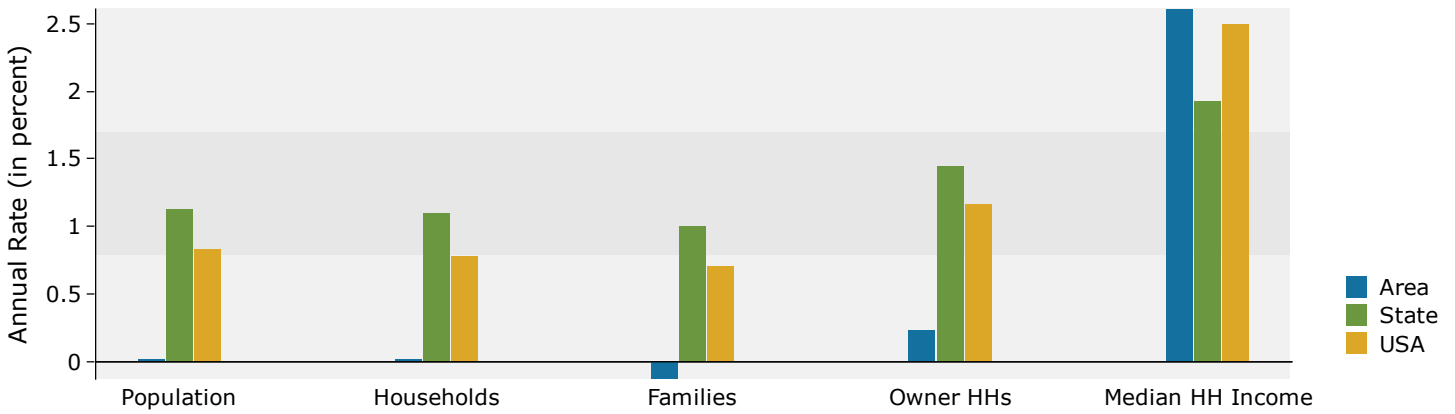
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	118	5.0%	108	4.6%	109	4.6%
5 - 9	120	5.1%	108	4.6%	107	4.5%
10 - 14	150	6.3%	116	4.9%	117	4.9%
15 - 19	159	6.7%	123	5.2%	117	4.9%
20 - 24	132	5.6%	146	6.2%	123	5.2%
25 - 34	224	9.5%	282	11.9%	293	12.4%
35 - 44	303	12.8%	251	10.6%	250	10.5%
45 - 54	365	15.4%	322	13.6%	288	12.2%
55 - 64	353	14.9%	364	15.4%	353	14.9%
65 - 74	231	9.8%	317	13.4%	344	14.5%
75 - 84	153	6.5%	163	6.9%	200	8.4%
85+	56	2.4%	69	2.9%	69	2.9%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,602	67.8%	1,579	66.7%	1,560	65.9%
Black Alone	643	27.2%	641	27.1%	634	26.8%
American Indian Alone	11	0.5%	11	0.5%	11	0.5%
Asian Alone	7	0.3%	9	0.4%	11	0.5%
Pacific Islander Alone	1	0.0%	2	0.1%	2	0.1%
Some Other Race Alone	35	1.5%	42	1.8%	47	2.0%
Two or More Races	65	2.7%	84	3.5%	103	4.3%
Hispanic Origin (Any Race)	93	3.9%	110	4.6%	128	5.4%

