

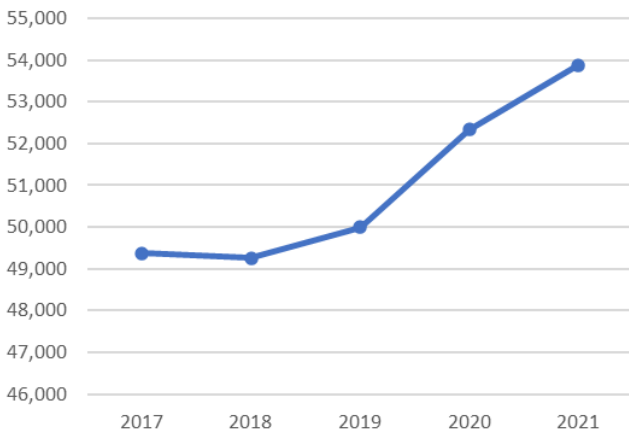


MADISON COUNTY

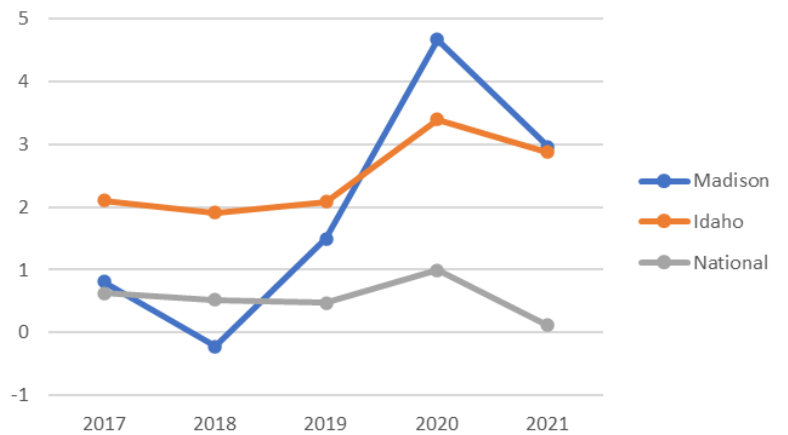
SOURCE: Bing - U of I Extension - by Roberta Boica

Population
53,881

Population

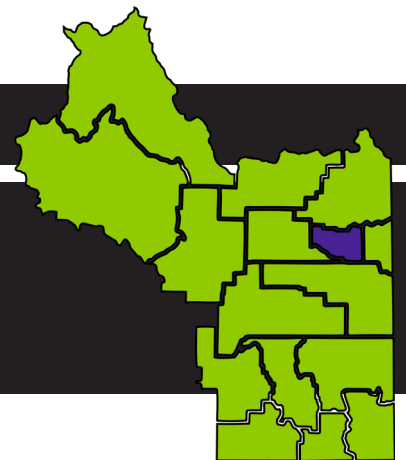


Population Percentage Change



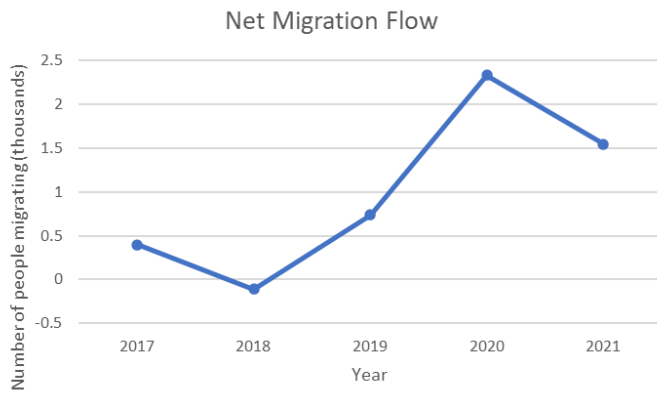
SOURCE: United States Census Bureau American Community Survey

Madison County's population increased on an average of 2.8% year-over-year for the last decade. The population growth rate has been positive since 2019, and peaked in 2020 at 4.66%.



