

## Demographic and Income Profile

1780 Highway 72 E, Huntsville, Alabama, 35811  
 Ring: 1 mile radius

Chamber of Commerce HSV/Madison  
 Latitude: 34.77285  
 Longitude: -86.52882

| Summary                         | Census 2010 | 2016  | 2021     |
|---------------------------------|-------------|-------|----------|
| Population                      | 1,142       | 1,251 | 1,337    |
| Households                      | 510         | 561   | 600      |
| Families                        | 348         | 378   | 403      |
| Average Household Size          | 2.24        | 2.23  | 2.23     |
| Owner Occupied Housing Units    | 460         | 497   | 531      |
| Renter Occupied Housing Units   | 50          | 64    | 69       |
| Median Age                      | 44.2        | 45.9  | 46.8     |
| Trends: 2016 - 2021 Annual Rate | Area        | State | National |
| Population                      | 1.34%       | 0.54% | 0.84%    |
| Households                      | 1.35%       | 0.54% | 0.79%    |
| Families                        | 1.29%       | 0.44% | 0.72%    |
| Owner HHs                       | 1.33%       | 0.54% | 0.73%    |
| Median Household Income         | 2.98%       | 1.88% | 1.89%    |

| Households by Income     | 2016     |         | 2021     |         |
|--------------------------|----------|---------|----------|---------|
|                          | Number   | Percent | Number   | Percent |
| <\$15,000                | 32       | 5.7%    | 31       | 5.2%    |
| \$15,000 - \$24,999      | 56       | 10.0%   | 65       | 10.8%   |
| \$25,000 - \$34,999      | 40       | 7.1%    | 29       | 4.8%    |
| \$35,000 - \$49,999      | 87       | 15.5%   | 70       | 11.7%   |
| \$50,000 - \$74,999      | 93       | 16.6%   | 99       | 16.5%   |
| \$75,000 - \$99,999      | 88       | 15.7%   | 94       | 15.7%   |
| \$100,000 - \$149,999    | 96       | 17.1%   | 126      | 21.0%   |
| \$150,000 - \$199,999    | 26       | 4.6%    | 34       | 5.7%    |
| \$200,000+               | 44       | 7.8%    | 52       | 8.7%    |
| Median Household Income  | \$65,772 |         | \$76,173 |         |
| Average Household Income | \$89,688 |         | \$99,267 |         |
| Per Capita Income        | \$39,085 |         | \$43,346 |         |

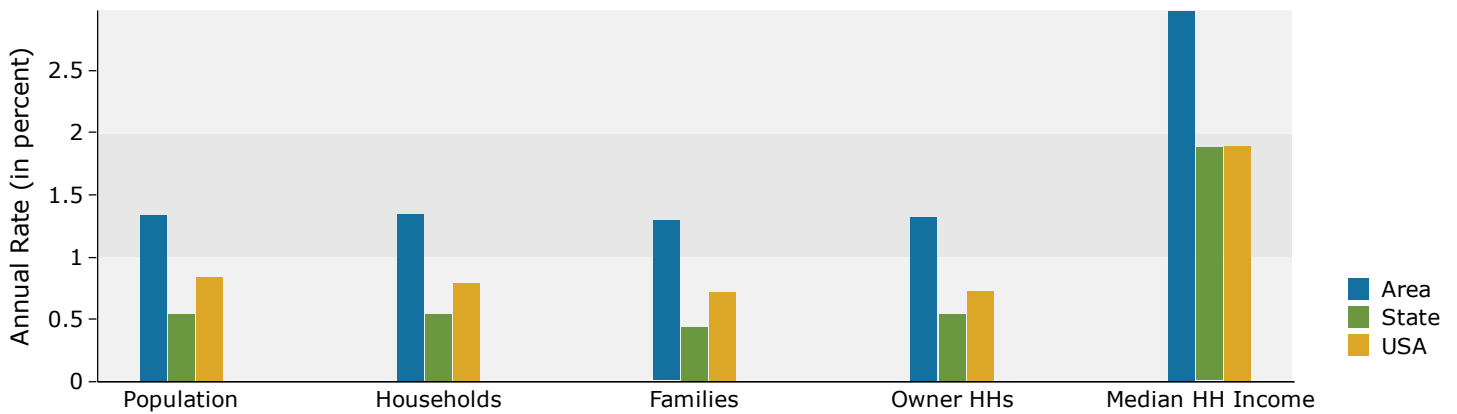
| Population by Age | Census 2010 |         | 2016   |         | 2021   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 60          | 5.3%    | 60     | 4.8%    | 60     | 4.5%    |
| 5 - 9             | 56          | 4.9%    | 69     | 5.5%    | 68     | 5.1%    |
| 10 - 14           | 54          | 4.7%    | 67     | 5.3%    | 81     | 6.1%    |
| 15 - 19           | 56          | 4.9%    | 56     | 4.5%    | 67     | 5.0%    |
| 20 - 24           | 44          | 3.9%    | 44     | 3.5%    | 42     | 3.1%    |
| 25 - 34           | 156         | 13.7%   | 136    | 10.8%   | 113    | 8.4%    |
| 35 - 44           | 159         | 13.9%   | 178    | 14.2%   | 205    | 15.3%   |
| 45 - 54           | 196         | 17.2%   | 203    | 16.2%   | 202    | 15.1%   |
| 55 - 64           | 158         | 13.8%   | 188    | 15.0%   | 202    | 15.1%   |
| 65 - 74           | 128         | 11.2%   | 141    | 11.2%   | 166    | 12.4%   |
| 75 - 84           | 58          | 5.1%    | 92     | 7.3%    | 104    | 7.8%    |
| 85+               | 16          | 1.4%    | 20     | 1.6%    | 28     | 2.1%    |