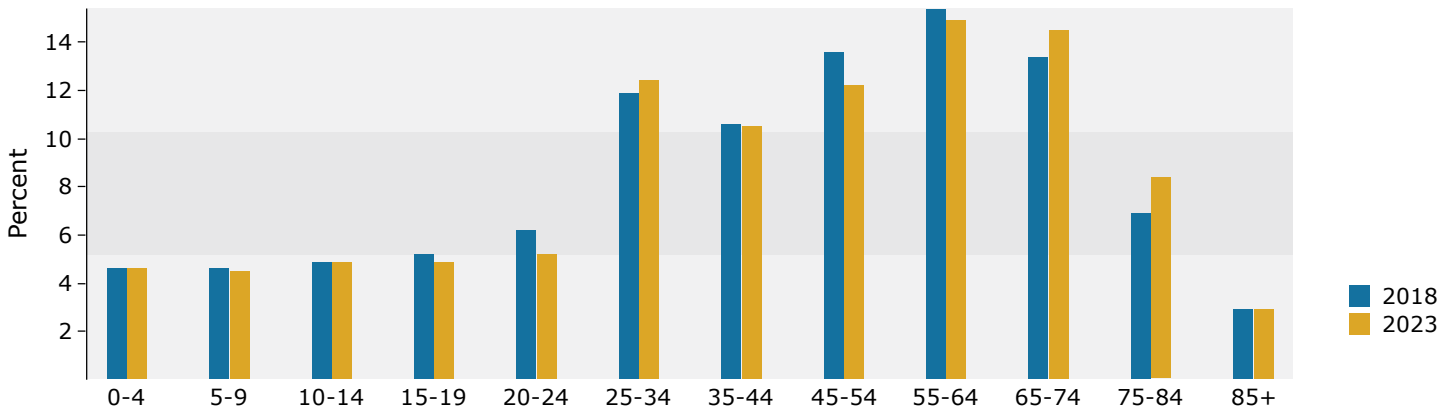
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

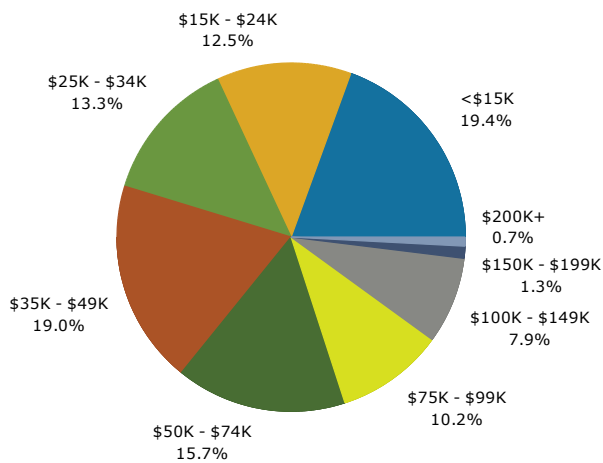
## Trends 2018-2023



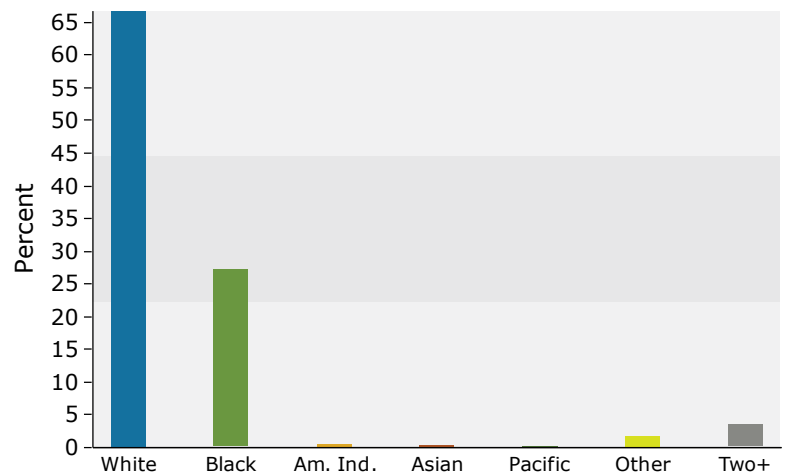
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 4.6%



# Demographic and Income Profile

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 Ring: 3 mile radius

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 Latitude: 36.39583  
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Summary	Census 2010	2018	2023
Population	7,299	7,207	7,173
Households	3,285	3,252	3,239
Families	2,046	1,994	1,974
Average Household Size	2.22	2.21	2.21
Owner Occupied Housing Units	2,094	1,801	1,813
Renter Occupied Housing Units	1,191	1,451	1,426
Median Age	43.9	46.0	47.3
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	-0.09%	1.13%	0.83%
Households	-0.08%	1.10%	0.79%
Families	-0.20%	1.00%	0.71%
Owner HHs	0.13%	1.45%	1.16%
Median Household Income	2.99%	1.93%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	563	17.3%	477	14.7%
\$15,000 - \$24,999	436	13.4%	357	11.0%
\$25,000 - \$34,999	428	13.2%	366	11.3%
\$35,000 - \$49,999	577	17.7%	561	17.3%
\$50,000 - \$74,999	575	17.7%	632	19.5%
\$75,000 - \$99,999	354	10.9%	428	13.2%
\$100,000 - \$149,999	237	7.3%	313	9.7%
\$150,000 - \$199,999	41	1.3%	50	1.5%
\$200,000+	41	1.3%	56	1.7%
Median Household Income	\$39,006		\$45,197	
Average Household Income	\$51,151		\$59,691	
Per Capita Income	\$22,736		\$26,555	