MADISON COUNTY - POWER OF PLACE!

www.rediconnects.org



NET MIGRATION FLOW

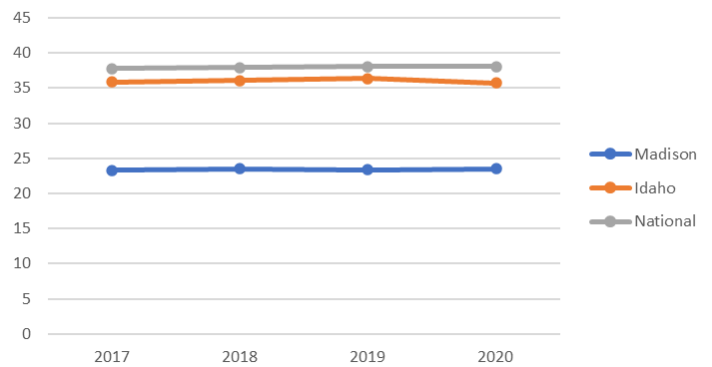
In 2020, more than 2,000 people moved to Madison County. Since 2017, the average number of new residents was over 900 per year.



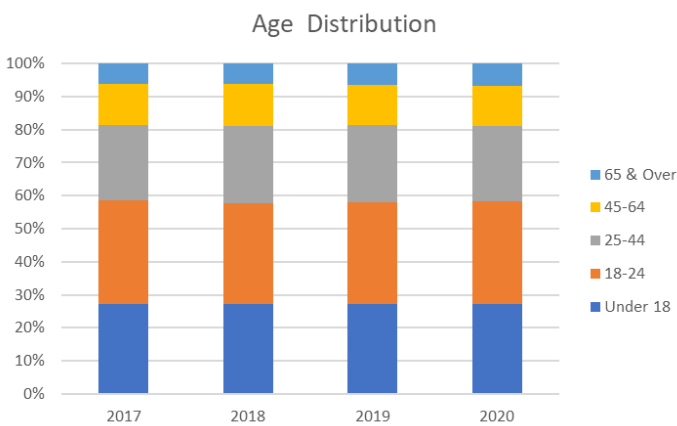
SOURCE: United States Census Bureau American Community Survey



Median Age



SOURCE: United States Census Bureau American Community Survey



AGE DISTRIBUTION

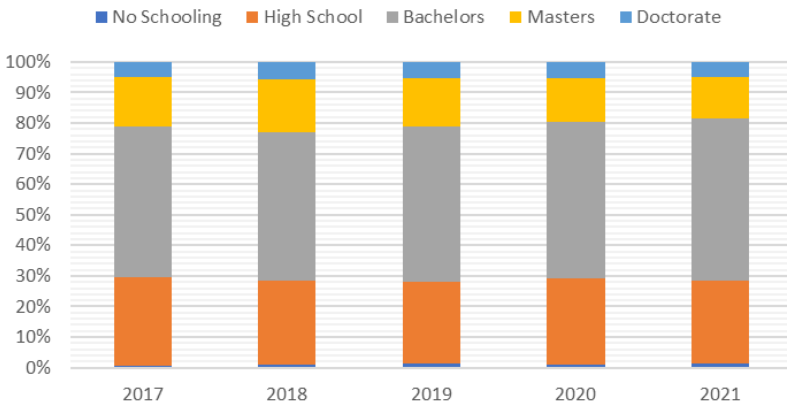
Madison Counties age distribution is stable and slowly getting older. With median age increasing in the county by .2 years in comparison to 2017, a younger population indicates a strong labor supply and future work force growth.

The growth in those over 65 years of age was measured to be a .4% increase over the same period.

Madison County is the youngest county in the state with a median age of 23.5 in 2020.

SOURCE: United States Census Bureau American Community Survey

Education Attainment



EDUCATION

As of 2021, 71.2% of the population over 25 had a college degree.

From 2017 to 2021, the percentage of people with an advanced degree remained around 20%.

While the population without a high school diploma or with a high school diploma was 29.1% in 2021, compared to 29.3% in 2017. As the percentage is decreasing this is showing a shift towards higher education in the county.

