

Housing & School Enrollment

The data presented below includes statistics related to school enrollment and housing in the Region, including median home values, median rent, median monthly housing costs and vacancy rates for communities in the UMRVDC Region as well as the state of Minnesota.

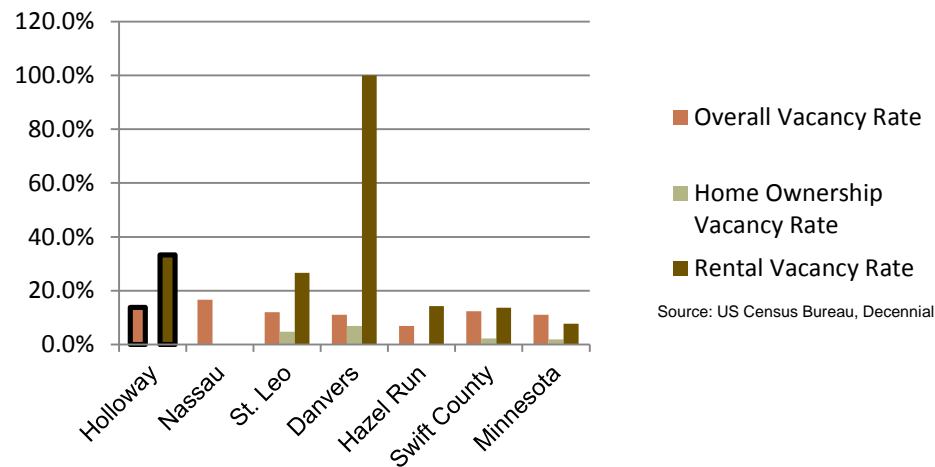
2010 Housing Statistics

| City | Median Home Value | Median Rent | Median Monthly Housing Costs |
|-----------------|-------------------|--------------|------------------------------|
| Holloway | \$34,000 | \$204 | \$850 |
| Danvers | \$96,700 | N/A | \$955 |
| De Graff | \$38,400 | N/A | \$600 |
| Hazel Run | \$60,000 | \$425 | \$683 |
| Nassau | \$21,300 | N/A | \$625 |
| St. Leo | \$39,000 | \$433 | \$656 |
| Swift County | \$97,600 | \$453 | \$1,024 |
| Minnesota | \$206,200 | \$759 | \$1,549 |

Source: US Census Bureau, ACS (2006-2010)

At \$34,000, the median home value in Holloway is below both Swift County and the state of Minnesota, and is also lower than most similar sized communities. The same goes for median rent in Holloway compared to other similar sized cities where data is available. The median monthly housing costs for homeowners on the other hand, falls on the higher end compared to other similar sized cities, but less than that of Swift County and the state of Minnesota.

2010 Vacancy Rates



Source: US Census Bureau, Decennial

Home ownership vacancy rate and rental vacancy rate are the proportion of the homeowner or rental inventory that is vacant "for sale" or vacant "for rent." The overall vacancy rate includes other vacancies such as vacant "sold - not occupied," seasonal housing and vacant "rented - not occupied." In 2010, the city of Holloway a typical overall vacancy rate but slightly higher rental vacancy rate than most other communities of similar size. There were approximately 5 of the census recognized 15 rental units that were vacant.

School Enrollment Since 1999

| School District | 1999-2000 | 2005-2006 | 2010-2011 | % Change |
|--|--------------|--------------|------------|----------------|
| Benson School District | 1,216 | 1,050 | 970 | -20.23% |
| Canby School District | 766 | 581 | 522 | -31.85% |
| Clinton-Graceville-Beardsley School District | 565 | 434 | 377 | -33.27% |
| Dawson-Boyd School District | 681 | 544 | 517 | -24.08% |
| Kerkhoven-Murdock-Sunburg School District | 664 | 585 | 557 | -16.11% |
| Lac qui Parle Valley School District | 1,245 | 1,007 | 820 | -34.14% |
| Lakeview School District | 589 | 609 | 595 | 1.02% |
| M.A.C.C.R.A.Y. School District | 986 | 790 | 674 | -31.64% |
| Montevideo School District | 1,599 | 1,459 | 1,342 | -16.07% |
| Ortonville School District | 717 | 530 | 527 | -26.50% |
| Yellow Medicine East School District | 1,299 | 1,081 | 862 | -33.64% |

