Madison County Profile

Alabama Department of Workforce

Labor Market Information Division
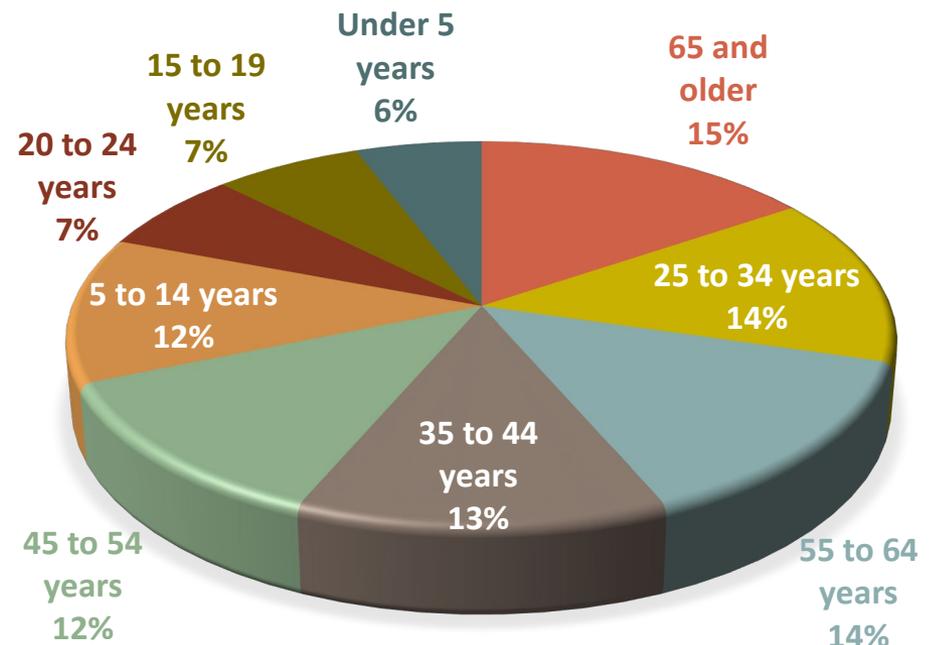
Demographics

American Community Survey Average Population Estimates for 2019-2023

Age	Estimate
Under 5 years	22,629
5 to 14 years	48,571
15 to 19 years	26,586
20 to 24 years	26,790
25 to 34 years	56,207
35 to 44 years	50,830
45 to 54 years	48,627
55 to 64 years	55,499
65 and older	61,396

Total Population 397,135

Population By Age Group:

- Under 5 years 6%
- 65 and older 15%
- 15 to 19 years 7%
- 25 to 34 years 14%
- 20 to 24 years 7%
- 5 to 14 years 12%
- 35 to 44 years 13%
- 55 to 64 years 14%
- 45 to 54 years 12%

Source: U.S. Census Bureau, 2019-2023 5-Year American Community Survey Table DP05: Demographic and Housing Estimates

Demographics

American Community Survey Average Population Estimates for 2019-2023

School Enrollment	Estimate
Population 3 years and over enrolled in school	101,202
Nursery school, preschool	5,509
Kindergarten	4,988
Elementary school (grades 1-8)	37,483
High school (grades 9-12)	19,930
College or graduate school	33,292
Educational Attainment	**Estimate**
Population 25 years and over	272,559
Less than 9th grade	6,157
9th to 12th grade, no diploma	14,037
High school graduate (includes equivalency)	52,261
Some college, no degree	54,791
Associate's degree	20,780
Bachelor's degree	73,736
Graduate or professional degree	50,797

Source: U.S. Census Bureau, 2019-2023 5-Year American Community Survey Table DP02: Selected Social Characteristics in the United States

Unemployment Data

November 2024 Unemployment & Underemployment Data

County	Civilian Labor Force	Employment	Unemployment	Unemployment Rate	Under-Employment	Available Labor Pool
Cullman	40,784	39,625	1,159	2.7%	8,163	9,322
DeKalb	31,806	30,843	963	2.9%	9,901	10,864
Jackson	23,692	22,905	787	3.3%	4,444	5,231
Limestone	51,643	50,132	1,511	2.8%	11,781	13,292
Madison	**212,760**	**206,798**	**5,962**	**2.7%**	**47,770**	**53,732**
Marshall	46,997	45,703	1,294	2.6%	7,815	9,109
Morgan	63,032	61,332	1,700	2.6%	12,389	14,089

Unemployment + Underemployment = Potential Available Labor Pool

▶ Source: LAUS data, County Unemployment Rates, Unemployment Data for Labor Force, Employment, Unemployment, and Unemployment Rate Data. Underemployment in Alabama WIA Areas, Published September 2023, CBER @ UA, Underemployment and Available Labor Pool Data.

Unemployment Data
Initial Claims by Occupation 2024, Annual

Occupation	Number Unemployed	Occupation	Number Unemployed
Customer Service Representatives	68	Managers, All Other	19
General and Operations Managers	63	Team Assemblers	19
Management Occupations	49	Administrative Services Managers	18
Office Clerks, General	29	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	18
Retail Sales Workers	28	Production Occupations	18
Stockers and Order Fillers	28	Food Service Managers	17
Laborers and Freight, Stock, and Material Movers, Hand	27	Administrative Services and Facilities Managers	17
Cashiers	26	Sales Managers	17
Production Workers, All Other	26	Computer Occupations, All Other	16
Receptionists and Information Clerks	26	Security Guards	16
Bus Drivers, School	24	Computer Systems Analysts	15
Human Resources Specialists	23	Inspectors, Testers, Sorters, Samplers, and Weighers	15
Driver/Sales Workers and Truck Drivers	22	Registered Nurses	15
Helpers--Production Workers	19	Sales and Related Occupations	15
Industrial Truck and Tractor Operators	19	Transportation, Storage, and Distribution Managers	15

