

Map of active and pending class A alcohol licenses in the city of Madison overlaid on the Area Deprivation Index for Madison Census block groups  
June 26, 2024

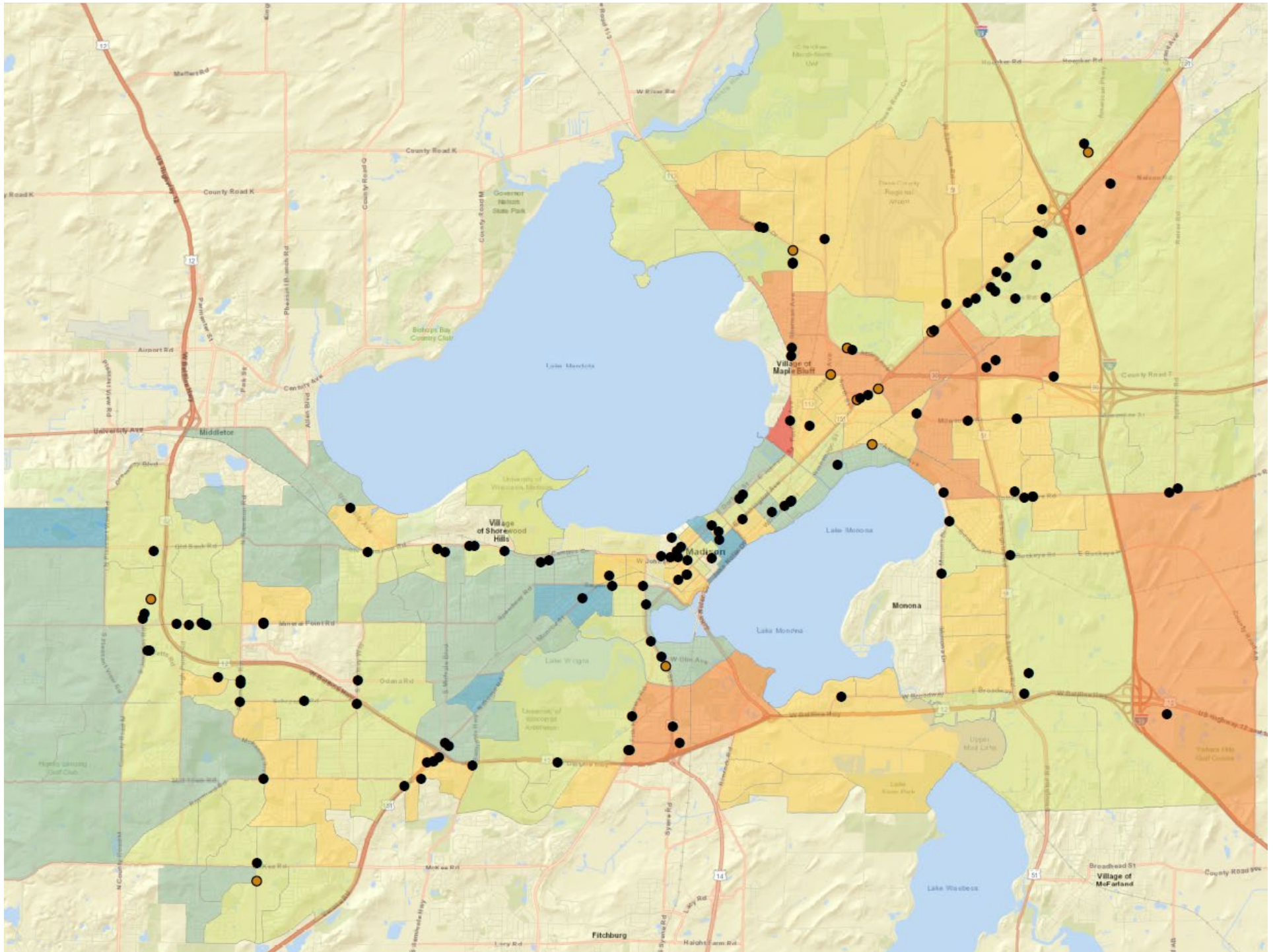
**Legend:**

**Class A Alcohol Licenses**

- Active
- Pending

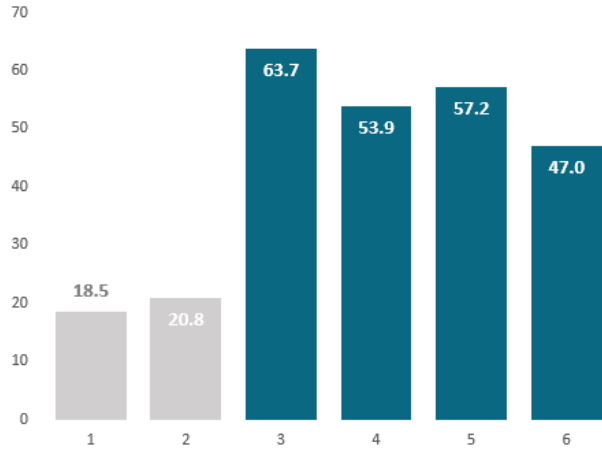
**Area Deprivation Index (ADI) for Madison Census Block Groups (National Percentile Rankings)**

- ADI Class 1  
*(Lowest level of "disadvantage")*
- ADI Class 2
- ADI Class 3
- ADI Class 4
- ADI Class 5
- ADI Class 6  
*(Highest level of "disadvantage")*



### Summary Table:

Class A license rates skewed toward areas with **mid-and higher-level** Area Deprivation Index classes.



ADI class	Number of licenses (active + pending)	Total population of census block groups within ADI class	Rate of licenses per 100,000 population
1	2	10,795	18.5
2	11	53,007	20.8
3	60	94,159	63.7
4	43	79,820	53.9
5	14	24,485	57.2
6	1	2,127	47.0
NA	7	21,118	33.1
Total	138	285,511	48.3

### Data Notes:

- Some block groups do not receive an ADI rank ("NA" in the above table) because they have low population and/or housing, a high group quarters population, or questionable data integrity due to missing data. Six of the seven licenses located in block groups without an ADI rank are located in the downtown Madison/campus area which has many students and a high percent of the population living in group quarters.

- Census block group populations were obtained from the 2020 Census. The total population of 285,511 is larger than the total Madison population of 269,840 because some block groups cross city boundaries. A limitation of this map is that it only contains licenses for the City of Madison, and there may be additional alcohol establishments within these block groups that are outside of the city of Madison.
- ADI national percentiles were used to categorize each Census block group. The percentiles for the Madison block groups had a range of 1-86. These were then converted into an ADI Class of 1 through 6 by using equal intervals:
  - ADI Class 1: ADI national percentile of 1-15
  - ADI Class 2: ADI national percentile of 16-29
  - ADI Class 3: ADI national percentile of 30-43
  - ADI Class 4: ADI national percentile of 44-57
  - ADI Class 5: ADI national percentile of 58-71
  - ADI Class 6: ADI national percentile of 72+

### **About the [Area Deprivation Index \(ADI\)](#)**

The Area Deprivation Index (ADI) is based on a measure created by the Health Resources & Services Administration (HRSA) over three decades ago, and has since been refined, adapted, and validated to the Census block group neighborhood level by Amy Kind, MD, PhD and her research team at the University of Wisconsin-Madison. It allows for rankings of neighborhoods by socioeconomic disadvantage in a region of interest (e.g., at the state or national level). It includes factors for the theoretical domains of income, education, employment, and housing quality. It can be used to inform health delivery and policy, especially for the most disadvantaged neighborhood groups.