SOURCE: Cohort Grad Rate 4-year public Idaho State Department of Education



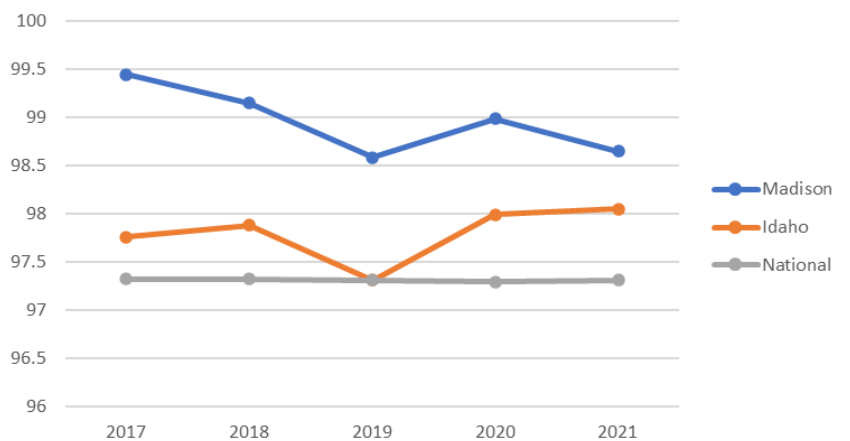
HIGH SCHOOL GRADUATION RATES

The high school graduation rates from 2017 to 2021, were calculated by taking the weighted average of graduation rates for school districts within Madison County.



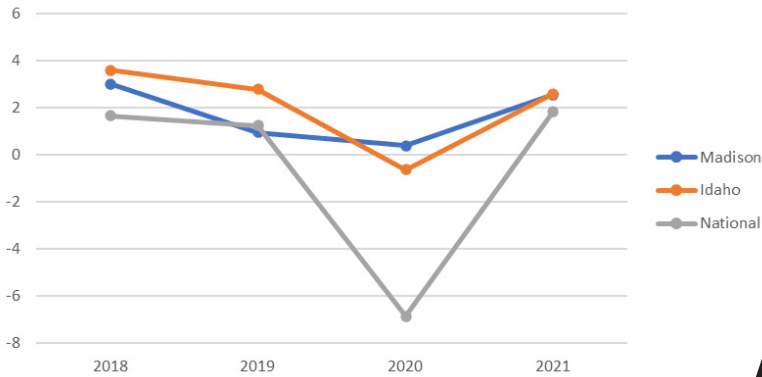
SOURCE: Bing -insulation.org

High School Graduation Rate



SOURCE: Cohort Grad Rate 4-year public Idaho State Department of Education

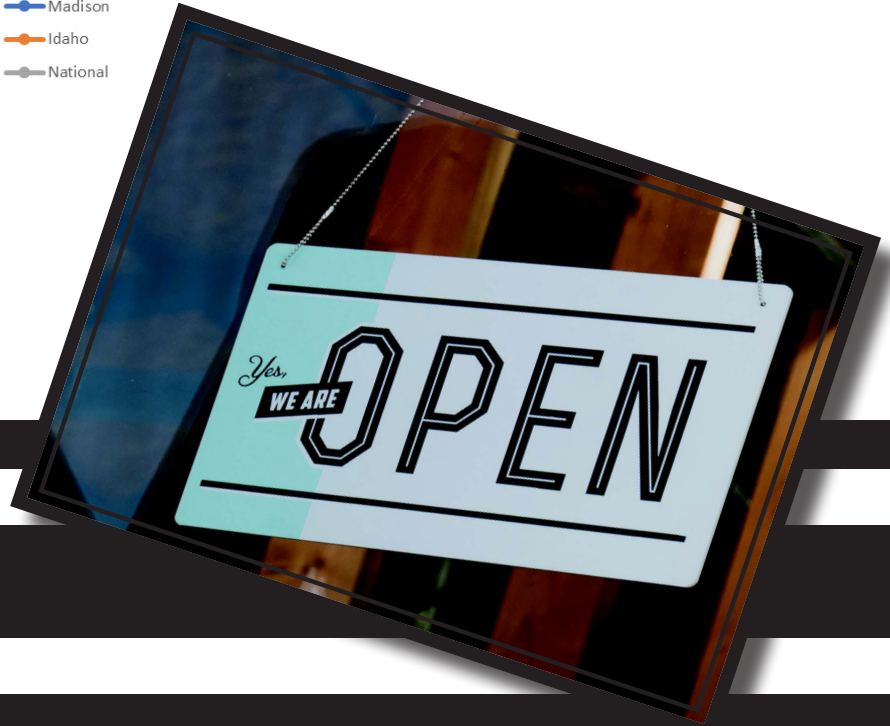
Job Growth



Source: Bureau of Labor Statistics

JOB GROWTH

Job number in Madison County has been steadily increasing. In March of 2021, 10,000 positions were filled in the Madison County labor market.