| Race and Ethnicity         | Census 2010 |         | 2016   |         | 2021   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 946         | 82.8%   | 1,025  | 81.9%   | 1,083  | 81.0%   |
| Black Alone                | 120         | 10.5%   | 136    | 10.9%   | 151    | 11.3%   |
| American Indian Alone      | 18          | 1.6%    | 20     | 1.6%    | 21     | 1.6%    |
| Asian Alone                | 25          | 2.2%    | 29     | 2.3%    | 33     | 2.5%    |
| Pacific Islander Alone     | 0           | 0.0%    | 0      | 0.0%    | 0      | 0.0%    |
| Some Other Race Alone      | 11          | 1.0%    | 13     | 1.0%    | 14     | 1.0%    |
| Two or More Races          | 22          | 1.9%    | 28     | 2.2%    | 35     | 2.6%    |
| Hispanic Origin (Any Race) | 30          | 2.6%    | 35     | 2.8%    | 42     | 3.1%    |

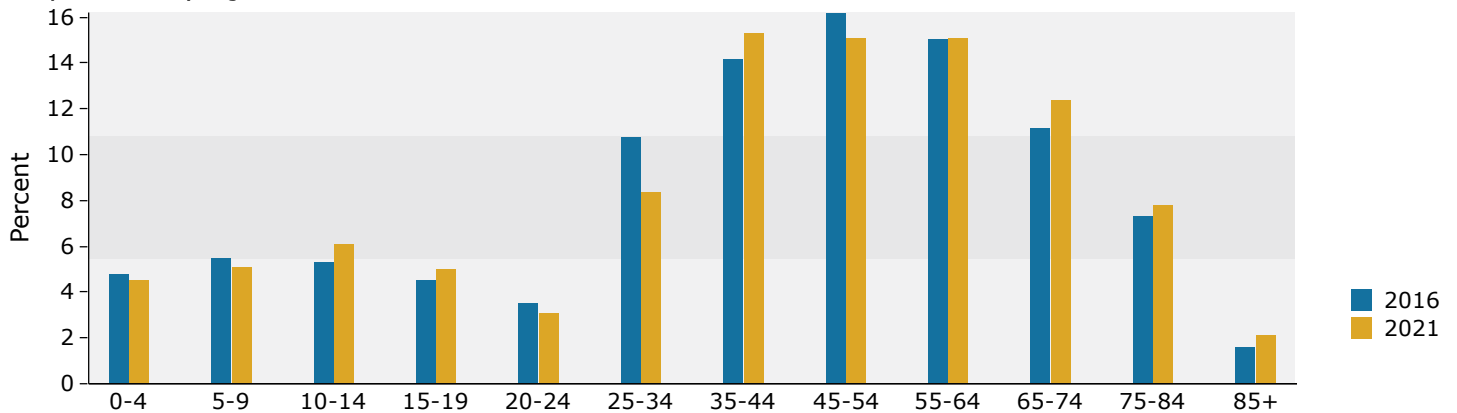
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