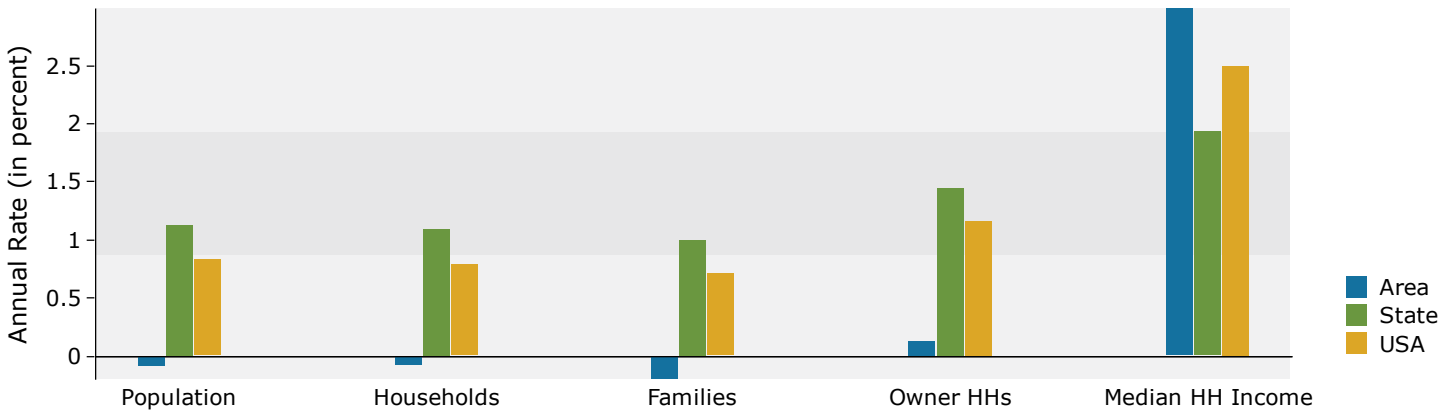
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	369	5.1%	333	4.6%	324	4.5%
5 - 9	396	5.4%	351	4.9%	337	4.7%
10 - 14	438	6.0%	386	5.4%	387	5.4%
15 - 19	471	6.5%	381	5.3%	385	5.4%
20 - 24	388	5.3%	375	5.2%	330	4.6%
25 - 34	722	9.9%	830	11.5%	779	10.9%
35 - 44	975	13.4%	848	11.8%	847	11.8%
45 - 54	1,127	15.4%	994	13.8%	923	12.9%
55 - 64	1,048	14.4%	1,096	15.2%	1,062	14.8%
65 - 74	728	10.0%	932	12.9%	1,020	14.2%
75 - 84	465	6.4%	483	6.7%	581	8.1%
85+	173	2.4%	196	2.7%	199	2.8%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,900	80.8%	5,742	79.7%	5,651	78.8%
Black Alone	1,058	14.5%	1,054	14.6%	1,042	14.5%
American Indian Alone	33	0.5%	34	0.5%	34	0.5%
Asian Alone	24	0.3%	30	0.4%	36	0.5%
Pacific Islander Alone	4	0.1%	6	0.1%	7	0.1%
Some Other Race Alone	145	2.0%	171	2.4%	196	2.7%
Two or More Races	134	1.8%	170	2.4%	207	2.9%
Hispanic Origin (Any Race)	308	4.2%	363	5.0%	416	5.8%