19.8%
Retail Trade
IN 2021

KEY INDUSTRIES

Madison County's Top 5 industries are: Healthcare and Social Assistance, Educational Services, Accommodation and Food Services, Retail Trade, Professional and Technical Services. Other notable industries not in the top 5 are: Finance & Insurance, Manufacturing, Construction, and Information**.

The rise in the share of those classified under Manufacturing has grown by 72% since 2017. This reflects Manufacturers increasing their share of employment within the county's market.

TOP COMPANIES

EMPLOYER	OWNERSHIP	RANGE
Brigham Young University-Idaho	Private	1,000+
Madison School District	Local Gov	500-999
Madison Memorial Hospital	Local Gov	500-999
Wal-Mart	Private	250-499
Melaleuca	Private	250-499
Progexion	Private	250-499
City of Rexburg	Local Gov	250-499
Madison County	Local Gov	100-249
The Homestead Senior Living	Private	100-249
Sugar-Salem School District	Local Gov	100-249

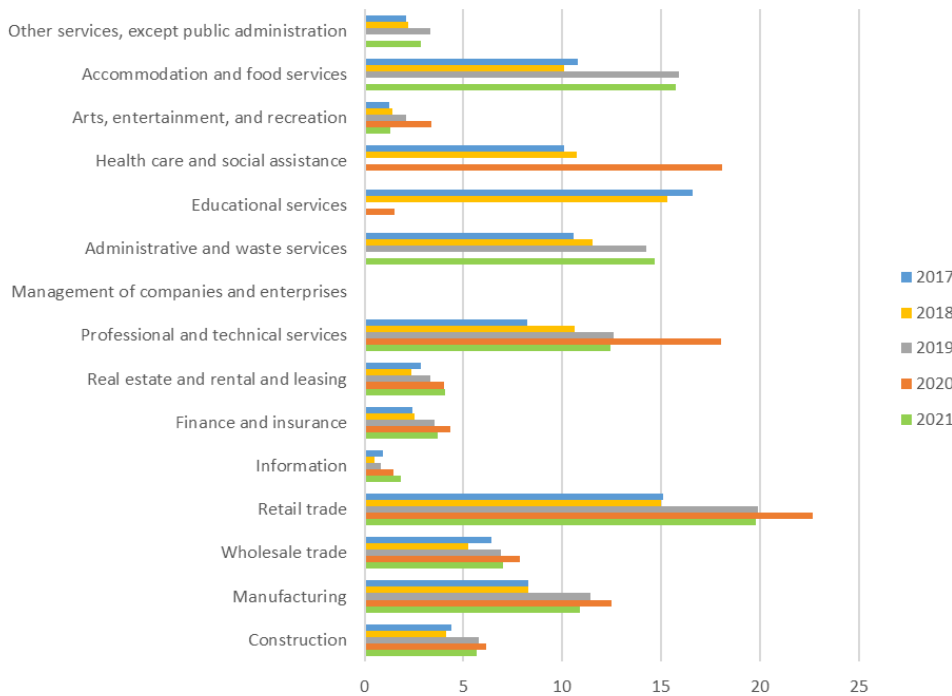
Note: Only employers that have given the Department permission to release employment range data are listed.

Source: Idaho Department of Labor

SOURCE: **According to the Bureau of Labor Statistics encompasses companies that are engaged in producing and distributing information and cultural products, provide the means to distribute or transmit those products, and process data.

