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Results from the 2011 FDIC National Survey of Unbanked and Underbanked Households

2011 Household Bank Account Type by Demographic Characteristics

Madison, WI

Household Characteristic	All Households		Bank Account Type										Memo Items			
			Unbanked Households		Checking and Savings Accounts		Savings Account only		Checking Account only		Banked, but Account Type Unknown		Has Checking Account		Has Savings Account	
			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	Number (1000s)	Pct of Row	Number (1000s)	Pct of Row
All Households	254	100	3	1.0	214	84.2	-	-	35	13.8	3	1.0	249	98.0	214	84.2
Household Type																
Family Household	172	67.6	-	-	160	93.0	-	-	12	7.0	-	-	172	100.0	160	93.0
Female householder, no husband present	14	5.6	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Male Householder, no wife present	12	4.5	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Married couple	146	57.5	-	-	138	94.6	-	-	8	5.4	-	-	146	100.0	138	94.6
Nonfamily household and other	82	32.4	3	3.1	54	65.9	-	-	23	27.9	3	3.0	77	93.8	54	65.9
Race/Ethnicity																
Black	8	3.3	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hispanic non-Black	4	1.7	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
White non-Black non-Hispanic	222	87.5	3	1.2	185	83.0	-	-	33	14.7	3	1.1	217	97.7	185	83.0
Other non-Black non-Hispanic	19	7.4	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Age																
15 to 34 years	54	21.2	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
35 to 44 years	76	30.0	-	-	70	91.9	-	-	6	8.1	-	-	76	100.0	70	91.9
45 to 54 years	43	16.9	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
55 to 64 years	37	14.4	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
65 years or more	44	17.5	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Education																
No high school degree	2	0.9	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
High school degree	36	14.3	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Some college	85	33.6	3	3.0	74	86.7	-	-	9	10.3	-	-	83	97.0	74	86.7
College degree	130	51.1	-	-	108	83.1	-	-	20	15.0	3	1.9	127	98.1	108	83.1
Household Income																
Less than \$15,000	19	7.4	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Between \$15,000 and \$30,000	24	9.5	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Between \$30,000 and \$50,000	45	17.8	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Between \$50,000 and \$75,000	84	32.9	-	-	75	89.2	-	-	7	7.8	3	3.0	81	97.0	75	89.2
At Least \$75,000	82	32.3	-	-	77	94.1	-	-	5	5.9	-	-	82	100.0	77	94.1
Homeownership																
Homeowner	170	67.0	3	1.5	145	85.4	-	-	20	11.6	3	1.5	165	97.0	145	85.4
Non-homeowner	84	33.0	-	-	68	81.8	-	-	15	18.2	-	-	84	100.0	68	81.8

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.

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.

Refer to 2011 FDIC National Survey of Unbanked and Underbanked Households and FDIC Technical Notes for terms, definitions, and methodological notes. Figures do not always reconcile to totals because of rounding. Differences between groups may or may not be statistically significant.

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

[2011 Technical Notes](#)