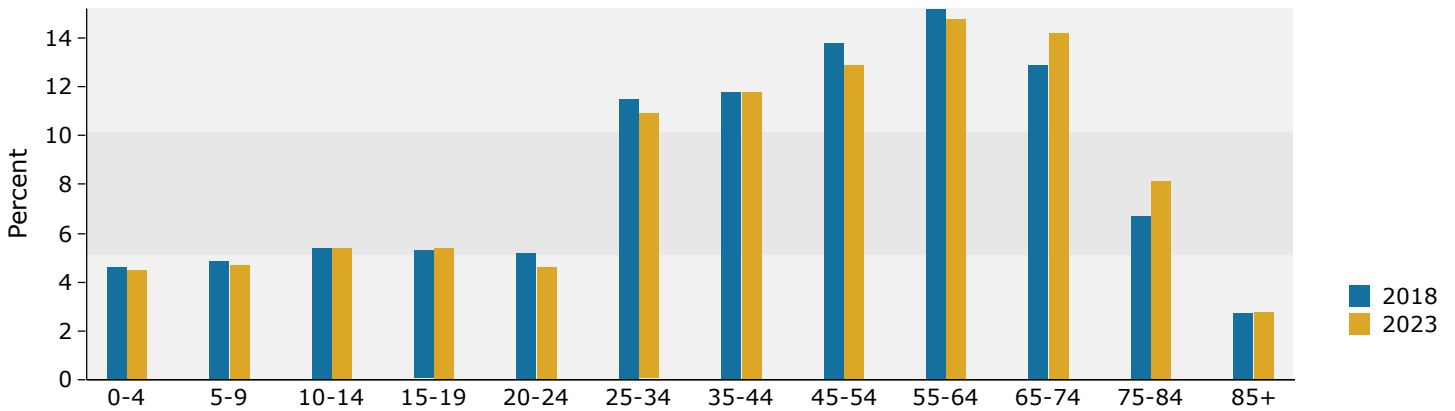
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

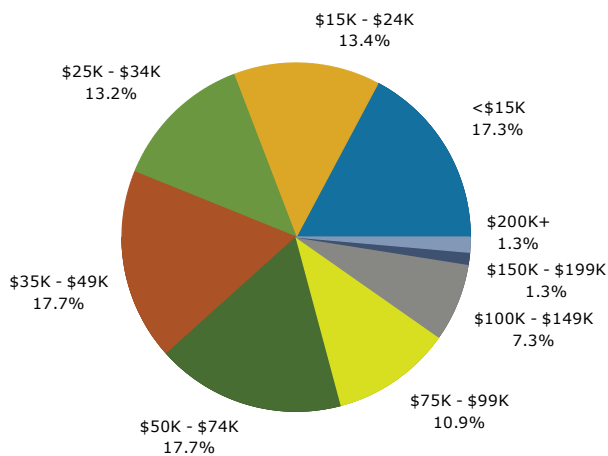
## Trends 2018-2023



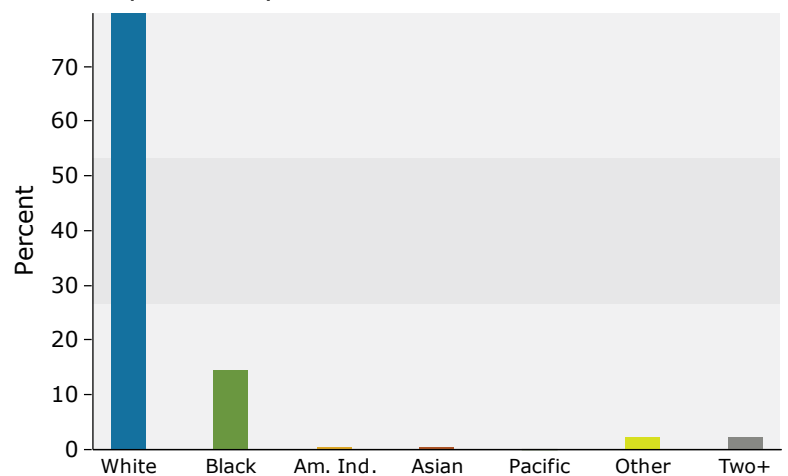
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 5.0%