EMPLOYMENT BY SECTOR

Employment by Sector



SOURCE: US Bureau of Labor Statistics

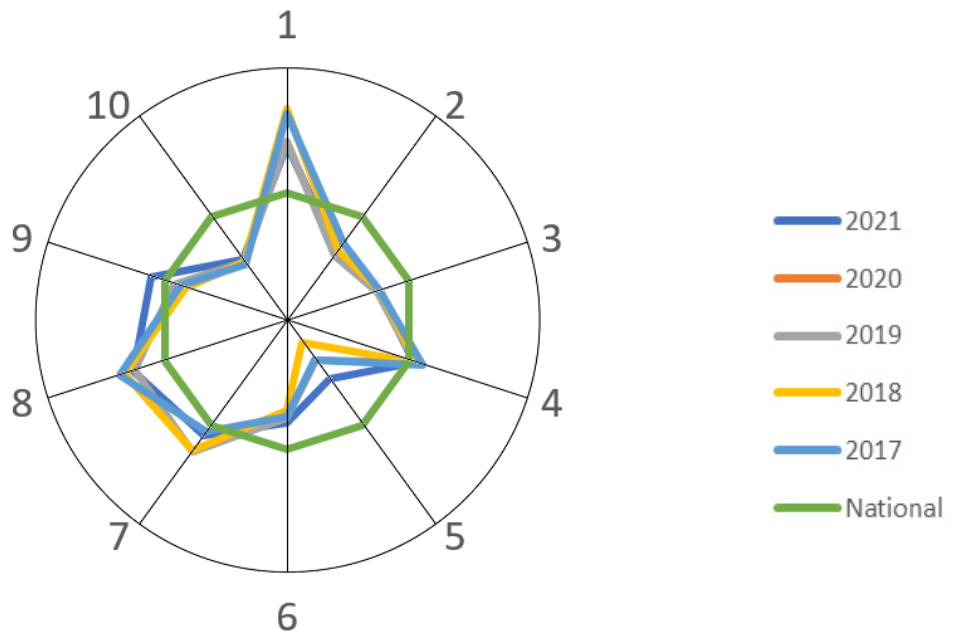
EMPLOYMENT BY SECTOR

Each sector is represented by its share of total employment for each given year. The following sectors have been declining in terms of share of total employment: Management of Companies, Enterprises, and Educational Services.

The following represents sectors growing within Madison County: Health Care and Social Assistance, Professional and Technical Services, Finance and Insurance, Manufacturing, Construction, and Information. The Retail Trade sector is the largest within the county employing 1,923 people or 19.8% of the workforce as of 2021.

LOCATION QUOTIENT

Location quotient represents the share of an industries need for employees in an area compared to its national average. For example, Madison County's Education and Health Services industry has a location quotient of 2.2 meaning it employs more than double the national average within the industry. This could be attributed to BYU-Idaho since it is the largest employer in the county. In contrast, the location quotient for the Information Industry has fallen to .16 meaning Madison's share of employment in the industry is a fraction of the national average.

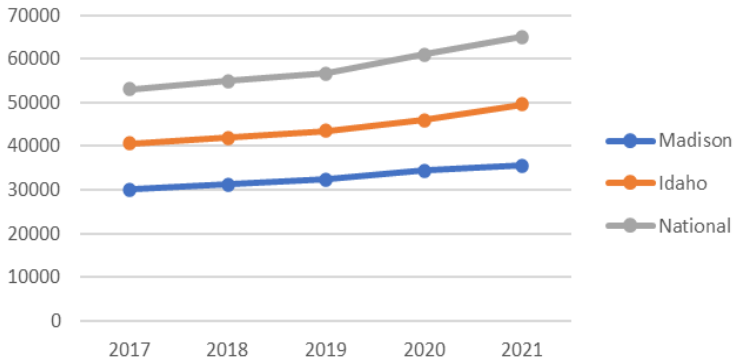


- 1. Natural Resources and Mining
- 2. Construction
- 3. Manufacturing
- 4. Trade, Transportation, and Utilities
- 5. Information
- 6. Financial Activities
- 7. Professional & Business Services
- 8. Education & Health Services
- 9. Leisure & Hospitality
- 10. Other Services