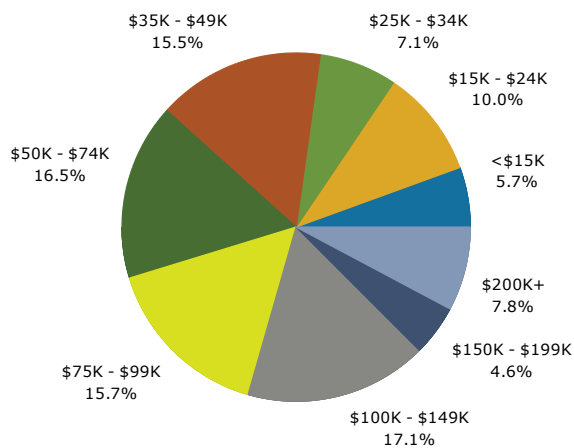
## Trends 2016-2021



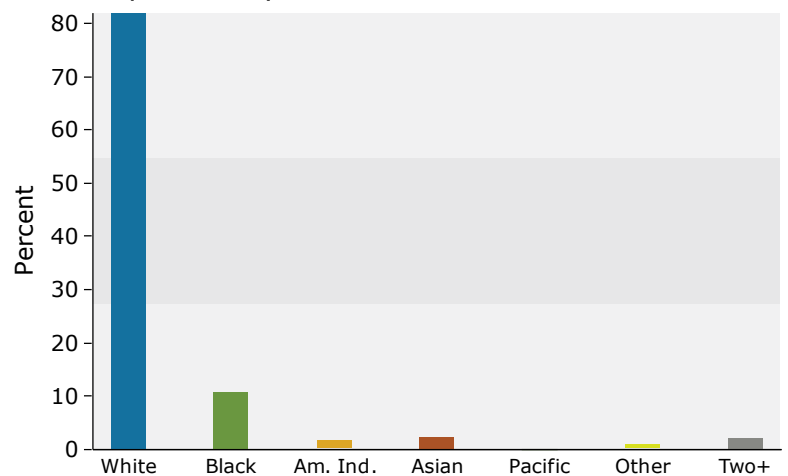
## Population by Age



## 2016 Household Income



## 2016 Population by Race



2016 Percent Hispanic Origin: 2.8%

## Demographic and Income Profile

1780 Highway 72 E, Huntsville, Alabama, 35811  
 Ring: 3 mile radius

Chamber of Commerce HSV/Madison

Latitude: 34.77285  
 Longitude: -86.52882

| Summary                         | Census 2010 | 2016   | 2021     |
|---------------------------------|-------------|--------|----------|
| Population                      | 19,768      | 20,563 | 21,374   |
| Households                      | 7,758       | 8,162  | 8,513    |
| Families                        | 4,860       | 5,093  | 5,304    |
| Average Household Size          | 2.27        | 2.27   | 2.27     |
| Owner Occupied Housing Units    | 5,824       | 6,047  | 6,339    |
| Renter Occupied Housing Units   | 1,934       | 2,115  | 2,174    |
| Median Age                      | 36.8        | 38.5   | 39.9     |
| Trends: 2016 - 2021 Annual Rate | Area        | State  | National |
| Population                      | 0.78%       | 0.54%  | 0.84%    |
| Households                      | 0.85%       | 0.54%  | 0.79%    |
| Families                        | 0.82%       | 0.44%  | 0.72%    |
| Owner HHs                       | 0.95%       | 0.54%  | 0.73%    |
| Median Household Income         | 2.54%       | 1.88%  | 1.89%    |

