

Madison 2023 Community Survey Results



Who filled out the survey?

We had over 300 people fill out the survey from December 15, 2022, to January 2023.

Where are they from?

- 90% are from the Madison area (*56256 zip code includes city and surrounding area*)
- 75% live in Madison

Who are they?

- 89% Homeowners
- 37% Renters
- 39% Business owners

What are the ages of the respondents?

Age	Number (%)
13-17	5 (2%)
18-34	61 (20%)
35-64	139 (46%)
65+	99 (33%)

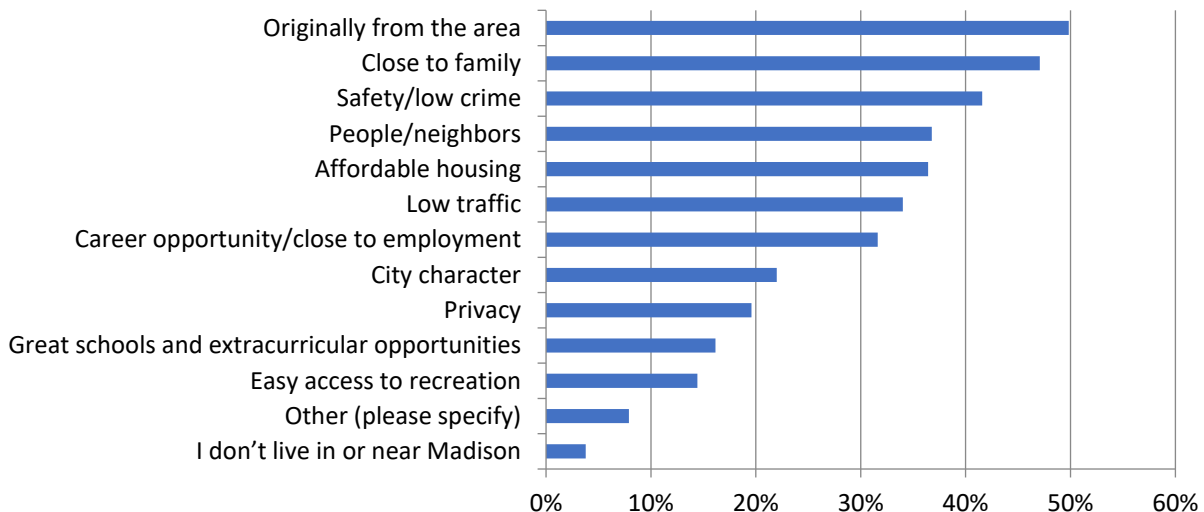
Where do the respondents work?

Madison - 59%
Other communities - 15%
Retired - 26%



What did the respondents say?