SOURCE: US Bureau of Labor Statistics

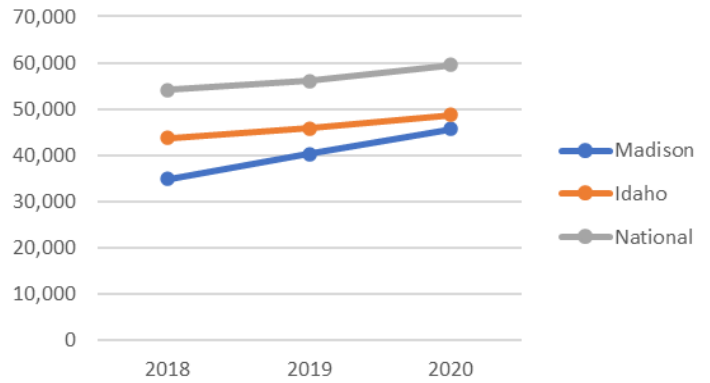


Median Income



SOURCE: United States Census Bureau American Community Survey

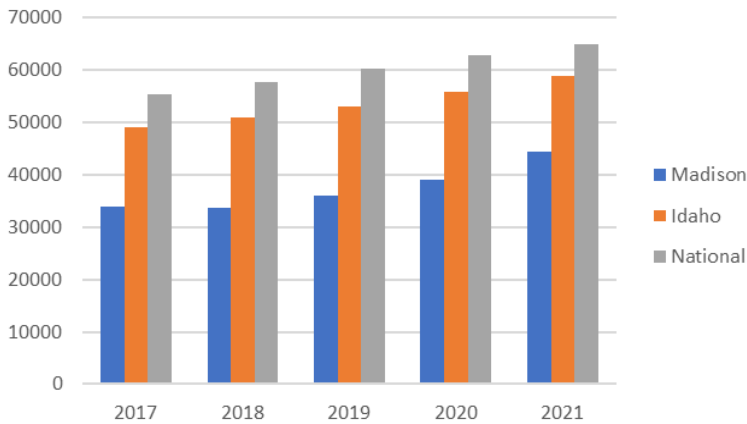
Per Capita Personal Income



INCOME PER CAPITA

In 2018, the per capita income of Madison County was \$27,165. It rose by more than \$3,000 dollars since then and was \$30,838 in 2020.

Median Household Income

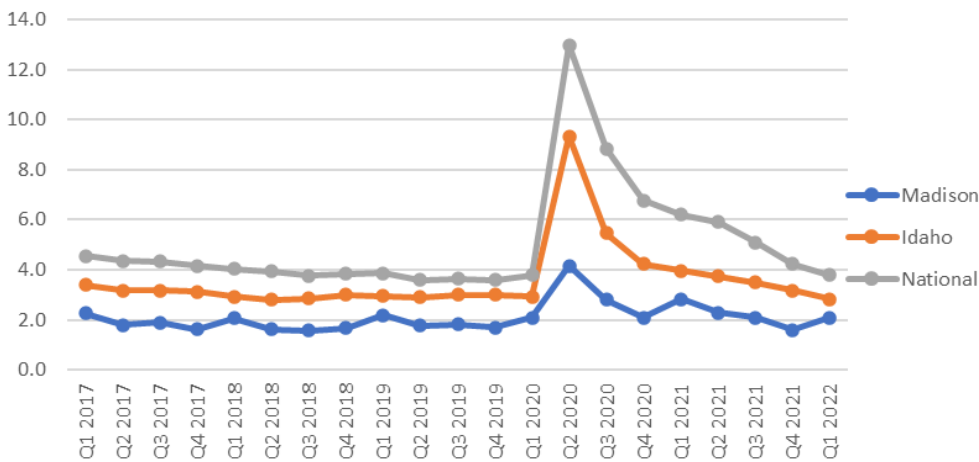


SOURCE: US Bureau of Labor Statistics

MEDIAN HOUSEHOLD INCOME

Median household income has risen across the nation since 2017. Households in Madison County are earning 31.19 % more than they did in 2017. Median household income was \$44,419 in 2021.

Unemployment



SOURCE: Federal Reserve Economic Data

UNEMPLOYMENT RATE

Unemployment spiked in the nation in early 2020. Madison County's unemployment peaked in April 2020, at 4.5% unemployment never rose above 5%. The county has maintained full employment since August of 2013. Unemployment is now below pre-lockdown levels and is currently 2.2%.