Source: Unemployment Insurance Reports

Help Wanted OnLine® Annual Job Postings

2024 Top Occupations with Most Ads Posted

Occupation	# of Ads	Occupation	# of Ads
Computer Occupations, All Other	3,033	Sales Reps, Wholesale and Manufacturing, Except Technical and Scientific Products	745
Software Developers	2,259	Laborers and Freight, Stock, and Material Movers, Hand	719
Registered Nurses	2,224	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	702
Retail Salespersons	1,675	Food Service Managers	690
Supervisors of Retail Sales Workers	1,292	Management Analysts	683
Fast Food and Counter Workers	1,024	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	679
Heavy and Tractor-Trailer Truck Drivers	955	Computer User Support Specialists	661
Industrial Engineers	915	Project Management Specialists	659
Maintenance and Repair Workers, General	897	Security Guards	648
Mechanical Engineers	853	Sales Managers	597
General and Operations Managers	834	Computer Systems Analysts	587
Customer Service Representatives	791	Supervisors of Office and Administrative Support Workers	579
Purchasing Agents, Except Wholesale, Retail, and Farm Products	789	Licensed Practical and Licensed Vocational Nurses	576
Data Scientists	776	Electrical Engineers	553
Logisticians	750	Maids and Housekeeping Cleaners	508

Source: The Conference Board-Lighcast Help Wanted Online

Expected Worker Shortfall

	2022-2032	2022-2040	2022-2045
Total Population Growth	12.9%	23.1%	29.5%
Age 20-64 Population Growth	8.7%	16.6%	23.4%
Nonagricultural Job Growth	27.7%	57.1%	75.3%
Worker Shortfall	19.0%	40.5%	51.9%
Worker Shortfall	**44,834**	**95,315**	**122,153**

Note: A negative Worker Shortfall indicates a projected surplus of workers versus available jobs.

Source: Center for Business and Economic Research (CBER), University of Alabama

Occupational Wages

Madison County Average Hourly Wage All Occupations			
Entry	Median	Mean	Experienced
$14.95	$25.82	$35.47	$45.73

Madison County Average Hourly Wage Manufacturing			
Entry	Median	Mean	Experienced
$18.63	$26.24	$35.41	$43.81

Source: Alabama Department of Workforce, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2024 release of the Occupational Employment Statistics report, employment and wage estimate file. Wage data has been aged using the latest quarterly Employment Cost Index (ECI) factors. 'NA' indicates data not available for publication.

Occupational Wages
Annual Salary Area Comparison

	Entry	Median	Mean	Experienced
Alabama				
Total	$27,814	$45,371	$57,292	$72,030
Manufacturing	$33,704	$48,848	$58,571	$71,005
Madison County				
Total	$31,098	$53,693	$73,781	$95,122
Manufacturing	$38,755	$54,588	$73,664	$91,118
Jefferson County				
Total	$30,200	$48,936	$62,222	$78,233
Manufacturing	$36,500	$49,876	$59,395	$70,843
Limestone County				
Total	$30,757	$48,484	$56,239	$68,980
Manufacturing	$38,602	$49,095	$58,630	$68,645

2022 Workforce Characteristics
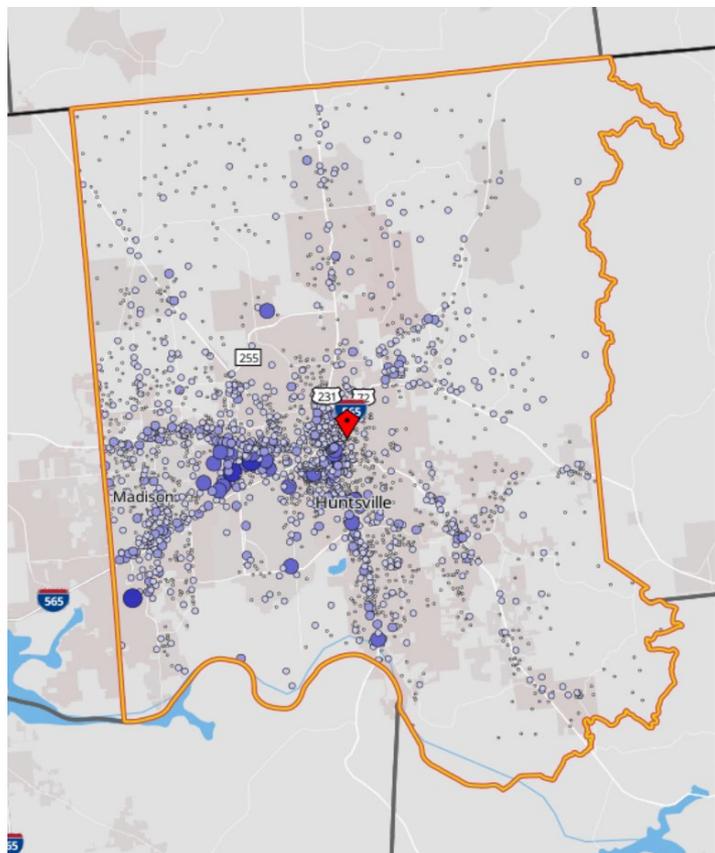
Jobs by Worker Age	Count	Share
Age 29 or younger	47,398	24.2%
Age 30 to 54	102,290	52.2%
Age 55 or older	46,151	23.6%
Jobs by Worker Educational Attainment	**Count**	**Share**
Less than high school	17,813	9.1%
High school or equivalent, no college	39,301	20.1%
Some college or Associate degree	46,825	23.9%
Bachelor's degree or advanced degree	44,502	22.7%
Educational attainment not available (workers aged 29 or younger)	47,398	24.2%
Jobs by Worker Sex	**Count**	**Share**
Male	103,076	52.6%
Female	92,763	47.4%
Jobs by Earnings	**Count**	**Share**
$1,250 per month or less	27,916	14.3%
$1,251 to $3,333 per month	49,673	25.4%
More than $3,333 per month	118,250	60.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Workforce, Labor Market Information Division.