| Households by Income     | 2016     |         | 2021     |         |
|--------------------------|----------|---------|----------|---------|
|                          | Number   | Percent | Number   | Percent |
| <\$15,000                | 945      | 11.6%   | 959      | 11.3%   |
| \$15,000 - \$24,999      | 836      | 10.2%   | 978      | 11.5%   |
| \$25,000 - \$34,999      | 911      | 11.2%   | 680      | 8.0%    |
| \$35,000 - \$49,999      | 1,271    | 15.6%   | 1,053    | 12.4%   |
| \$50,000 - \$74,999      | 1,347    | 16.5%   | 1,386    | 16.3%   |
| \$75,000 - \$99,999      | 1,076    | 13.2%   | 1,202    | 14.1%   |
| \$100,000 - \$149,999    | 1,108    | 13.6%   | 1,432    | 16.8%   |
| \$150,000 - \$199,999    | 331      | 4.1%    | 426      | 5.0%    |
| \$200,000+               | 337      | 4.1%    | 397      | 4.7%    |
| Median Household Income  | \$51,516 |         | \$58,398 |         |
| Average Household Income | \$71,798 |         | \$79,570 |         |
| Per Capita Income        | \$29,078 |         | \$32,229 |         |

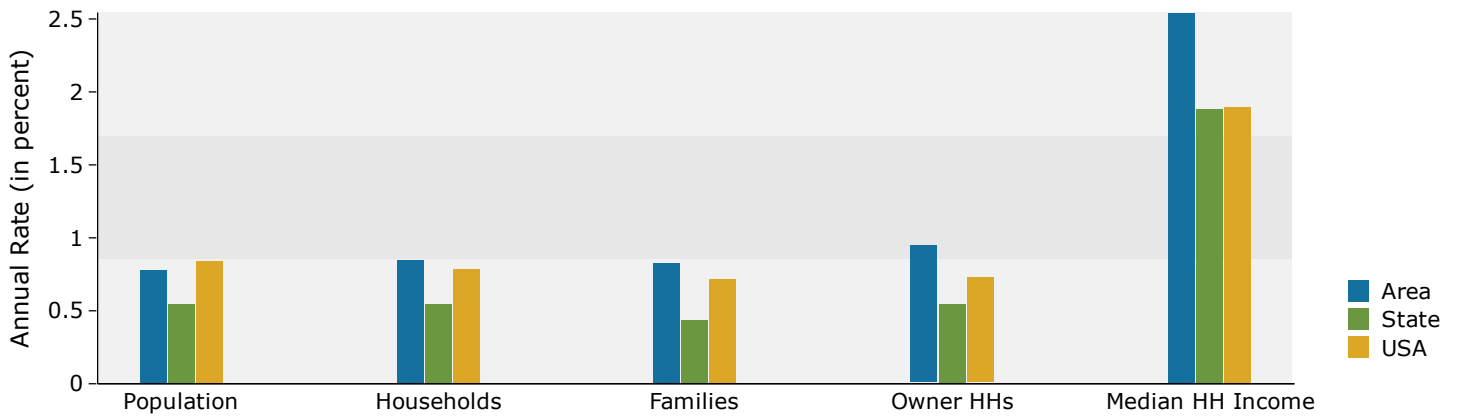
| Population by Age | Census 2010 |         | 2016   |         | 2021   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 921         | 4.7%    | 888    | 4.3%    | 897    | 4.2%    |
| 5 - 9             | 925         | 4.7%    | 998    | 4.9%    | 983    | 4.6%    |
| 10 - 14           | 1,029       | 5.2%    | 1,027  | 5.0%    | 1,122  | 5.2%    |
| 15 - 19           | 2,125       | 10.8%   | 2,079  | 10.1%   | 2,114  | 9.9%    |
| 20 - 24           | 2,208       | 11.2%   | 2,117  | 10.3%   | 2,077  | 9.7%    |
| 25 - 34           | 2,319       | 11.7%   | 2,336  | 11.4%   | 2,220  | 10.4%   |
| 35 - 44           | 2,203       | 11.1%   | 2,316  | 11.3%   | 2,609  | 12.2%   |
| 45 - 54           | 2,850       | 14.4%   | 2,695  | 13.1%   | 2,503  | 11.7%   |
| 55 - 64           | 2,253       | 11.4%   | 2,645  | 12.9%   | 2,810  | 13.1%   |
| 65 - 74           | 1,655       | 8.4%    | 1,921  | 9.3%    | 2,270  | 10.6%   |
| 75 - 84           | 981         | 5.0%    | 1,146  | 5.6%    | 1,305  | 6.1%    |
| 85+               | 298         | 1.5%    | 394    | 1.9%    | 462    | 2.2%    |