Tell us why you live in Madison*

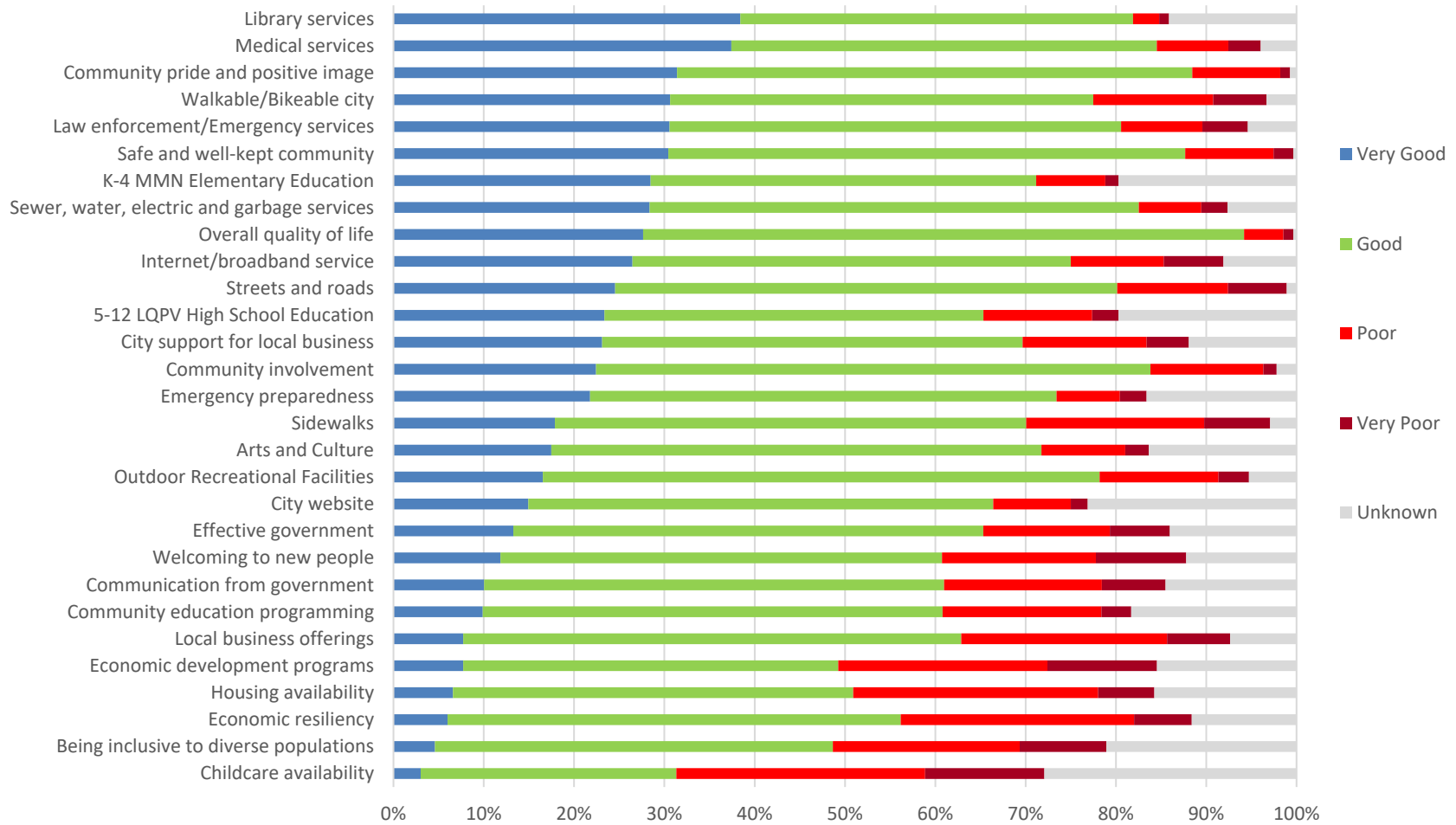


*Respondents could select more than one answer

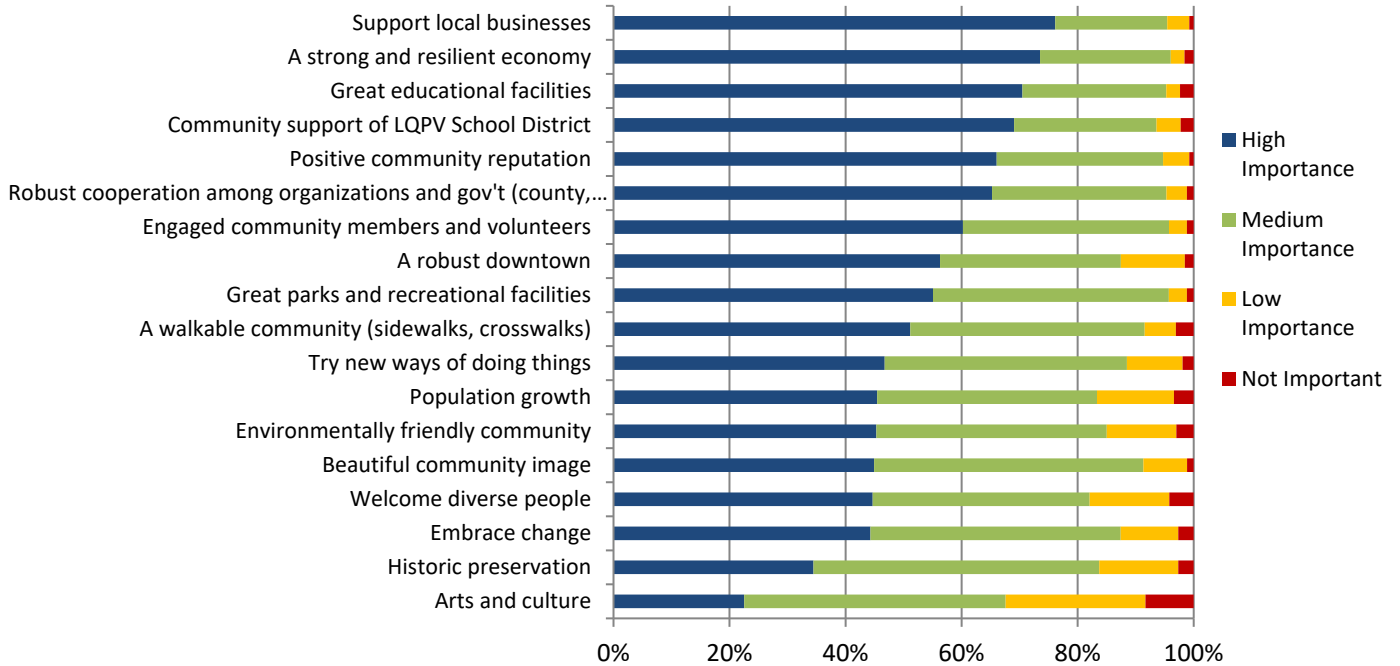