2022 Commuting Patterns

Labor Force Characteristics
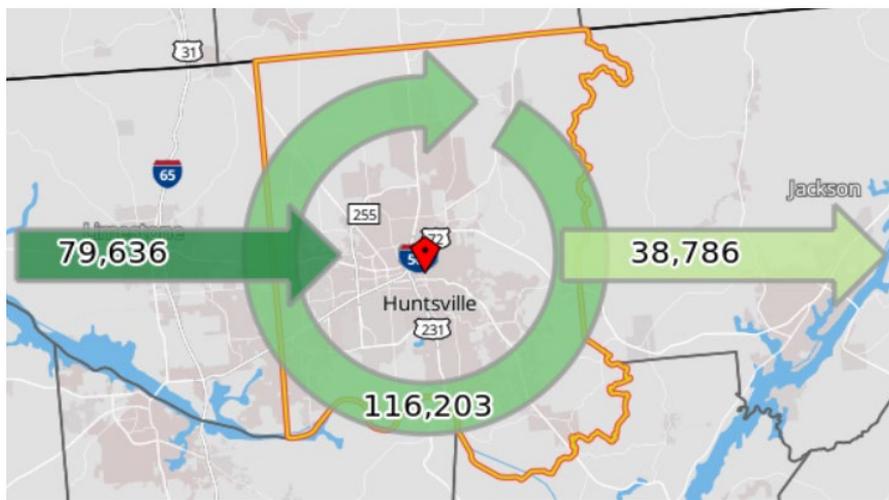
Outflow Job Characteristics	Count	Share
External Jobs Filled by Residents	38,786	100.0%
Workers Aged 29 or younger	11,358	29.3%
Workers Aged 30 to 54	19,780	51.0%
Workers Aged 55 or older	7,648	19.7%
Workers Earning $1,250 per month or less	7,231	18.6%
Workers Earning $1,251 to $3,333 per month	12,140	31.3%
Workers Earning More than $3,333 per month	19,415	50.1%
Workers in the "Goods Producing" Industry Class	7,173	18.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	11,268	29.1%
Workers in the "All Other Services" Industry Class	20,345	52.5%

Live and Work in the County 49.5%	Live Elsewhere but Work in the County 33.9%	Live in the County but Work Elsewhere 16.5%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Workforce, Labor Market Information Division.

2022 Commuting Patterns

Where People Live who Work in This County
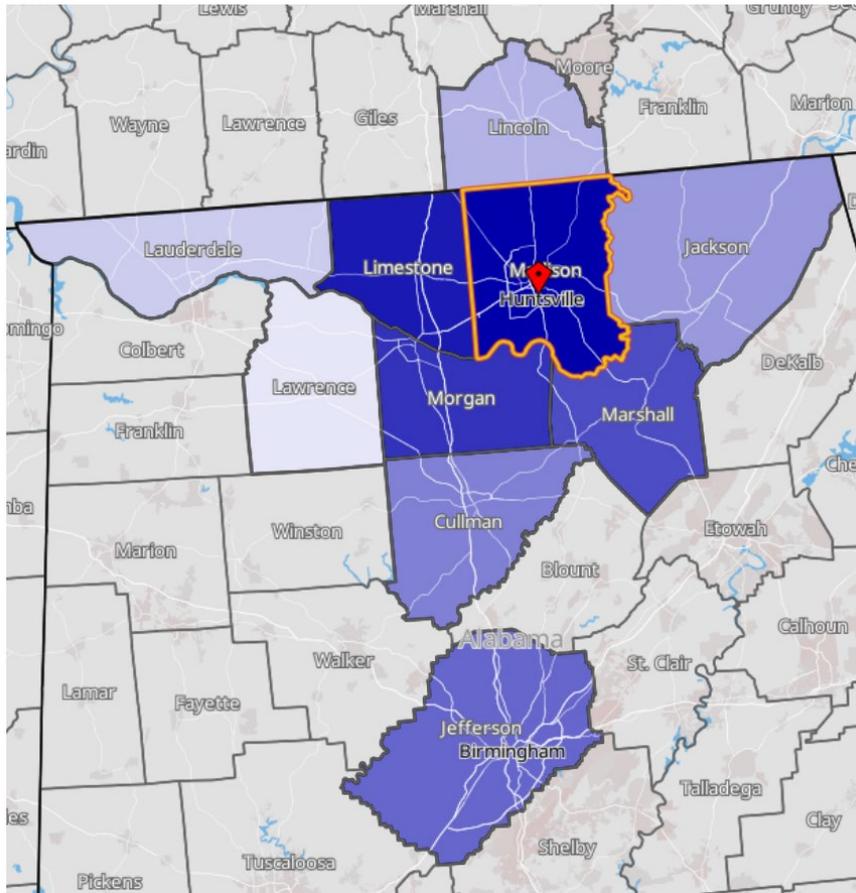
	Count	Share
Madison County, AL	116,203	59.3%
Limestone County, AL	18,643	9.5%
Morgan County, AL	11,804	6.0%
Marshall County, AL	6,607	3.4%
Jefferson County, AL	4,515	2.3%
Cullman County, AL	3,202	1.6%
Jackson County, AL	2,880	1.5%
Lincoln County, TN	2,524	1.3%
Lauderdale County, AL	2,108	1.1%
Lawrence County, AL	1,734	0.9%
All Other Locations	25,619	13.1%