| Race and Ethnicity         | Census 2010 |         | 2016   |         | 2021   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 13,117      | 66.4%   | 13,667 | 66.5%   | 14,113 | 66.0%   |
| Black Alone                | 5,762       | 29.1%   | 5,868  | 28.5%   | 6,097  | 28.5%   |
| American Indian Alone      | 163         | 0.8%    | 174    | 0.8%    | 182    | 0.9%    |
| Asian Alone                | 178         | 0.9%    | 204    | 1.0%    | 232    | 1.1%    |
| Pacific Islander Alone     | 5           | 0.0%    | 6      | 0.0%    | 6      | 0.0%    |
| Some Other Race Alone      | 141         | 0.7%    | 155    | 0.8%    | 165    | 0.8%    |
| Two or More Races          | 401         | 2.0%    | 489    | 2.4%    | 579    | 2.7%    |
| Hispanic Origin (Any Race) | 478         | 2.4%    | 526    | 2.6%    | 597    | 2.8%    |

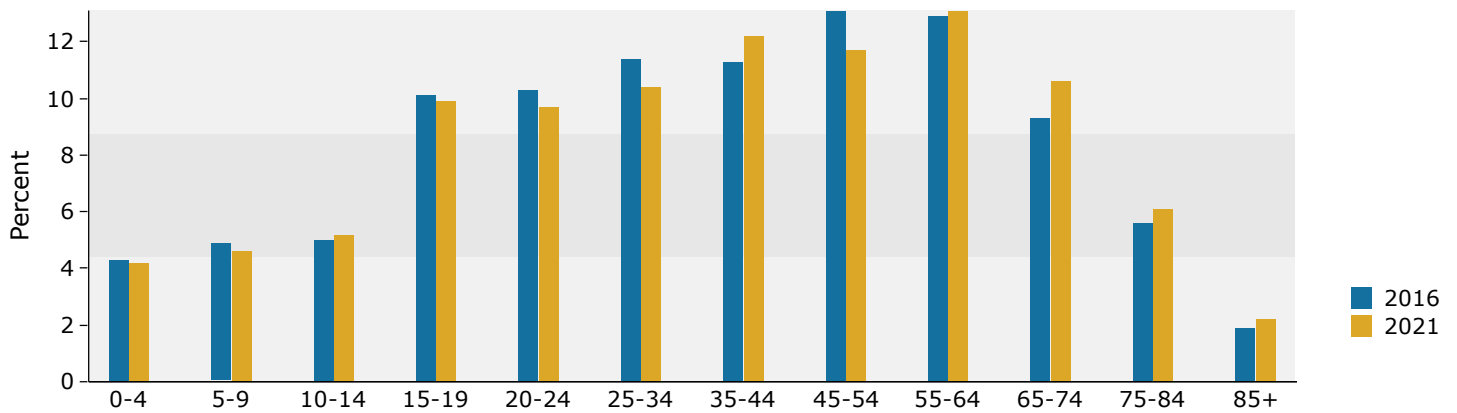
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