Source: Minnesota Department of Education

Holloway is part of the Lac qui Parle Valley School District, which has seen the most dramatic decreases in enrollment of all school districts in the Region. The decline in school enrollment corresponds with the area's declining and aging population. Note that data was only available for public school districts.

UMVRDC staff developed the concept and design for the Community Profile Brochures and data was collected by students and staff from the Center for Small Towns at the University of Minnesota, Morris. All information was collected from trusted sources such as the U.S. Census Bureau, the American Community Survey, Minnesota Department of Employment & Economic Development (DEED), and the Minnesota Department of Education and is presumed to be accurate.



Upper Minnesota Valley
REGIONAL DEVELOPMENT COMMISSION



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2010 Census Data for Holloway, Minnesota



This Community Profile Brochure is comprised of statistical information from a variety of sources and will provide a snapshot of historical and current demographic, economic and social trends in the Upper Minnesota Valley Region. Having clear and concise community statistics will provide for more informed decision making about community development and business expansion, relocation and future investments.

This statistical and informational profile was compiled by the UMRVDC in collaboration with The Center for Small Towns at the University of Minnesota, Morris for all five counties (Big Stone, Chippewa, Lac qui Parle, Swift and Yellow Medicine) and 37 cities in our Upper Minnesota Valley region.



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For more information, or if you have questions, please visit our website: www.umvrdc.org.

Demographics

The demographic profile below provides a snapshot of Holloway and surrounding communities' historical, current and future population trends including population distribution and make up.

Comparison Historical Population from 1960 to 2010

| City | 1960 | 1970 | 1980 | 1990 | 2000 | 2010 | % Change |
|------------------------|---------------|---------------|---------------|---------------|---------------|--------------|----------------|
| Holloway | 248 | 146 | 142 | 123 | 112 | 92 | -62.90% |
| Households | NA | 50 | NA | 56 | 54 | 50 | 0.00% |
| Average Household Size | NA | 2.92 | NA | 2.20 | 2.07 | 1.84 | -36.99% |
| Danvers | 132 | 136 | 152 | 98 | 108 | 97 | -26.52% |
| De Graff | 196 | 195 | 179 | 149 | 133 | 115 | -41.33% |
| Hazel Run | 115 | 115 | 93 | 81 | 64 | 63 | -45.22% |
| Nassau | 115 | 126 | 115 | 83 | 83 | 72 | -37.39% |
| St. Leo | 129 | 153 | 147 | 111 | 106 | 100 | -22.48% |
| Swift County | 14,936 | 13,177 | 12,920 | 10,724 | 11,956 | 9,783 | -34.50% |

