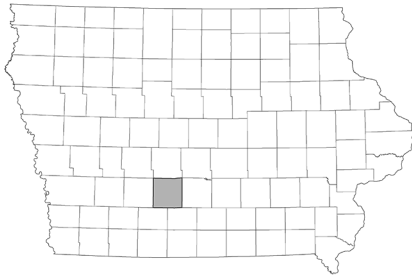


# Data for Decision Makers



## Madison County County Profile

report created: 04/20/2024

### Population profile

Madison County is a metropolitan county in south central Iowa. It is composed of eight incorporated communities and their surrounding rural areas. From 2010 to 2020, Madison County's population increased by 5.54% while the state's population increased by 4.73%.

Total Population<sup>1</sup>

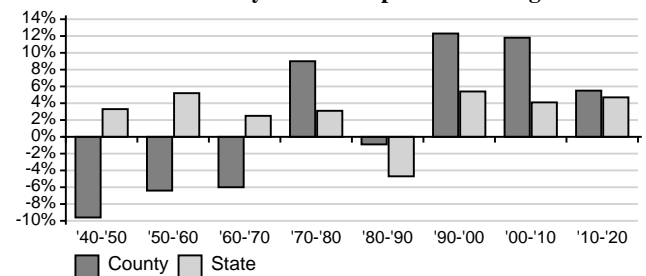
Totals	2000	2010	2020
<b>Madison County</b>	<b>14,019</b>	<b>15,679</b>	<b>16,548</b>
Male Total	6,918	7,797	8,220
Female Total	7,101	7,882	8,328
City			
Bevington <sup>†</sup>	58	63	57
Earlham	1,298	1,450	1,410
East Peru	153	125	115
Macksburg	142	113	97
Patterson	126	130	176
St. Charles	619	653	640
Truro	427	485	509
Winterset	4,768	5,190	5,353
State Total	2,926,324	3,046,355	3,190,369

<sup>†</sup>City is located in multiple counties, total population is provided.

Neighboring Counties - Percent Population Change<sup>1</sup>

County	'90-'00	'00-'10	'10-'20
Adair, IA	-1.97%	-6.81%	-2.42%
Clarke, IA	10.21%	1.68%	4.98%
Dallas, IA	36.95%	62.29%	50.72%
Guthrie, IA	3.82%	-3.51%	-3.02%
<b>Madison, IA</b>	<b>12.30%</b>	<b>11.84%</b>	<b>5.54%</b>
Polk, IA	14.51%	14.96%	14.34%
Union, IA	-3.46%	1.83%	-3.16%
Warren, IA	12.87%	13.66%	13.37%
State of Iowa	5.39%	4.10%	4.73%

Madison County Percent Population Change<sup>1</sup>



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# Demographic Profile

# Madison County

As with the other 98 counties in the state, Madison County's population is predominantly white. The percentage of the population of Hispanic origin increased between 2010 and 2020. In 2020, Madison County had a higher percentage of those 17 or younger than the state. New household relationship categories were reported for 2020 that are not comparable with 2010<sup>3</sup>.

**Percentage of Population by Race/Hispanic Origin<sup>1</sup>**

Race Groups	County		State	
	2010	2020	2010	2020
One race only	99.1%	96.0%	98.2%	94.4%
White	98.1%	94.3%	91.3%	84.5%
White alone, not Hispanic	97.2%	93.7%	88.7%	82.7%
Black or African American	0.3%	0.3%	2.9%	4.1%
Asian	0.3%	0.5%	1.7%	2.4%
American Indian	0.2%	0.2%	0.4%	0.5%
Hawaiian/other Pacific Islander	0.0%	0.1%	0.1%	0.2%
Other	0.2%	0.6%	1.8%	2.8%
Two or more races	0.9%	4.0%	1.8%	5.6%
Hispanic origin <sup>a</sup>	1.3%	1.9%	5.0%	6.8%

<sup>a</sup>Hispanics can be of any race.

