

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 and the State of Minnesota.

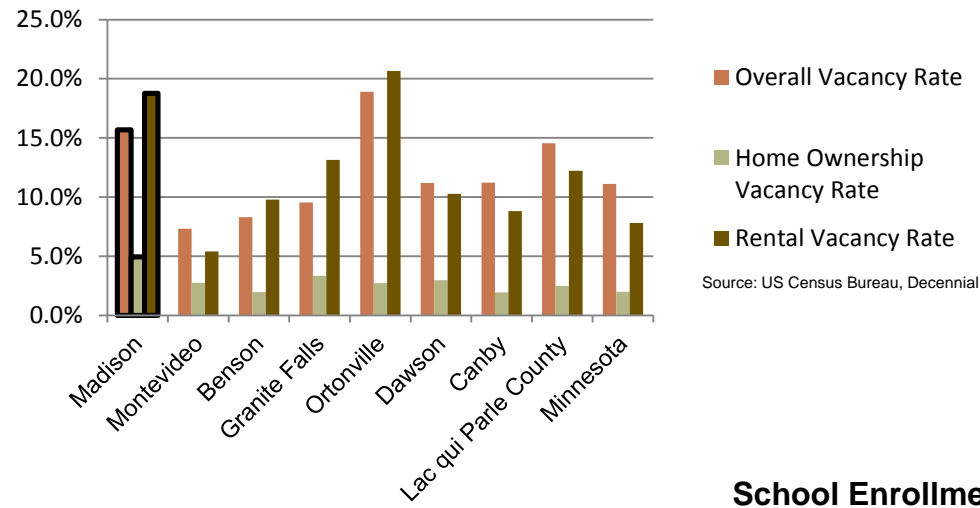
The median home value and median monthly housing costs for homeowners in Madison are the lowest in the Region among similarly sized cities. They are also lower than the averages for Lac qui Parle County. The median monthly rent, however falls in the middle of median rents among similarly sized cities in the Region and is higher in Madison than the average median rent for Lac qui Parle County as a whole.

2010 Housing Statistics

City	Median Home Value	Median Rent	Median Monthly Housing Costs
Madison	\$56,500	\$475	\$807
Benson	\$101,000	\$451	\$1,026
Canby	\$64,500	\$384	\$848
Dawson	\$68,600	\$444	\$785
Granite Falls	\$102,000	\$499	\$954
Montevideo	\$84,600	\$547	\$978
Ortonville	\$78,400	\$441	\$800
Lac qui Parle County	\$77,100	\$449	\$868
Minnesota	\$206,200	\$759	\$1,549

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

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 Madison had the second highest overall and rental vacancy rates as well as the highest home ownership vacancy rate compared to other like sized communities.

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

Madison is part of the Lac qui Parle Valley School District, which, has seen the most dramatic decline in school enrollment over the last decade compared to surrounding schools. The decline in enrollment is consistent with the declining population in the Region. 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.



Helping Communities Prosper

2010 Census Data for Madison, 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. The purpose is to provide a concise summary of key community statistics to aid decision making about community and economic development.

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 the Upper Minnesota Valley Region.



Demographics

The demographic profile below provides a snapshot of Madison 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
Madison	2,380	2,242	2,212	1,951	1,768	1,551	-34.83%
Households	764	800	NA	826	789	736	-3.66%
Average Household Size	3.12	2.80	NA	2.36	2.24	2.11	-32.35%
Benson	3,678	3,484	3,656	3,235	3,376	3,240	-11.91%
Canby	2,146	2,147	2,143	1,826	1,903	1,795	-16.36%
Dawson	1,766	1,699	1,901	1,626	1,539	1,540	-12.80%
Granite Falls	2,165	2,582	2,666	3,083	3,070	2,897	33.81%
Montevideo	5,693	5,661	5,845	5,499	5,346	5,383	-5.45%
Ortonville	2,671	2,663	2,548	2,205	2,158	1,916	-28.27%
Lac qui Parle County	13,330	11,164	10,592	8,924	8,067	7,259	-45.54%