Source: US Census Bureau

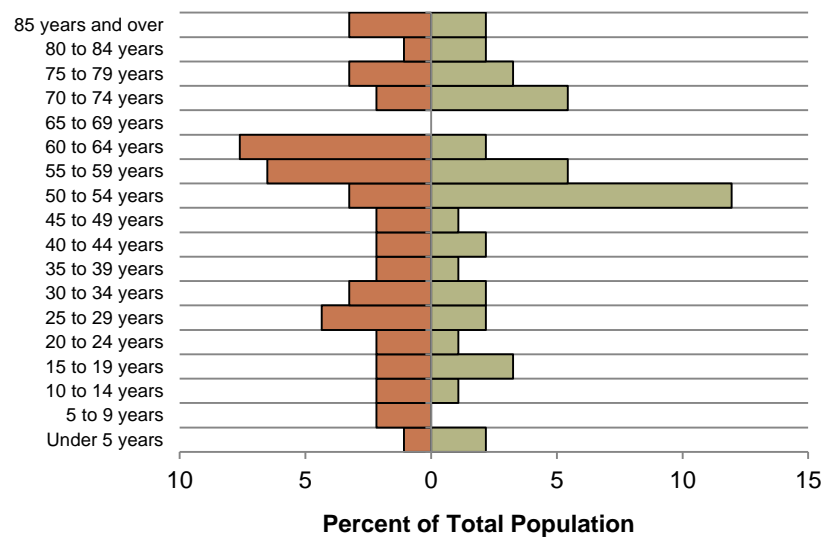
Holloway Population Projections

| | 2015 | 2020 | 2025 | 2030 | 2035 | % Change |
|-----------------|-----------|-----------|-----------|-----------|-----------|----------------|
| Holloway | 81 | 72 | 64 | 57 | 51 | -37.04% |
| Swift County | 10,510 | 10,300 | 10,150 | 9,960 | 9,800 | -6.76% |
| UMVRDC Region | 45,510 | 45,300 | 45,000 | 44,500 | 44,110 | -3.08% |

Source: US Census Bureau

Holloway Population Distribution, 2010

■ % Male ■ % Female

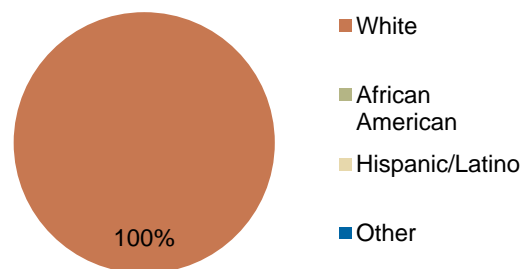


Holloway has seen an overall decrease in population of nearly 63 percent from 1960-2010, which is the largest decrease in population among similar sized cities during the same time period. The decrease in population has been relatively steady each decade and the population is projected to continue to decrease over the next few decades, however less dramatically than it has in the past.

Source: U.S. Census Bureau, 2010 Decennial Census

The above population distribution shows that the community is aging with a large percentage of the population between the ages of 50 and 65. Holloway has an entirely white population, which is typical for a community of this size.

Race, 2010



Source: US Census Bureau, Decennial Census

Economic

The employment and industry data below represents a picture of the overall economic health of Holloway and Swift County. This data shows the diversity of the Region's economy.

Annual Median Household Income:

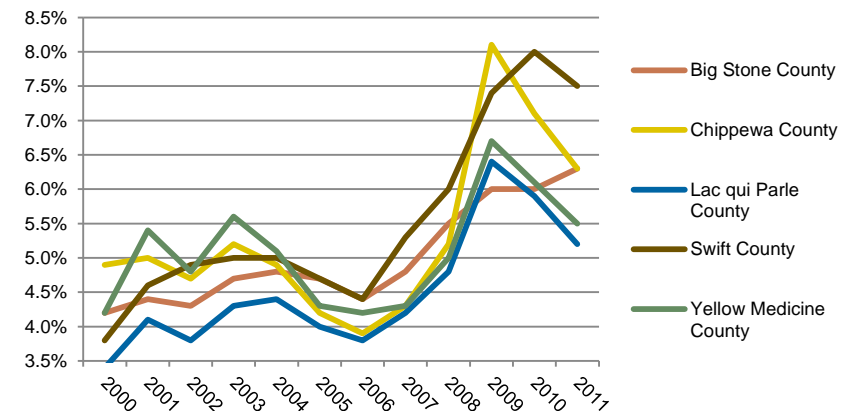
- **City of Holloway- \$24,500**
- Big Stone - \$44,438
- Chippewa - \$44,712
- Lac qui Parle - \$48,269
- **Swift - \$43,846**
- Yellow Medicine - \$50,740
- UMRDC Region - \$46,401
- Minnesota - \$57,243