Scan to view
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documents.

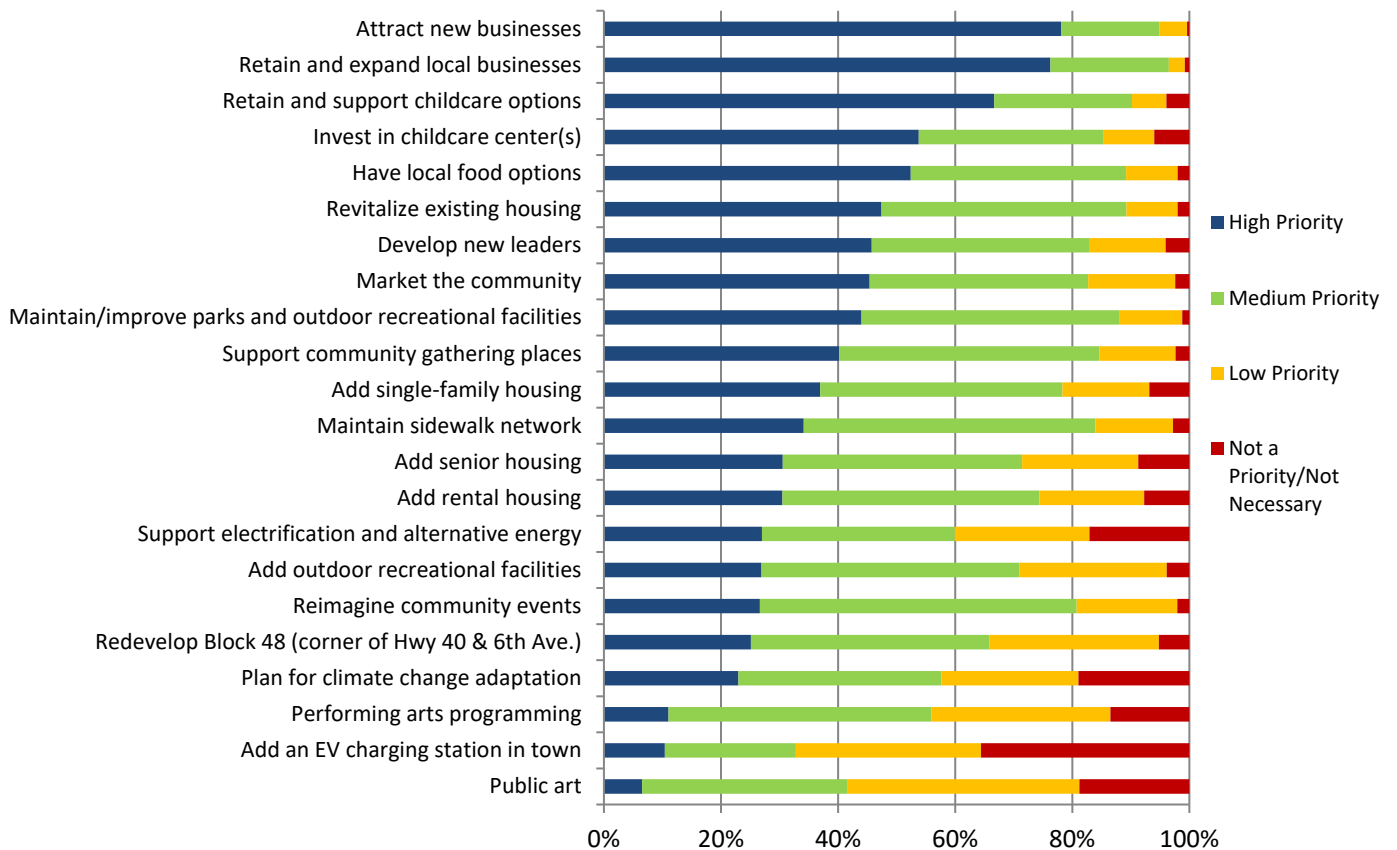
Rate the quality of each in Madison. How is Madison doing?