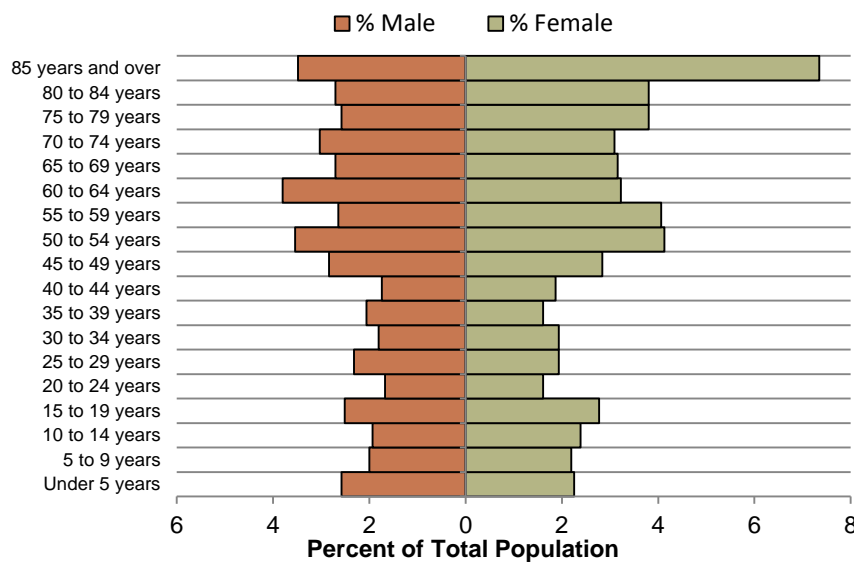
Source: US Census Bureau

Madison Population Projections

	2015	2020	2025	2030	2035	% Change
Madison	1,581	1,562	1,553	1,528	1,504	-4.87%
Lac qui Parle County	6,940	6,830	6,770	6,640	6,520	-6.05%
UMVRDC Region	45,510	45,300	45,000	44,500	44,110	-3.08%

Source: Minnesota Demographic Center

Madison Population Distribution, 2010

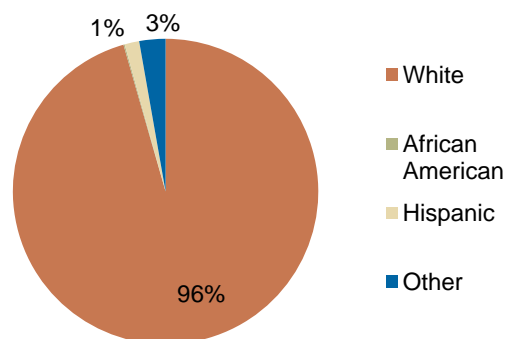


Source: U.S. Census Bureau, 2010 Decennial Census

The population distribution above, shows that the community is aging, with a large majority of its population above the age of 50 years. Madison has a nearly all white population, which is typical for a community of this size.

Madison has seen an overall decrease in population of nearly 35 percent from 1960-2010, losing population each decade. Over the past two decades, the decrease has been approximately 200 people per decade. The population is projected to decrease in the future, which is likely due to mortality.

Race, 2010



Source: US Census Bureau, Decennial Census

Economic

The employment and industry data below represents a picture of the overall economic health of Madison and Lac qui Parle County. This data shows the diversity of the Region's economy.