**Households by Family or Nonfamily Type<sup>1,3</sup>**

	County		State	
	2010	2020	2010	2020
Total households	6,025	6,436	1,221,576	1,288,560
Family households <sup>a,b</sup>	73.2%	70.7%	64.7%	63.0%
Married couple family <sup>b</sup>	62.3%	59.9%	51.2%	48.5%
With own children	26.7%	23.5%	20.0%	18.2%
Other family <sup>c</sup>	10.9%	10.7%	13.5%	14.4%
Male householder <sup>c</sup>	3.6%	3.9%	4.2%	4.9%
With own children	2.2%	2.0%	2.5%	2.7%
Female householder <sup>c</sup>	7.3%	6.8%	9.3%	9.6%
With own children	4.7%	4.0%	5.9%	5.7%
Nonfamily households <sup>d</sup>	26.8%	29.3%	35.3%	37.0%
Male living alone	10.3%	11.2%	12.8%	14.2%
Female living alone	12.7%	13.3%	15.7%	15.8%

**Households by Couple or Non-couple Type<sup>1,3</sup>**

	County		State	
	2010	2020	2010	2020
Total households	6,025	6,436	1,221,576	1,288,560
Married couple <sup>b</sup>	62.3%	59.9%	51.2%	48.5%
Cohabiting couple <sup>b,f</sup>	NA <sup>e</sup>	5.8%	NA <sup>e</sup>	7.1%
Male householder <sup>g</sup>	NA <sup>e</sup>	15.0%	NA <sup>e</sup>	19.5%
Female householder <sup>g</sup>	NA <sup>e</sup>	19.3%	NA <sup>e</sup>	24.9%

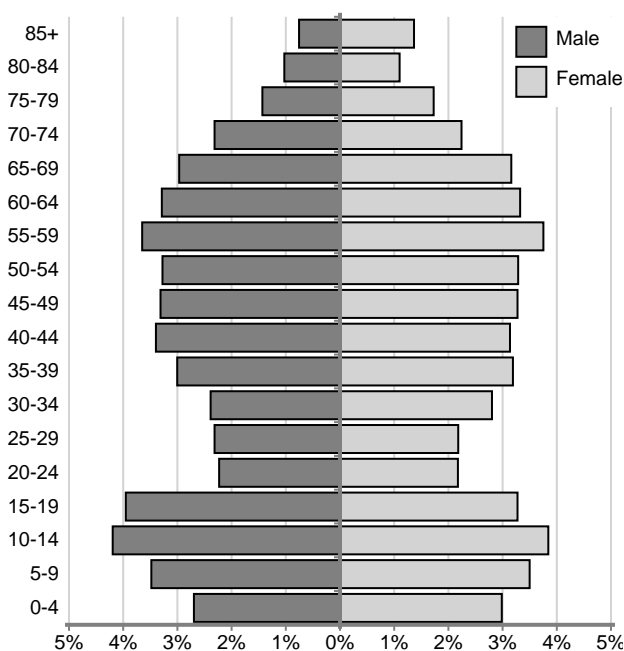
<sup>a</sup>Householder and at least one other person related to the householder. <sup>b</sup>For 2020 includes same-sex couples. <sup>c</sup>No spouse present, but at least one relative present. <sup>d</sup>In 2010 included same-sex couples whether married or not (if no relatives present). <sup>e</sup>2010 not comparable with 2020. <sup>f</sup>For 2020 householder has an unmarried partner. <sup>g</sup>For 2020 no spouse or partner present, but relatives, nonrelatives may be present or householder may be living alone.

**Percentage of Population by Age<sup>1</sup>**

Age Groups	County		State	
	2010	2020	2010	2020
17 or younger	27.2%	25.5%	23.9%	23.2%
0 - 4	7.0%	5.7%	6.6%	6.0%
5 - 9	7.8%	7.0%	6.6%	6.5%
10 - 14	7.9%	8.0%	6.6%	6.8%
15 - 17	4.5%	4.8%	4.1%	3.9%
18 - 24	5.7%	6.8%	10.0%	9.8%
25 - 44	24.5%	22.4%	24.5%	24.6%
45 - 64	27.8%	27.2%	26.7%	24.5%
65 or older	14.8%	18.1%	14.9%	18.0%
65 - 84	12.4%	16.0%	12.4%	15.6%
85 or older	2.4%	2.1%	2.5%	2.4%
Median <sup>4</sup> age (years)	39.8	41.2	38.1	38.6
Age dependency <sup>a,5</sup>	72.4	77.3	63.4	69.9
Old-Age	25.5	32.1	24.3	30.6
Child	46.9	45.2	39.1	39.4

<sup>a</sup>Age Dependency Ratio.

**Madison County Population Pyramid<sup>a</sup>, 2020<sup>1</sup>**



<sup>a</sup>Each bar represents the percentage that each age-sex group comprises of the total population.

## Socioeconomic Profile

## Madison County

The median household income in Madison County is greater than the median household income of the state. Both Madison County and the state have more households in the \$100,000 or more household income group. The median value of owner-occupied housing can vary among counties. The median value of owner-occupied housing units is higher in Madison County than for the state. There is a lower percentage of vacant housing units in Madison County than there is for the state. Many housing units in Madison County were built in 2000 or later. Madison County has a lower percentage of college graduates than does the state.