# Demographic and Income Profile

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 Ring: 5 mile radius

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Summary	Census 2010	2018	2023
Population	12,892	12,609	12,509
Households	5,422	5,325	5,289
Families	3,602	3,489	3,447
Average Household Size	2.36	2.35	2.34
Owner Occupied Housing Units	3,810	3,345	3,353
Renter Occupied Housing Units	1,612	1,980	1,936
Median Age	43.4	45.6	47.0
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	-0.16%	1.13%	0.83%
Households	-0.14%	1.10%	0.79%
Families	-0.24%	1.00%	0.71%
Owner HHs	0.05%	1.45%	1.16%
Median Household Income	3.07%	1.93%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	795	14.9%	661	12.5%
\$15,000 - \$24,999	671	12.6%	549	10.4%
\$25,000 - \$34,999	663	12.5%	565	10.7%
\$35,000 - \$49,999	965	18.1%	924	17.5%
\$50,000 - \$74,999	936	17.6%	1,007	19.0%
\$75,000 - \$99,999	670	12.6%	786	14.9%
\$100,000 - \$149,999	435	8.2%	554	10.5%
\$150,000 - \$199,999	102	1.9%	124	2.3%
\$200,000+	88	1.7%	119	2.2%
Median Household Income	\$41,954		\$48,797	
Average Household Income	\$55,755		\$64,847	
Per Capita Income	\$23,852		\$27,744	

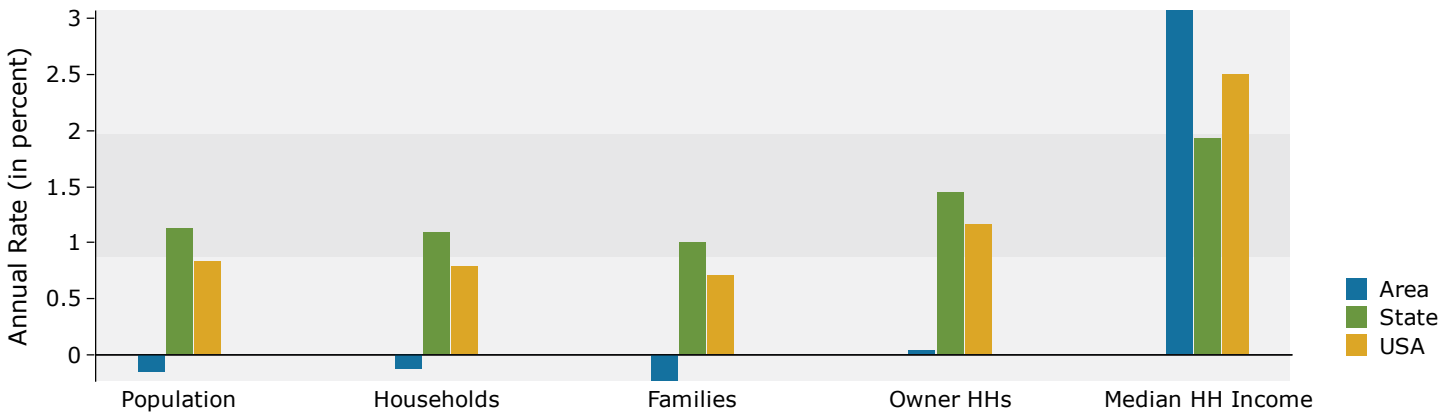
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	668	5.2%	596	4.7%	566	4.5%
5 - 9	733	5.7%	646	5.1%	615	4.9%
10 - 14	788	6.1%	707	5.6%	707	5.7%
15 - 19	838	6.5%	677	5.4%	695	5.6%
20 - 24	658	5.1%	613	4.9%	541	4.3%
25 - 34	1,284	10.0%	1,448	11.5%	1,303	10.4%
35 - 44	1,765	13.7%	1,513	12.0%	1,513	12.1%
45 - 54	2,024	15.7%	1,781	14.1%	1,668	13.3%
55 - 64	1,835	14.2%	1,928	15.3%	1,858	14.9%
65 - 74	1,275	9.9%	1,594	12.6%	1,750	14.0%
75 - 84	738	5.7%	798	6.3%	976	7.8%
85+	285	2.2%	309	2.5%	317	2.5%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,673	82.8%	10,288	81.6%	10,090	80.7%
Black Alone	1,575	12.2%	1,554	12.3%	1,530	12.2%
American Indian Alone	52	0.4%	54	0.4%	55	0.4%
Asian Alone	48	0.4%	60	0.5%	72	0.6%
Pacific Islander Alone	6	0.0%	8	0.1%	10	0.1%
Some Other Race Alone	333	2.6%	388	3.1%	441	3.5%
Two or More Races	205	1.6%	257	2.0%	311	2.5%
Hispanic Origin (Any Race)	616	4.8%	717	5.7%	815	6.5%