2022 Commuting Patterns

Where People Work who Live in This County

	Count	Share
Madison County, AL	116,203	75.0%
Jefferson County, AL	6,709	4.3%
Limestone County, AL	5,882	3.8%
Morgan County, AL	5,059	3.3%
Shelby County, AL	1,823	1.2%
Montgomery County, AL	1,501	1.0%
Marshall County, AL	1,446	0.9%
Cullman County, AL	1,122	0.7%
Tuscaloosa County, AL	1,052	0.7%
Lauderdale County, AL	1,027	0.7%
All Other Locations	13,165	8.5%
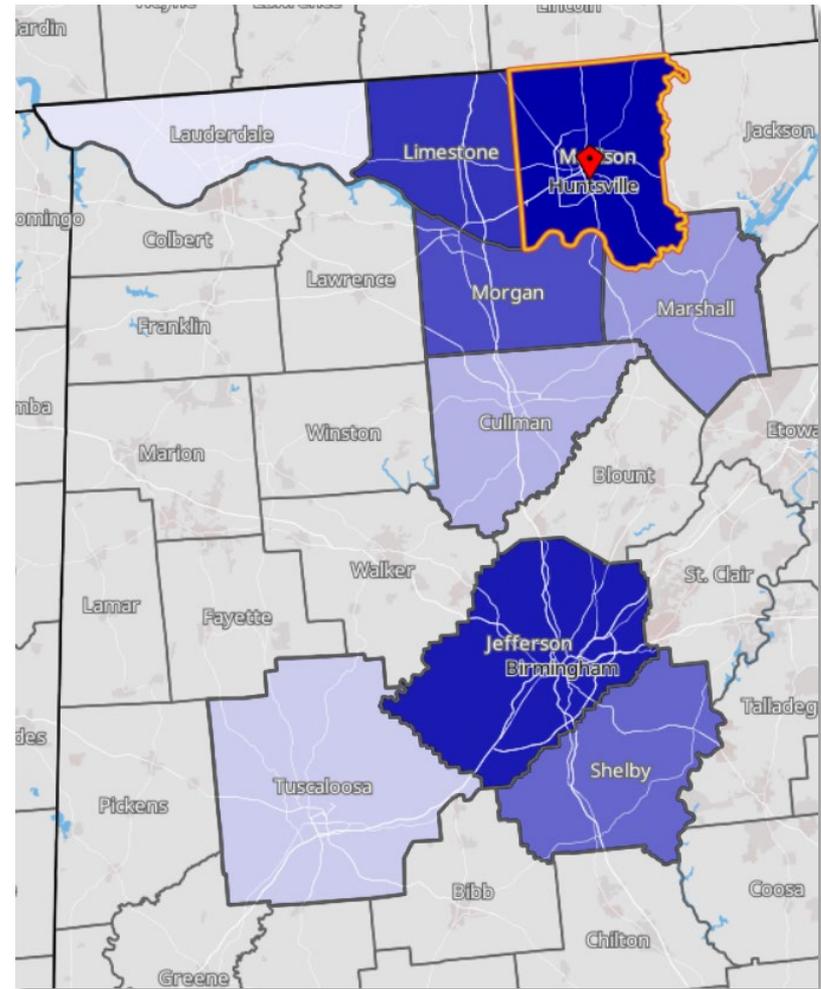
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Workforce, Labor Market Information Division.
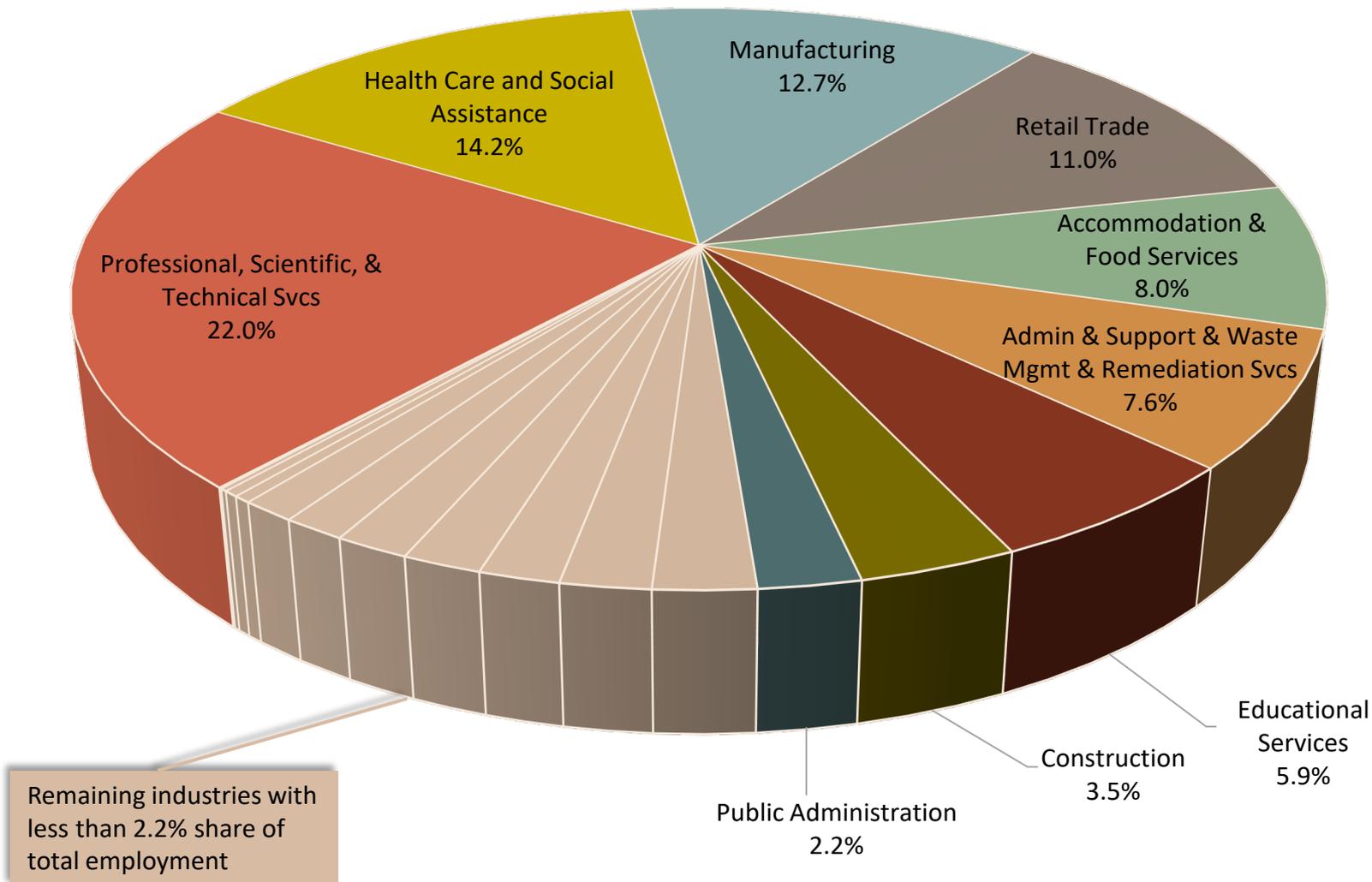
Madison County Industry Distribution 2023

- Manufacturing 12.7%
- Retail Trade 11.0%
- Accommodation & Food Services 8.0%
- Admin & Support & Waste Mgmt & Remediation Svcs 7.6%
- Health Care and Social Assistance 14.2%
- Professional, Scientific, & Technical Svcs 22.0%
- Educational Services 5.9%
- Construction 3.5%
- Public Administration 2.2%