Source: 2007-2011 American Community Survey, U.S. Census Bureau

Types of Employment in Swift County, 2011

| Types of Industry | Number of Employees | Number of Firms | Total Wages | Average Weekly Wage |
|-------------------------------------|---------------------|-----------------|----------------------|---------------------|
| Trade, Transportation and Utilities | 864 | 90 | \$30,923,849 | \$689 |
| Education and Health Services | 855 | 23 | \$25,621,104 | \$575 |
| Manufacturing | 614 | 19 | \$29,165,258 | \$913 |
| Public Administration | 263 | 22 | \$9,734,935 | \$712 |
| Leisure and Hospitality | 260 | 29 | \$2,389,728 | \$177 |
| Natural Resources and Mining | 245 | 23 | \$11,570,066 | \$911 |
| Professional and Business Services | 157 | 28 | \$4,788,607 | \$585 |
| Financial Activities | 156 | 32 | \$4,727,446 | \$585 |
| Construction | 142 | 44 | \$4,708,270 | \$633 |
| Other Services | 106 | 25 | \$2,036,772 | \$370 |
| Information | 42 | 7 | \$1,090,474 | \$505 |
| Total, All Industries | 3,706 | 343 | \$126,756,509 | \$657 |

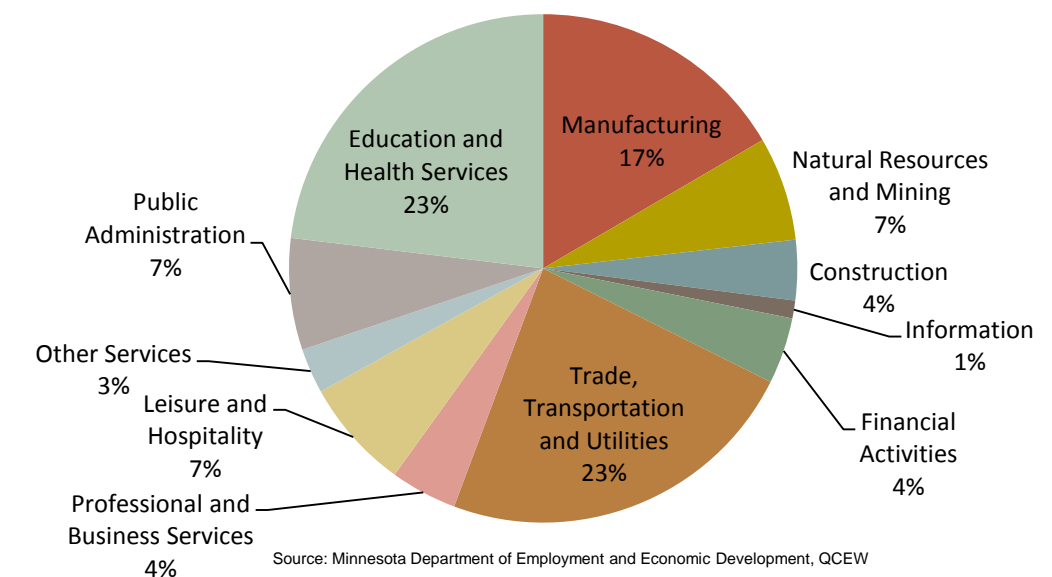
Unemployment Rates, 2000-2011



Source: Minnesota Department of Employment and Economic Development, LAUS

The employment categories shown in the table above and the chart below show the 11 Super Sectors of Industry, which is the federal standard in data pertaining to business and industry. Much of Swift County's economic activity is in three different sectors; i) Trade, Transportation, and Utility Services, ii) Manufacturing, iii) Education and Health Services. The pie chart below details that in Swift County, nearly half of all employment comes from the Education and Health Services and Trade, Transportation and Utilities sectors. The county had a slight increase in unemployment during the Recession of 2007 to 2009, but in 2011 had an unemployment rate under 7.5%, which is higher than the State of Minnesota's rate for 2011 of 6.4%, but below the national average of 8.9%.

Employment by Industry in Swift County, 2011



Source: Minnesota Department of Employment and Economic Development, QCEW