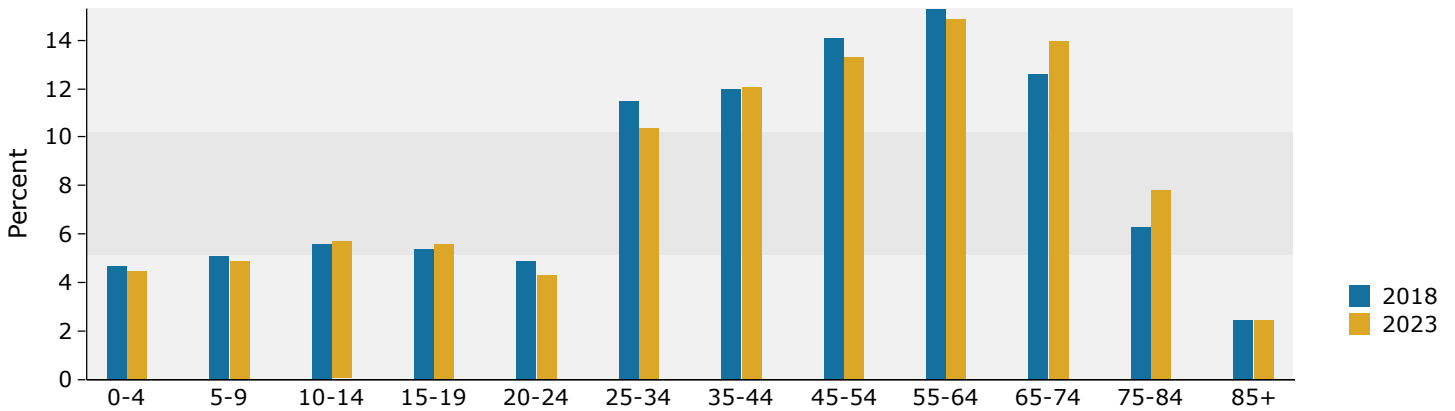
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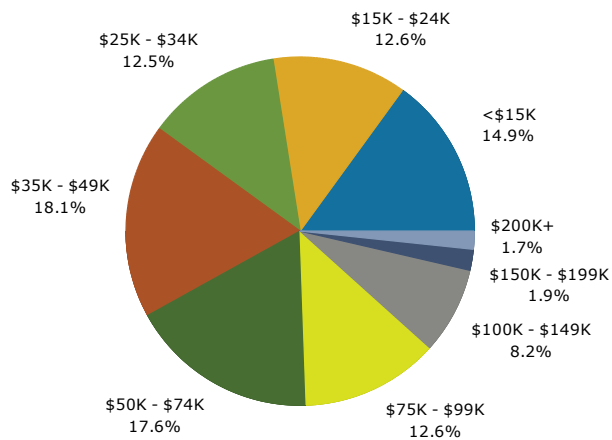
## Trends 2018-2023



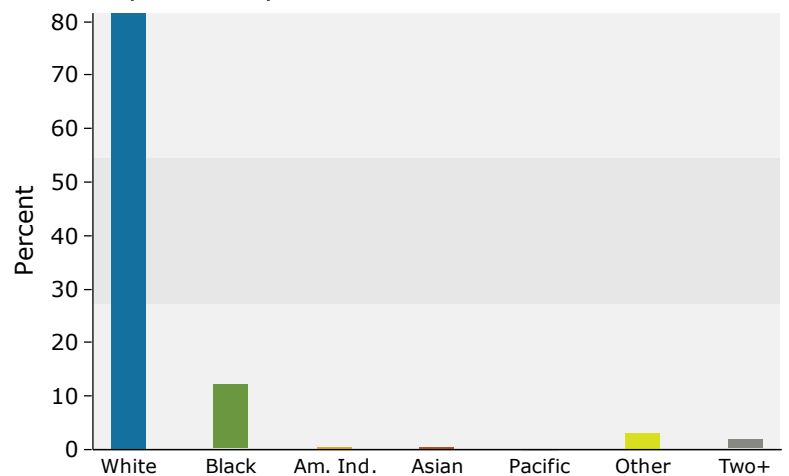
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 5.7%