Remaining industries with less than 2.2% share of total employment

Employment by Age Group
Total All Industries
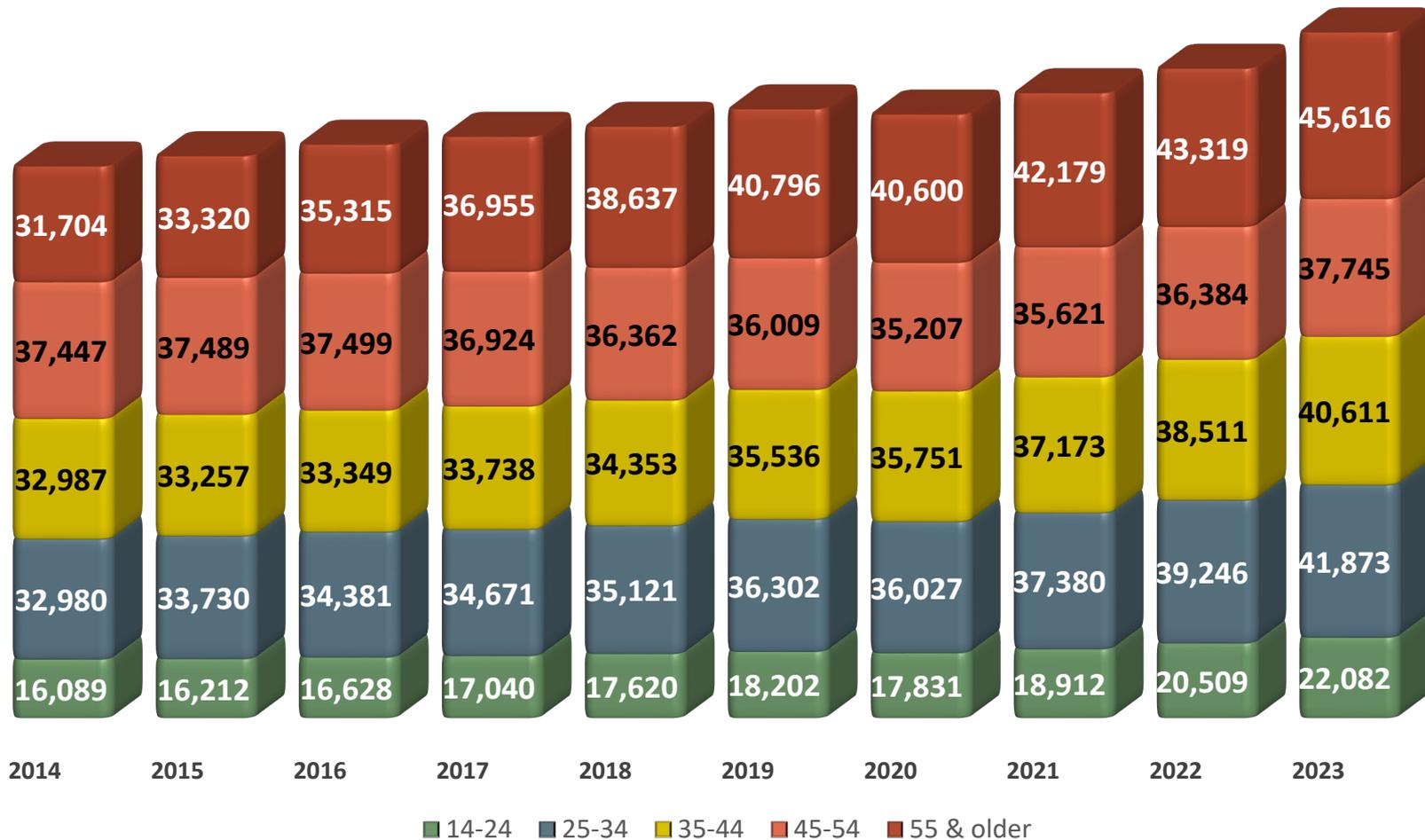
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
55 & older	31,704	33,320	35,315	36,955	38,637	40,796	40,600	42,179	43,319	45,616
45-54	37,447	37,489	37,499	36,924	36,362	36,009	35,207	35,621	36,384	37,745
35-44	32,987	33,257	33,349	33,738	34,353	35,536	35,751	37,173	38,511	40,611
25-34	32,980	33,730	34,381	34,671	35,121	36,302	36,027	37,380	39,246	41,873
14-24	16,089	16,212	16,628	17,040	17,620	18,202	17,831	18,912	20,509	22,082