**Median<sup>4</sup> Household and Per Capita Income, 2018-2022<sup>2</sup>**

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total households	6,475	+/- 174	1,290,139	+/- 4,032
Less than \$14,999	3.9%	+/- 1.5%	7.8%	+/- 0.4%
\$15,000 to \$34,999	13.1%	+/- 2.0%	15.2%	+/- 0.6%
\$35,000 to \$49,999	9.9%	+/- 2.0%	11.9%	+/- 0.2%
\$50,000 to \$99,999	29.9%	+/- 2.4%	32.2%	+/- 0.6%
\$100,000 Or More	43.2%	+/- 2.6%	32.9%	+/- 0.8%
Median <sup>4</sup> household income	\$88,110	+/- \$4,806	\$70,571	+/- \$395
Median <sup>4</sup> family income	\$105,706	+/- \$5,875	\$90,921	+/- \$579
Per capita income	\$39,442	+/- \$1,344	\$37,949	+/- \$241

**Educational Attainment, 2018-2022<sup>2</sup>**

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	11,322	+/-131	2,131,202	+/-967
High school graduate or higher	97.0%	+/-0.9%	93.0%	+/-0.1%
Bachelor's degree or higher	25.8%	+/-3.0%	30.3%	+/-0.3%

\*MOE = the margin of error for American Community Survey estimates<sup>2</sup> which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

In Madison County there is a higher percentage of workers in management, business, science, and arts occupations than any other occupation category while the production, transportation, and material moving occupation category makes up 12.2% of occupations of the civilian employed population in the county.

**Occupation of the Civilian Employed Population, 2018-2022<sup>2</sup>**

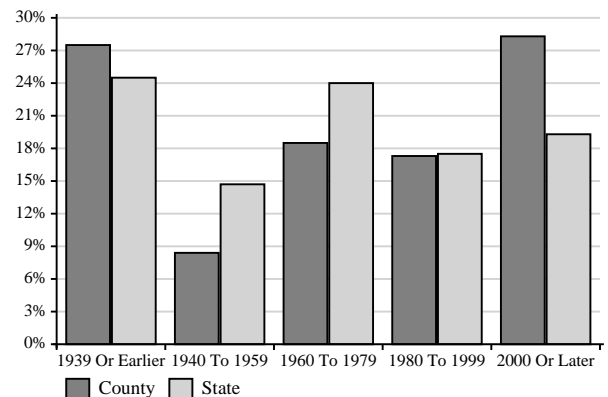
	County		State	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	9,055	+/- 287	1,627,434	+/- 5,740
Management, business, science, and arts	40.0%	+/- 3.2%	38.1%	+/- 0.3%
Service	11.7%	+/- 2.1%	15.5%	+/- 0.2%
Sales and office	22.0%	+/- 2.9%	19.7%	+/- 0.2%
Natural resources, construction, and maintenance	14.1%	+/- 2.3%	9.5%	+/- 0.2%
Production, transportation, and material moving	12.2%	+/- 2.3%	17.2%	+/- 0.2%

**Housing Characteristics, 2018-2022<sup>2</sup>**

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total units	6,953	+/- 31	1,417,064	+/- 977
Vacant	6.9%	+/- 2.4%	9.0%	+/- 0.3%
Occupied	93.1%	+/- 2.4%	91.0%	+/- 0.3%
Occupied <sup>a</sup>	6,475	+/- 174	1,290,139	+/- 4,032
Owner	82.4%	+/- 3.1%	71.5%	+/- 0.3%
Renter	17.6%	+/- 3.1%	28.5%	+/- 0.3%
Median <sup>4</sup> rent <sup>b</sup>	\$932	+/- \$111	\$914	+/- \$6
Median value <sup>c</sup>	\$230,500	+/- \$13,460	\$181,600	+/- \$1,035

<sup>a</sup>Occupied Units. <sup>b</sup>Median gross rent of renter-occupied units <sup>c</sup>Median value of owner-occupied units.

**Percent Housing by Year Built, 2018-2022<sup>2</sup>**



# Socioeconomic Profile

# Madison County

Madison County has a higher proportion of the population age 16 or older in the labor force than the state. A portion of those who are not in the labor force are people who are retired. The percent unemployed in Madison County is lower than that for the state overall. Earnings data are provided for the population 16 and over who have earnings. Median<sup>4</sup> earnings in Madison County tend to be higher than the median earnings for the state. There is a lower percentage of families in Madison County below poverty level than for the state. Families with children tend to have a higher rate of poverty than families without children.

