

2011 Household Banking Status by Demographic Characteristics

Madison, WI

Household Characteristic	All Households		Unbanked		Has a Bank Account					
					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	254	100.0	3	1.0	34	13.5	217	85.5	-	-
Household Type										
Family Household	172	67.6	-	-	23	13.3	149	86.7	-	-
Female householder, no husband present	14	5.6	NA	NA	NA	NA	NA	NA	NA	NA
Male Householder, no wife present	12	4.5	NA	NA	NA	NA	NA	NA	NA	NA
Married couple	146	57.5	-	-	18	12.6	128	87.4	-	-
Nonfamily household and other	82	32.4	3	3.1	11	13.9	68	83.0	-	-
Race/Ethnicity										
Black	8	3.3	NA	NA	NA	NA	NA	NA	NA	NA
Hispanic non-Black	4	1.7	NA	NA	NA	NA	NA	NA	NA	NA
White non-Black non-Hispanic	222	87.5	3	1.2	27	11.9	193	86.9	-	-
Other non-Black non-Hispanic	19	7.4	NA	NA	NA	NA	NA	NA	NA	NA
Age										
15 to 34 years	54	21.2	NA	NA	NA	NA	NA	NA	NA	NA
35 to 44 years	76	30.0	-	-	15	19.7	61	80.3	-	-
45 to 54 years	43	16.9	NA	NA	NA	NA	NA	NA	NA	NA
55 to 64 years	37	14.4	NA	NA	NA	NA	NA	NA	NA	NA
65 years or more	44	17.5	NA	NA	NA	NA	NA	NA	NA	NA
Education										
No high school degree	2	0.9	NA	NA	NA	NA	NA	NA	NA	NA
High school degree	36	14.3	NA	NA	NA	NA	NA	NA	NA	NA
Some college	85	33.6	3	3.0	7	8.0	76	89.0	-	-
College degree	130	51.1	-	-	20	15.7	110	84.3	-	-
Household Income										
Less than \$15,000	19	7.4	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
Between \$30,000 and \$50,000	45	17.8	NA	NA	NA	NA	NA	NA	NA	NA
Between \$50,000 and \$75,000	84	32.9	-	-	10	12.0	74	88.0	-	-
At Least \$75,000	82	32.3	-	-	13	15.6	69	84.4	-	-
Homeownership										
Homeowner	170	67.0	3	1.5	23	13.3	145	85.2	-	-
Non-homeowner	84	33.0	-	-	12	13.8	72	86.2	-	-

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.

Households are identified as unbanked if they answered "no" to the question, "Do you or does anyone in your household currently have a checking or savings account?"

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](#)