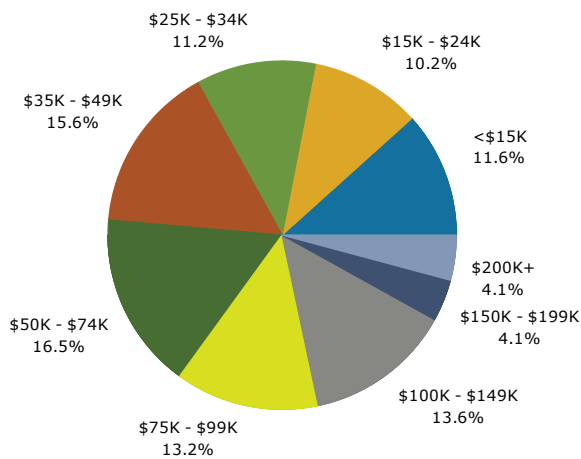
## Trends 2016-2021



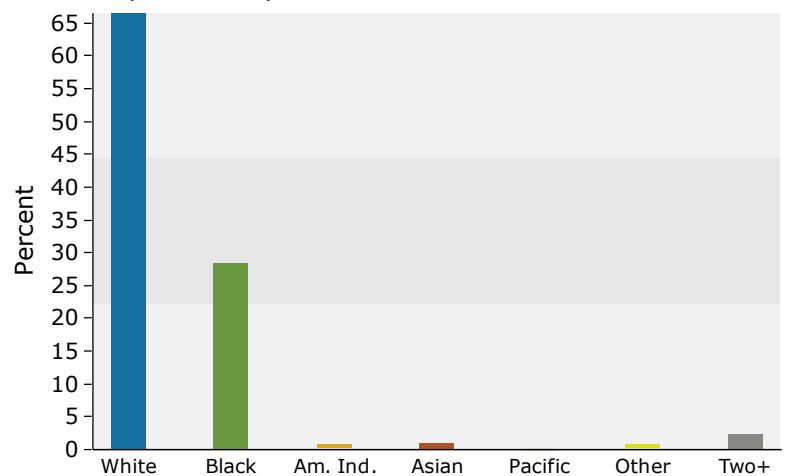
## Population by Age



## 2016 Household Income



## 2016 Population by Race



2016 Percent Hispanic Origin: 2.6%

## Demographic and Income Profile

1780 Highway 72 E, Huntsville, Alabama, 35811  
 Ring: 5 mile radius

Chamber of Commerce HSV/Madison

Latitude: 34.77285  
 Longitude: -86.52882

| Summary                         | Census 2010 | 2016   | 2021     |
|---------------------------------|-------------|--------|----------|
| Population                      | 65,668      | 68,581 | 71,203   |
| Households                      | 26,485      | 27,806 | 28,935   |
| Families                        | 16,883      | 17,572 | 18,211   |
| Average Household Size          | 2.34        | 2.34   | 2.34     |
| Owner Occupied Housing Units    | 18,886      | 19,430 | 20,299   |
| Renter Occupied Housing Units   | 7,599       | 8,376  | 8,636    |
| Median Age                      | 39.2        | 40.7   | 41.8     |
| Trends: 2016 - 2021 Annual Rate | Area        | State  | National |
| Population                      | 0.75%       | 0.54%  | 0.84%    |
| Households                      | 0.80%       | 0.54%  | 0.79%    |
| Families                        | 0.72%       | 0.44%  | 0.72%    |
| Owner HHs                       | 0.88%       | 0.54%  | 0.73%    |
| Median Household Income         | 2.23%       | 1.88%  | 1.89%    |

| Households by Income     | 2016     |         | 2021     |         |
|--------------------------|----------|---------|----------|---------|
|                          | Number   | Percent | Number   | Percent |
| <\$15,000                | 3,741    | 13.5%   | 3,729    | 12.9%   |
| \$15,000 - \$24,999      | 3,172    | 11.4%   | 3,732    | 12.9%   |
| \$25,000 - \$34,999      | 3,267    | 11.7%   | 2,585    | 8.9%    |
| \$35,000 - \$49,999      | 4,006    | 14.4%   | 3,362    | 11.6%   |
| \$50,000 - \$74,999      | 4,392    | 15.8%   | 4,585    | 15.8%   |
| \$75,000 - \$99,999      | 3,043    | 10.9%   | 3,316    | 11.5%   |
| \$100,000 - \$149,999    | 3,638    | 13.1%   | 4,581    | 15.8%   |
| \$150,000 - \$199,999    | 1,266    | 4.6%    | 1,586    | 5.5%    |
| \$200,000+               | 1,281    | 4.6%    | 1,459    | 5.0%    |
| Median Household Income  | \$48,598 |         | \$54,266 |         |
| Average Household Income | \$71,631 |         | \$78,567 |         |
| Per Capita Income        | \$29,568 |         | \$32,429 |         |