■ 14-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55 & older

Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Workforce, Labor Market Information Division.
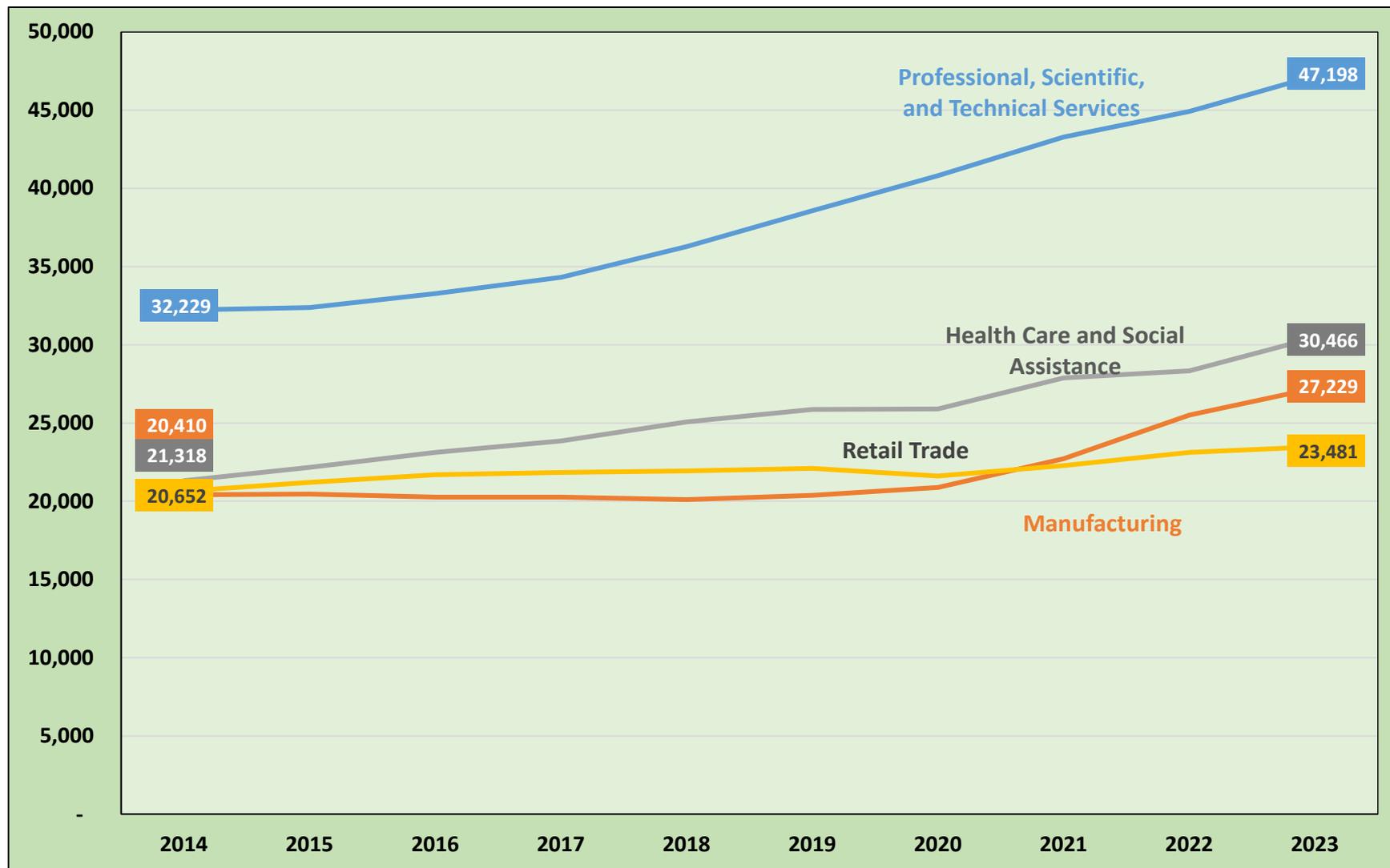
Industry Sector Employment Trends
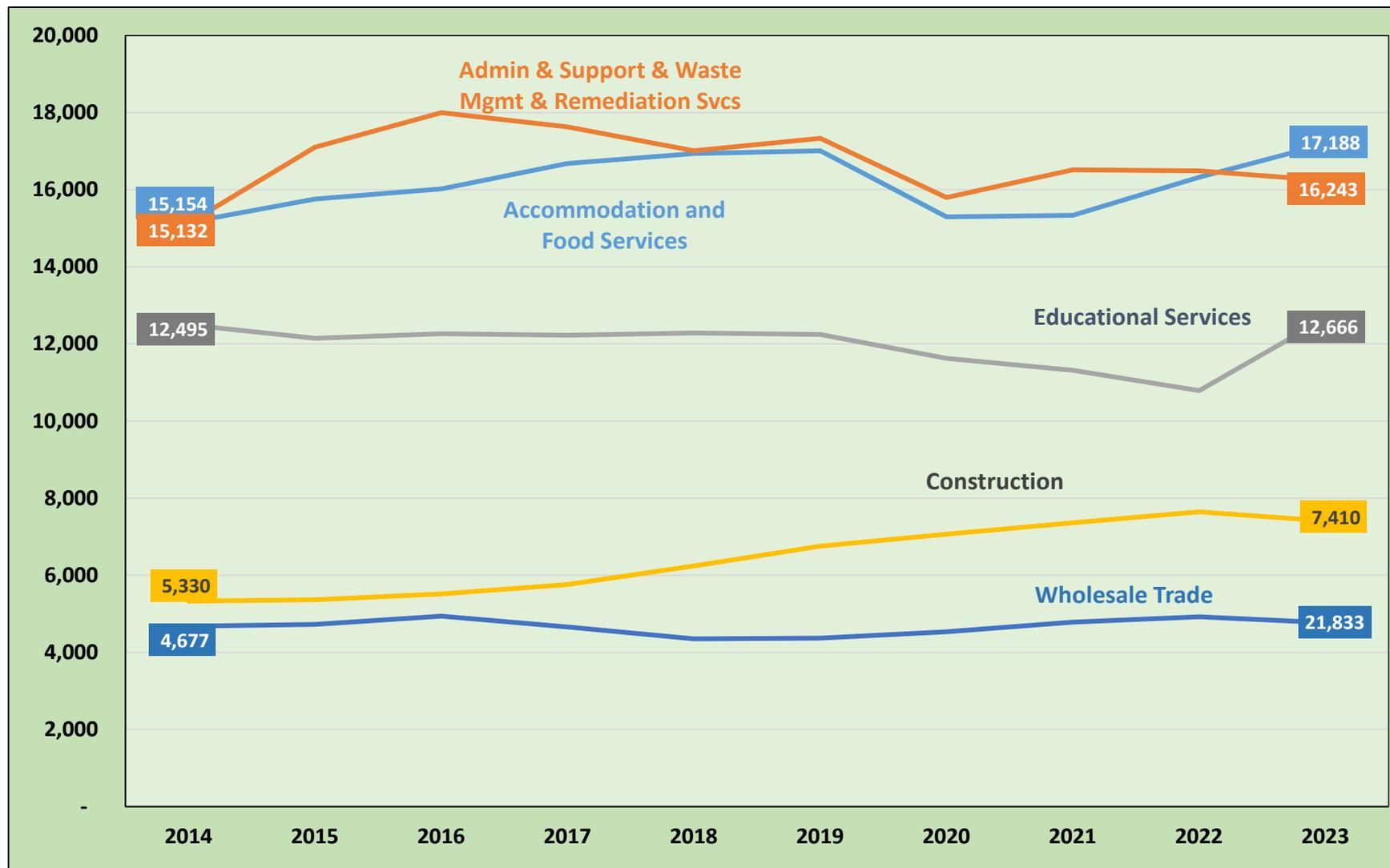
Industry Sector Employment Trends

Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Workforce, Labor Market Information Division.