**Employment Status, 2018-2022<sup>2</sup>**

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 16+	12,995	+/- 140	2,544,719	+/- 1,266
In labor force	71.5%	+/- 2.0%	66.6%	+/- 0.2%
Not in labor force	28.5%	+/- 2.0%	33.4%	+/- 0.2%
Civilian labor force	9,265	+/- 270	1,692,129	+/- 5,407
Unemployed	2.3%	+/- 1.0%	3.8%	+/- 0.1%

**Individuals Below Poverty Level by Race, 2018-2022<sup>2</sup>**

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total population <sup>a</sup>	16,411	+/-38	3,088,999	+/-950
Percent below	6.1%	+/-0.2%	11.1%	+/-0.2%
White alone	6%	+/-1.4%	9.7%	+/-0.2%
Black/African American alone	***	+/-***	30.5%	+/-1.9%
Asian/Pacific Islander alone	***	+/-***	13.6%	+/-1.4%
American Indian alone	***	+/-***	27.6%	+/-4%
Hawaiian alone	***	+/-***	33.1%	+/-8.5%
Other race alone	***	+/-***	16.6%	+/-2.3%
Two or more races	***	+/-***	17.6%	+/-1.3%
Hispanic origin <sup>b</sup>	***	+/-***	17.4%	+/-1.1%

<sup>a</sup>for whom poverty status is determined, <sup>b</sup>Hispanics can be of any race. \*\*MOE is high, use state estimate.

\*MOE = the margin of error for American Community Survey estimates<sup>2</sup> which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

**Median<sup>4</sup> Employment Earnings, 2018-2022<sup>2</sup>**

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 16+ <sup>a</sup>	9,635	+/- 251	1,799,851	+/- 5,338
Median earnings	\$47,891 +/-	\$2,453	\$40,905 +/-	\$219
Female	\$37,026 +/-	\$7,074	\$33,724 +/-	\$250
Male	\$55,894 +/-	\$2,181	\$48,115 +/-	\$407
Female, full time <sup>b</sup>	\$49,797 +/-	\$3,528	\$47,128 +/-	\$238
Male, full time <sup>b</sup>	\$63,395 +/-	\$5,611	\$59,875 +/-	\$356

<sup>a</sup>with earnings. <sup>b</sup>year round.

**Individuals and Families Below Poverty Level, 2018-2022<sup>2</sup>**

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total population <sup>a</sup>	16,411	+/-38	3,088,999	+/-950
Below poverty	6.1%	+/-0.2%	11.1%	+/-0.2%
17 and under	***	+/-***	13%	+/-0.4%
18 - 64	5.3%	+/-1.1%	11.4%	+/-0.2%
65+	***	+/-***	7.7%	+/-0.2%
All families	3.2%	+/-1.2%	7%	+/-0.2%
With children	5.9%	+/-2.5%	11.5%	+/-0.4%
Married couple	***	+/-***	3.2%	+/-0.1%
With children	***	+/-***	4.1%	+/-0.3%
Female HH <sup>b</sup>	24.3%	+/-11.1%	25.4%	+/-1%
With children	30.5%	+/-14.7%	32.4%	+/-1.4%

<sup>a</sup>for whom poverty status is determined, <sup>b</sup>female householder, no spouse present, \*\*MOE is high. Use state estimate.

## Notes and Source Information:

<sup>1</sup> U.S. Census Bureau; Decennial Censuses 1940 - 2020

<sup>2</sup> U.S. Census Bureau; American Community Survey 2018-2022

<sup>3</sup> For the 2020 Decennial Census, households are divided into subcategories by two different methods. One method (family or nonfamily) is based on the presence or absence of family relationships among the household members and the householder. Using family relationships (birth, marriage, or adoption) has been the usual way to classify households, and the data using this method has good comparability between 2010 and 2020. In 2020, the Census Bureau introduced an additional method to divide households into subcategories. This second method (couple or noncouple) is based on the presence or absence of a couple relationship for the householder. The relationship can be as a married spouse or as an unmarried partner and can be of the opposite or same sex. The 2020 data reported for the second method (except for married couples) does not have good comparability with data from 2010. In this profile, the 2020 data are reported, but items for 2010 are omitted.

<sup>4</sup> Median is the middle value of a distribution.

<sup>5</sup> The age dependency ratio compares, by age, those typically not in the labor force with those who typically are in the labor force. Old Age dependency is persons 65+ per 100 persons age 18-64. Child dependency is persons under age 18 per 100 persons age 18-64. The total age dependency ratio is persons under age 18 plus persons 65 or older per 100 persons age 18-64.

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