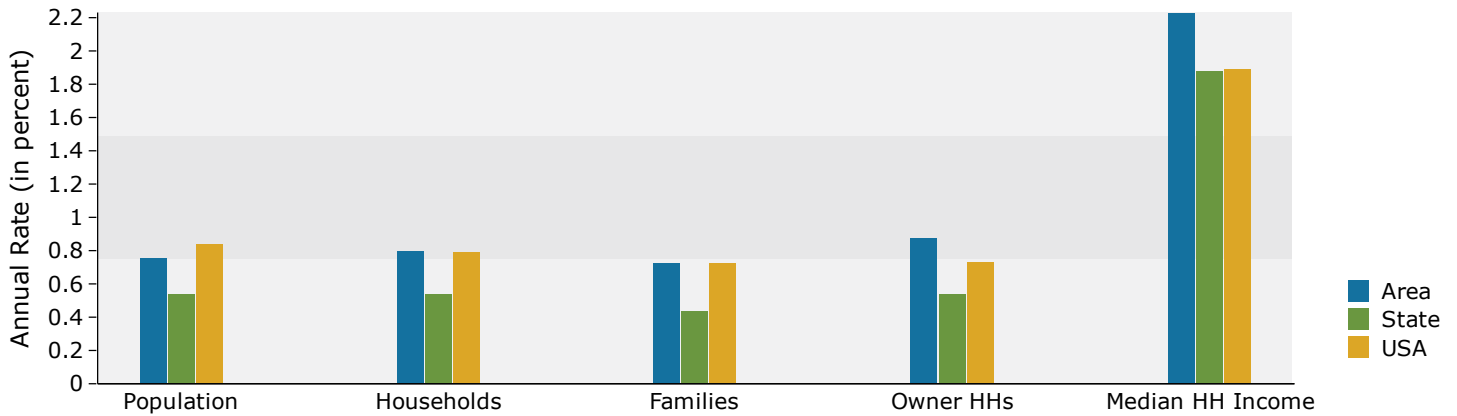
| Population by Age | Census 2010 |         | 2016   |         | 2021   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 3,584       | 5.5%    | 3,508  | 5.1%    | 3,536  | 5.0%    |
| 5 - 9             | 3,731       | 5.7%    | 3,866  | 5.6%    | 3,795  | 5.3%    |
| 10 - 14           | 4,222       | 6.4%    | 4,036  | 5.9%    | 4,248  | 6.0%    |
| 15 - 19           | 5,256       | 8.0%    | 5,026  | 7.3%    | 5,016  | 7.0%    |
| 20 - 24           | 4,792       | 7.3%    | 4,974  | 7.3%    | 4,678  | 6.6%    |
| 25 - 34           | 7,957       | 12.1%   | 8,215  | 12.0%   | 8,231  | 11.6%   |
| 35 - 44           | 8,266       | 12.6%   | 8,326  | 12.1%   | 8,983  | 12.6%   |
| 45 - 54           | 10,013      | 15.2%   | 9,525  | 13.9%   | 8,976  | 12.6%   |
| 55 - 64           | 7,928       | 12.1%   | 9,135  | 13.3%   | 9,800  | 13.8%   |
| 65 - 74           | 5,473       | 8.3%    | 6,843  | 10.0%   | 7,967  | 11.2%   |
| 75 - 84           | 3,244       | 4.9%    | 3,690  | 5.4%    | 4,366  | 6.1%    |
| 85+               | 1,204       | 1.8%    | 1,437  | 2.1%    | 1,608  | 2.3%    |

| Race and Ethnicity         | Census 2010 |         | 2016   |         | 2021   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 39,002      | 59.4%   | 40,621 | 59.2%   | 41,802 | 58.7%   |
| Black Alone                | 23,330      | 35.5%   | 24,190 | 35.3%   | 25,209 | 35.4%   |
| American Indian Alone      | 467         | 0.7%    | 487    | 0.7%    | 501    | 0.7%    |
| Asian Alone                | 665         | 1.0%    | 747    | 1.1%    | 832    | 1.2%    |
| Pacific Islander Alone     | 40          | 0.1%    | 40     | 0.1%    | 42     | 0.1%    |
| Some Other Race Alone      | 797         | 1.2%    | 838    | 1.2%    | 872    | 1.2%    |
| Two or More Races          | 1,366       | 2.1%    | 1,657  | 2.4%    | 1,945  | 2.7%    |
| Hispanic Origin (Any Race) | 1,947       | 3.0%    | 2,101  | 3.1%    | 2,323  | 3.3%    |