Industry Sector Employment Trends

Public Administration

4,504 ... 4,786

Other Services

3,621 ... 3,729

6000
5000
4000
3000
2000
1000
0

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Workforce, Labor Market Information Division.
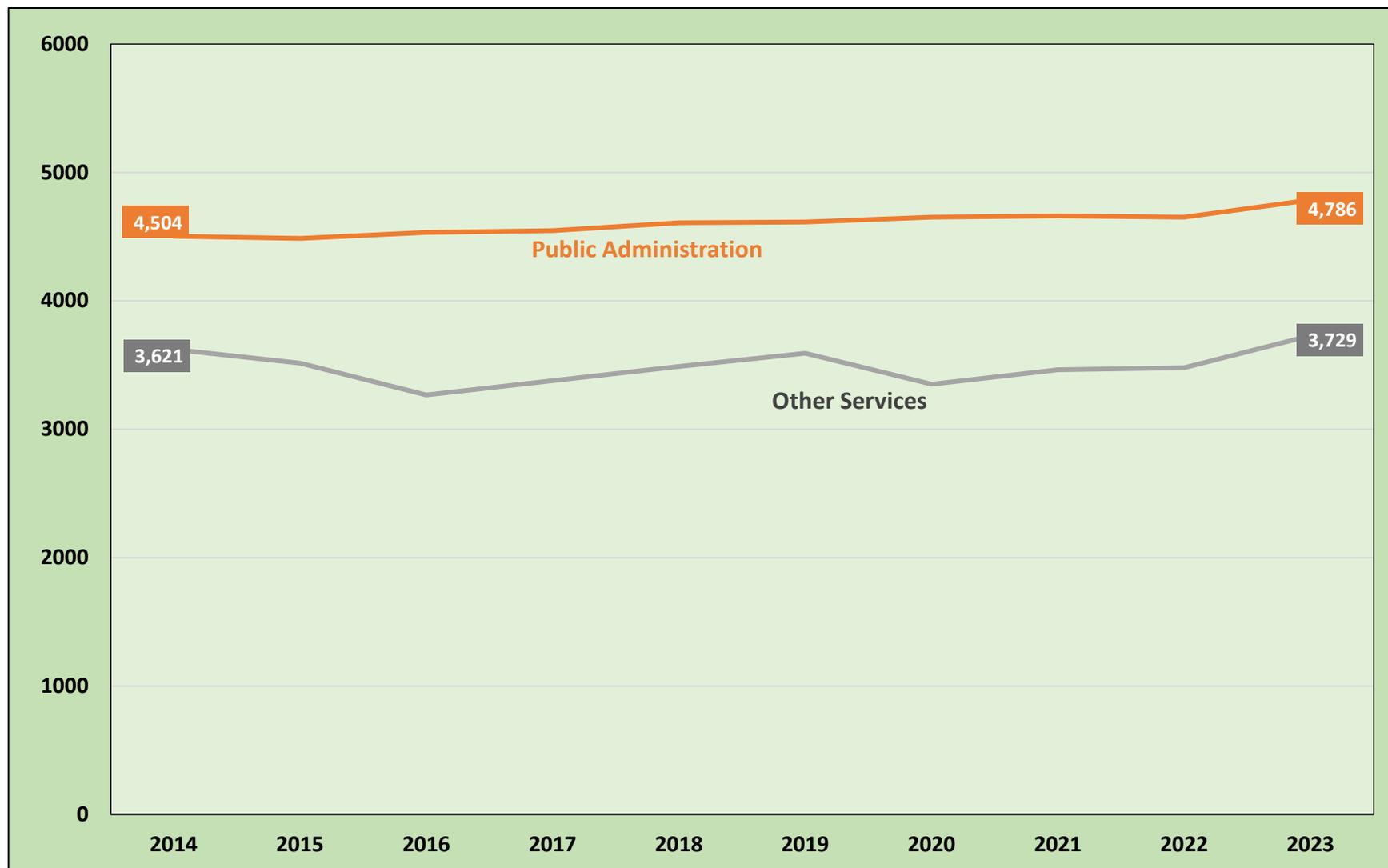
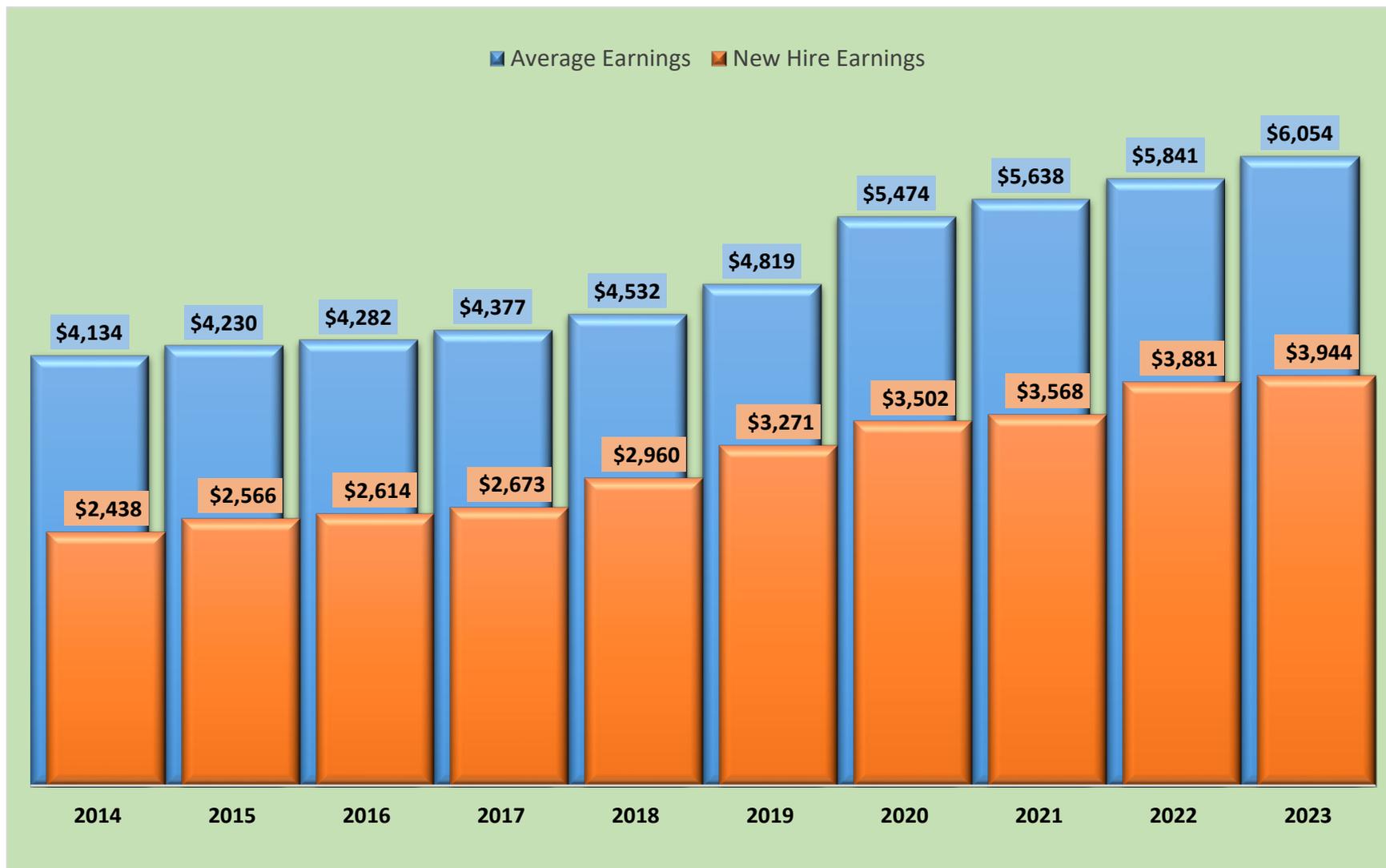Average Monthly Earnings Trend