Rank the importance of these. How important is it for Madison to have?



What projects should the community focus its time, energy and dollars on in the next FIVE years?



Describe what you like or what you believe are the most positive/unique aspects of Madison.



What two or three words do you want others to use to describe Madison in 10 years?



What one thing do you want to see happen in Madison?



Final thoughts or comments from Respondents

The last question received about 80 responses and there was a wide variety of comments. Here are the general themes:

- Use resources wisely to make the most impact, create jobs
- Madison is a good place to live
- Appreciative of what Madison offers in terms of people/leaders/community organizations
- We need to support local businesses, shop local
- Would like to help our local businesses grow
- Keep up the good work, keep working to improve our small town to stay relevant
- Many were appreciative of opportunity to take survey and provide feedback/inpu

Madison's Assets



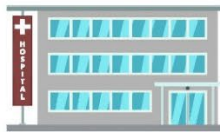
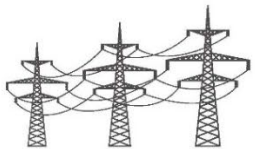
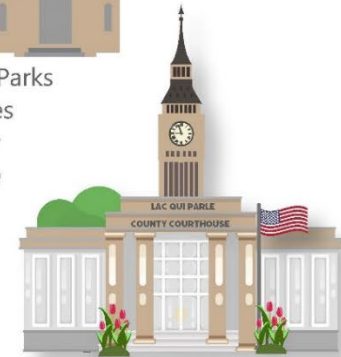
People & Culture

Well-maintained Properties » Safe » Active Service Organizations » Welcoming » leaders » Volunteers Generational » Great place to retire » Great place to raise a family » Thriving » Supportive » Quiet » Close-knit Friendly » Arts



Spaces & Facilities

Armory » Baseball Field » MMN Elementary School Golf Course » Library » Movie Theater » Museum » Parks Prairie Arts Center » Swimming Pool » Various Churches Senior meal site » Madison Mercantile » Fitness Center Historic buildings– City Hall, Carnegie Library, Courthouse Beautiful Community



Local Economy

Downtown » Airport and Rail » Elevator » Auto Repair Services » Newspaper NEW Carecenter » Jubilee Grocery » KLQP-radio » Great Healthcare Providers Active local government » Cleanliness of City » Private electrical services Implement Dealers » Up to date infrastructure » Post-secondary options » High quality broadband » Location - 2 Major Highways » Madison Bottling Company Active Chamber of Commerce » Dentist, Chiropractor, Optometrist » Agriculture, farmers » Promoting and Supporting Businesses » Low rent & housing Low cost of living/affordable » Local restaurant options

Festivals, Events Tourism

Block Parties » County Fair Well attended community events Largest hunting area in state » Race Track Meander Artist » Car Show » Lac qui Parle Players Santaland