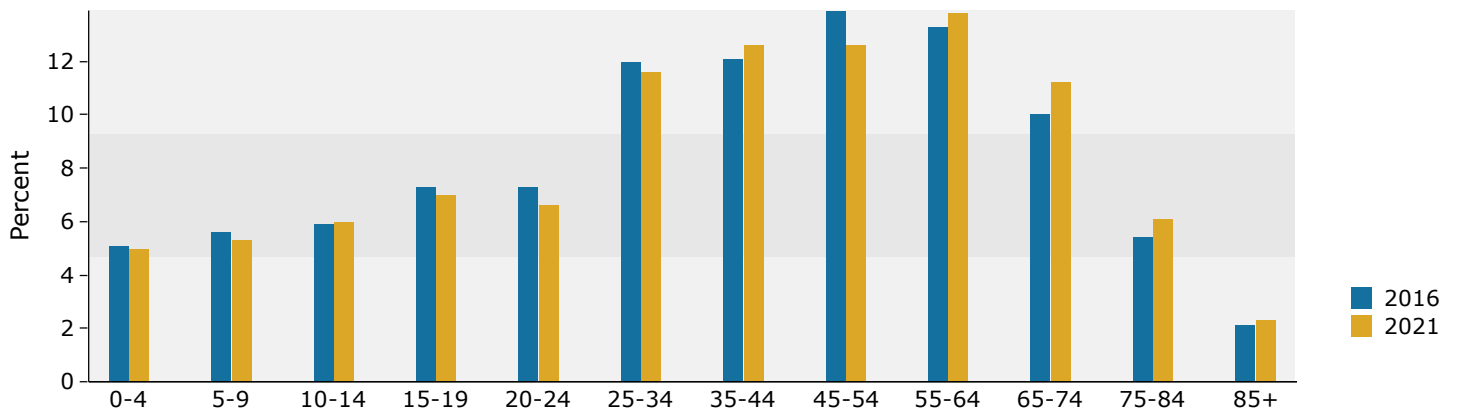
**Data Note:** Income is expressed in current dollars.

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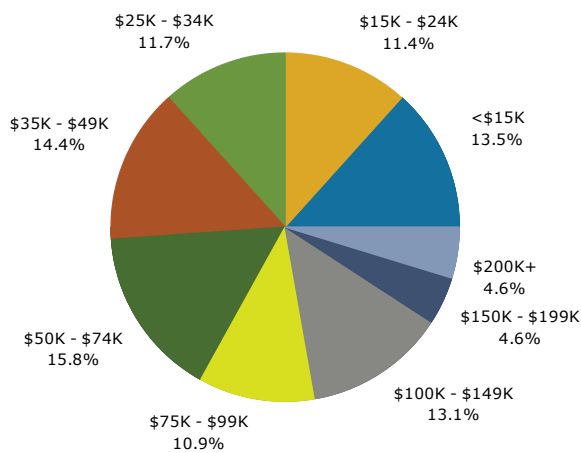
## Trends 2016-2021



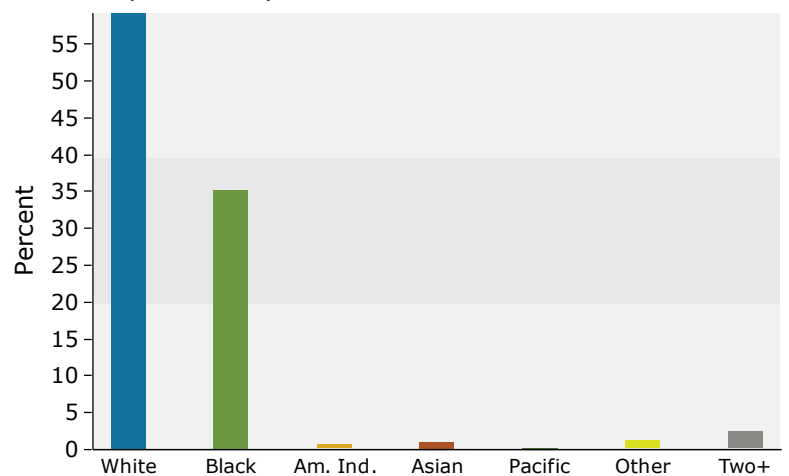
## Population by Age



## 2016 Household Income



## 2016 Population by Race



2016 Percent Hispanic Origin: 3.1%