Madison County

Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Workforce, Labor Market Information Division.

Postsecondary Education
HS Graduates Enrolled in Alabama Public Colleges Fall 2024

High School	HS Grads	Enrolled in AL Public Colleges	Enrolled in Remedial Course(s)				Enrollment Status	
			Math Only	English Only	Both	Total	Full Time	Part Time/ Other
Bob Jones High School	479	218	13	7	5	25	200	18
Buckhorn High School	277	147	20	8	2	30	139	8
Columbia High School	185	0	0	0	0	0	0	0
Hazel Green High School	289	130	12	6	7	25	106	24
Huntsville High School	397	0	0	0	0	0	0	0
James Clemens High School	548	273	13	4	5	22	253	20
Jemison High School	172	0	0	0	0	0	0	0
Lee High School	173	1	0	1	0	1	1	0

Source: Alabama Commission on Higher Education; 2023-2024 High School Report.

Postsecondary Education (Continued)
HS Graduates Enrolled in Alabama Public Colleges Fall 2024

High School	HS Grads	Enrolled in AL Public Colleges	Enrolled in Remedial Course(s)				Enrollment Status	
			Math Only	English Only	Both	Total	Full Time	Part Time/Other
Madison County High School	99	49	3	1	3	7	44	5
Madison County Virtual Academy	202	42	2	6	0	8	29	13
New Century Technology High School	99	0	0	0	0	0	0	0
New Hope High School	82	23	3	0	0	3	21	2
Sparkman High School	534	264	27	13	7	47	240	24
Virgil Grissom High School	387	1	0	1	0	1	1	0

Postsecondary Education

Fall 2024 Undergraduate Enrollment of Students Attending Alabama Public Two-Year and Four-Year Institutions

Madison County	# Undergrads	# First-Time Freshman
Major **Grand Total**	**14,722**	**2,773**
General Studies	2,668	843
Undeclared	1,553	75
Registered Nursing/Registered Nurse	947	113
Business Administration and Management, General	710	117
Computer and Information Sciences, General	554	107
Mechanical Engineering	404	86
Biology/Biological Sciences, General	361	84
Psychology, General	332	54
Manufacturing Engineering Technology/Technician	327	84
Computer Science	302	48
Management Information Systems, General	240	16
Accounting	208	17
Salon/Beauty Salon Management/Manager	194	33
Electrical and Electronics Engineering	181	38
Marketing/Marketing Management, General	181	36

Postsecondary Education

Summer 2023 thru Spring 2024 Completions of Students from Alabama Public Two-Year and Four-Year Institutions

Major	Less than 1 year	Less than 2 years	Associate	Less than 4 years	Bachelor	Post-Bachelor	Master	Post-Master	Doctoral	Madison Total	* State Totals
General Studies	515	-	420	-	5	-	-	-	-	940	6,081
Registered Nursing/Registered Nurse	-	-	108	-	143	-	68	3	-	322	3,947
Business Administration and Management, General	46	1	21	-	116	-	120	-	-	304	2,265
Manufacturing Engineering Technology/Technician	155	3	51	-	-	-	-	-	-	209	672
Computer and Information Sciences, General	123	1	22	-	41	-	4	-	-	191	1,429
Licensed Practical/Vocational Nurse Training	-	118	-	-	-	-	-	-	-	118	1,501
Psychology, General	-	-	-	-	75	-	6	-	3	84	906
Biology/Biological Sciences, General	-	-	-	-	76	-	7	-	-	83	664
Mechanical Engineering	-	-	-	-	77	-	-	-	3	80	415
Accounting	-	1	-	-	45	-	32	-	-	78	793
Emergency Medical Technology/Technician (EMT Paramedic)	70	3	4	-	-	-	-	-	-	77	782
Management Information Systems, General	2	-	-	-	59	2	14	-	-	77	386
Aerospace, Aeronautical, and Astronautical/Space Engineering, General	-	-	-	-	35	-	25	-	1	61	146
Engineering, General	-	-	-	-	1	-	60	-	-	61	110
Marketing/Marketing Management, General	-	-	-	-	60	-	-	-	-	60	570

▶ Source: Alabama Commission on Higher Education: Workforce Development, Potential Workforce by County.

Questions???

Alabama Department of Workforce

Labor Market Information Division

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