LIVING WAGE

HOUSEHOLD SIZE	LIVING WAGE	POVERTY WAGE	MINIMUM WAGE
1 Adult	\$ 11.47	\$ 5.84	\$ 7.25
1 Adult 1 Child	\$ 23.22	\$ 7.91	\$ 7.25
1 Adult 2 Children	\$ 28.15	\$ 9.99	\$ 7.25
1 Adult 3 Children	\$ 35.88	\$ 12.07	\$ 7.25
2 Adults (1 Working)	\$ 18.54	\$ 7.91	\$ 7.25
2 Adults (1 Working) 1 Child	\$ 22.18	\$ 9.99	\$ 7.25
2 Adults (1 Working) 2 Children	\$ 24.95	\$ 12.07	\$ 7.25
2 Adults (1 Working) 3 Children	\$ 28.28	\$ 14.14	\$ 7.25
2 Adults (1 Working Part-Time) 1 Child	\$ 25.17	\$ 12.10	\$ 7.25
2 Adults	\$ 9.27	\$ 3.69	\$ 7.25
2 Adults 1 Child	\$ 12.87	\$ 5.00	\$ 7.25
2 Adults 2 Children	\$ 15.53	\$ 6.03	\$ 7.25
2 Adults 3 Children	\$ 18.45	\$ 7.07	\$ 7.25

SOURCE: Massachusetts Institute of Technology



POVERTY

The poverty rate in Madison County has fallen from 32.6% in 2017, to 26.7% in 2021. Poverty has been decreasing since 2012, when it peaked at 36.2%.

COST OF LIVING

The cost of living in 2021, for Madison County was 91.1 meaning when the average American spends \$100 on normal goods those in Madison County only spent \$91.10. One of the main drivers for the low cost of living is the low transportation cost in Madison County. Its cost index is 64.1.

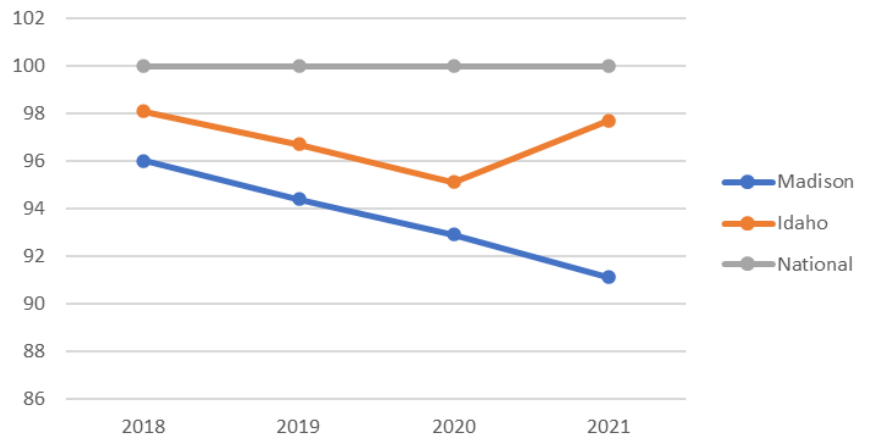
SOURCE: U.S. Census Bureau

SOURCE: Consumer Price Index, West Region November 2021 (bls.gov)



SOURCE: Pixabay

Cost of Living



SOURCE: Consumer Price Index, West Region - November 2021 (bls.gov)



