

2009 Household Banking Status by Demographic Characteristics

Madison, WI

Household Characteristic	All Households		Unbanked		Underbanked		Fully Banked		Banked but Underbanked Status Unknown	
	Number (1000s)	Pct of Col	Number (1000s)	Pct of Row	Number (1000s)	Pct of Row	Number (1000s)	Pct of Row	Number (1000s)	Pct of Row
All Households	268	100.0	6	2.3	25	9.2	235	87.7	2	0.8
Household Type										
Family Household	153	57.1	3	1.8	9	6.1	141	92.1	-	-
Female householder, no husband present	15	5.7	NA	NA	NA	NA	NA	NA	NA	NA
Male Householder, no wife present	10	3.8	NA	NA	NA	NA	NA	NA	NA	NA
Married couple	127	47.6	-	-	7	5.6	120	94.4	-	-
Nonfamily household and other	115	42.9	3	3.0	15	13.4	94	81.8	2	1.8
Race/Ethnicity										
Black	7	2.6	NA	NA	NA	NA	NA	NA	NA	NA
Hispanic non-Black	12	4.4	NA	NA	NA	NA	NA	NA	NA	NA
White non-Black non-Hispanic	228	85.0	-	-	21	9.3	204	89.8	2	0.9
Other non-Black non-Hispanic	22	8.1	NA	NA	NA	NA	NA	NA	NA	NA
Age										
15 to 34 years	70	26.3	NA	NA	NA	NA	NA	NA	NA	NA
35 to 44 years	58	21.5	NA	NA	NA	NA	NA	NA	NA	NA
45 to 54 years	53	19.6	NA	NA	NA	NA	NA	NA	NA	NA
55 to 64 years	45	16.6	NA	NA	NA	NA	NA	NA	NA	NA
65 years or more	43	15.9	NA	NA	NA	NA	NA	NA	NA	NA
Education										
No high school degree	9	3.3	NA	NA	NA	NA	NA	NA	NA	NA
High school degree	67	25.2	NA	NA	NA	NA	NA	NA	NA	NA
Some college	58	21.7	NA	NA	NA	NA	NA	NA	NA	NA
College degree	133	49.8	-	-	-	-	131	98.4	2	1.6
Household Income										
Less than \$15,000	26	9.9	NA	NA	NA	NA	NA	NA	NA	NA
Between \$15,000 and \$30,000	30	11.0	NA	NA	NA	NA	NA	NA	NA	NA
Between \$30,000 and \$50,000	36	13.5	NA	NA	NA	NA	NA	NA	NA	NA
Between \$50,000 and \$75,000	62	23.2	NA	NA	NA	NA	NA	NA	NA	NA
At Least \$75,000	91	34.0	-	-	7	7.8	84	92.2	-	-
Unknown	23	8.4	NA	NA	NA	NA	NA	NA	NA	NA
Homeownership										
Homeowner	175	65.3	-	-	9	5.3	164	93.5	2	1.2
Non-homeowner	93	34.7	6	6.7	15	16.6	71	76.7	-	-

Notes:

NA = Not available because the sample size was too small to make an accurate estimate.

- = For this table cell there were so few sample respondents (in some cases zero) reporting that the estimated universe proportion round to 0.0 percent. It is estimated that the true value is only slightly greater than zero.

For the MSA results presented in this table, response data may not be included for a few of the smaller counties included in the official MSA definitions prepared by OMB.

Underbanked households are defined as those households that have a checking and/or a savings account and had used non-bank money orders, non-bank check cashing services, non-bank remittances, payday loans, rent-to-own services, pawn shops, or refund anticipation loans (RALs) in the past 12 months.

The demographic characteristics of a household, such as race, age, education, and employment, are taken to be those of the owner or renter of the home (i.e., "householder"), unless the characteristic is one defined at the household level, such as income or household type.

Data revised September 2012. Refer to 2009 and 2011 FDIC National Survey of Unbanked and Underbanked Households and Technical Notes (link) for terms, definitions, and methodological discussion. Differences within groups may or may not be statistically significant.

[2009 FDIC National Survey of Unbanked and Underbanked Households and Technical Notes](#)

[2011 FDIC National Survey of Unbanked and Underbanked Households and Technical Notes](#)