Types of Employment in Madison, 2011

Types of Industry	Number of Employees	Number of Firms	Total Wages	Average Weekly Wage
Trade, Transportation and Utilities	175	19	\$4,919,009	\$542
Public Administration	118	14	\$3,477,777	\$569
Financial Activities	64	11	\$2,825,862	\$848
Leisure and Hospitality	55	9	\$423,630	\$146
Construction	35	11	\$1,160,631	\$644
Other Services	29	5	\$439,385	\$289
Total, All Industries	771	87	\$21,509,572	\$536

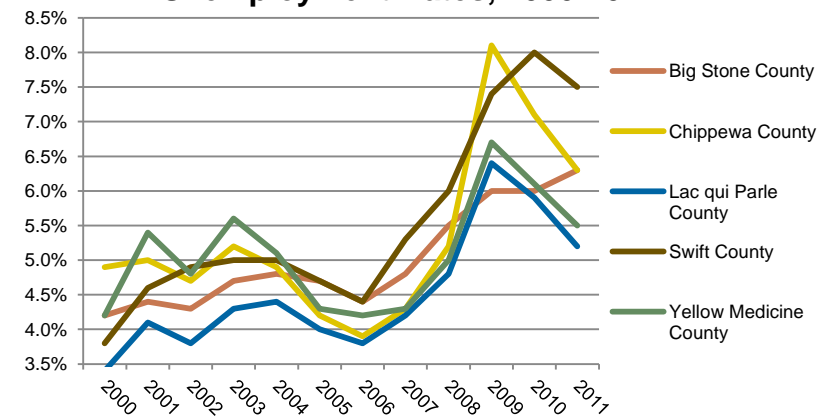
Source: Minnesota Department of Employment and Economic Development, QCEW

Annual Median Household Income:

- City of Madison - \$41,136
- 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

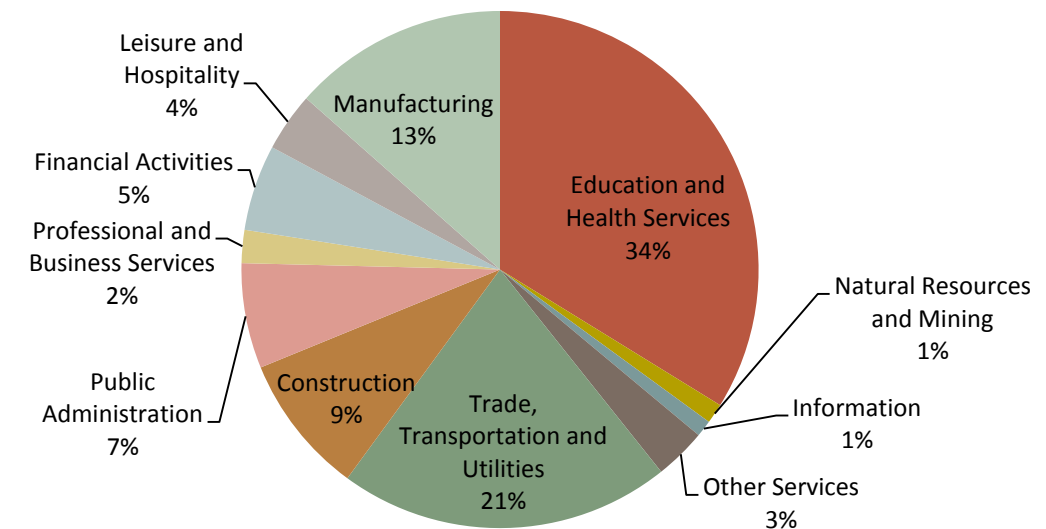
Unemployment Rates, 2000-2011



Source: Minnesota Department of Employment and Economic Development, LAUS

The employment categories shown in the table above and chart below show the 11 Super Sectors of Industry, which is the federal standard in data pertaining to business and industry. Much of the economic activity in Madison is in Trade, Transportation, and Utilities along with Public Administration. The pie chart below details that in Lac qui Parle County, just over one third of all employment comes from Education and Health Services. Lac qui Parle County had a slight increase in unemployment during the Recession of 2007 to 2009, but in 2011 had an unemployment rate under 5.5%—the lowest of all counties in the Region.

Employment by Industry in Lac qui Parle County, 2011



Source: Minnesota Department of Employment and Economic Development, QCEW