MEDIAN HOME VALUE

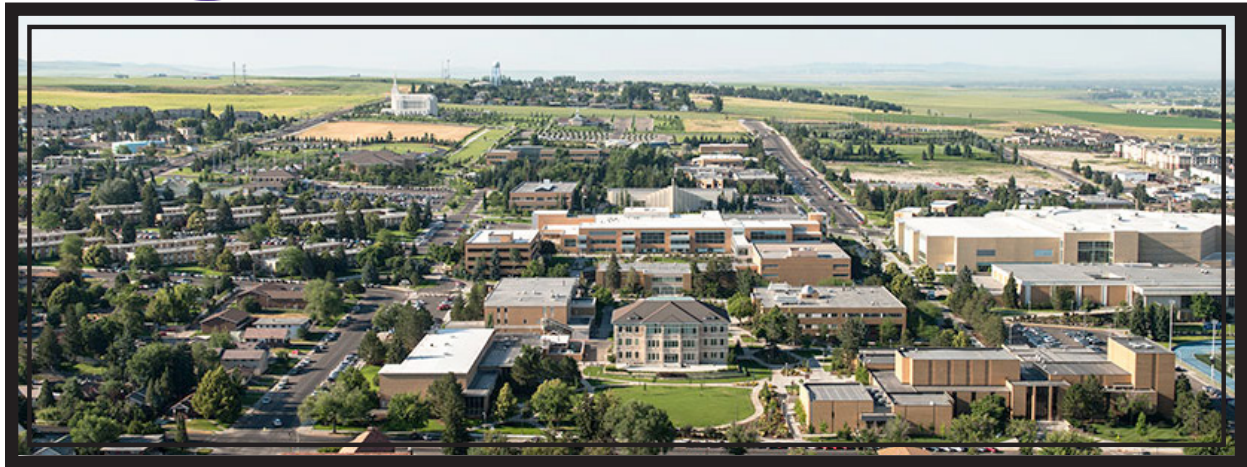
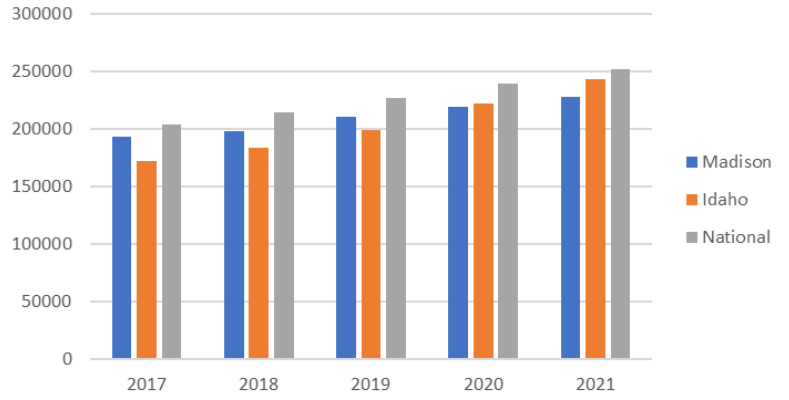
The median home value in Madison County was lower than both the state and the nation with a value of \$228,400 in 2021. There has been a sharp increase in the value of homes across the nation. Since 2017, homes in Madison County have appreciated by 18.22%.

SOURCE: American Community Survey US Census



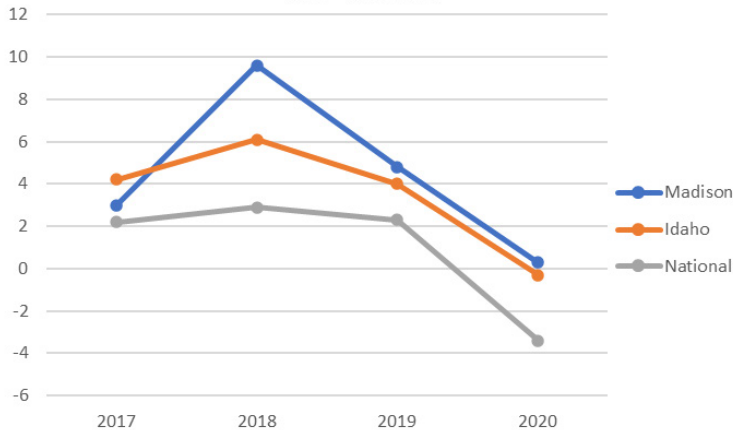
\$228,400
Median Home Value

Median Home Value



SOURCE: idahofallsrealestate.net_byui-rexburg-aerial

GDP Growth



GROSS DOMESTIC PRODUCT

Madison County's Gross Domestic Product rose at a rate of 0.3% in 2020. The total GDP of Madison County was \$1.17 billion in 2020. This accounts for 1.59% of the state's GDP and 7.71% of the GDP within Eastern Idaho.

SOURCE: U.S. Bureau of Economic Analysis (BEA)