



Community Profile

Madison County, NE (31119)
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 Geography: County

Madison Count...

Population Summary	
2010 Total Population	34,876
2020 Total Population	35,585
2020 Group Quarters	1,425
2023 Total Population	35,767
2023 Group Quarters	1,425
2028 Total Population	35,688
2023-2028 Annual Rate	-0.04%
2023 Total Daytime Population	38,883
Workers	21,841
Residents	17,042
Household Summary	
2010 Households	13,939
2010 Average Household Size	2.43
2020 Total Households	14,024
2020 Average Household Size	2.44
2023 Households	14,164
2023 Average Household Size	2.42
2028 Households	14,233
2028 Average Household Size	2.41
2023-2028 Annual Rate	0.10%
2010 Families	8,908
2010 Average Family Size	3.02
2023 Families	8,751
2023 Average Family Size	3.09
2028 Families	8,775
2028 Average Family Size	3.07
2023-2028 Annual Rate	0.05%
Housing Unit Summary	
2000 Housing Units	14,432
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	32.0%
Vacant Housing Units	6.9%
2010 Housing Units	15,014
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	31.8%
Vacant Housing Units	7.2%
2020 Housing Units	15,094
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	7.1%
2023 Housing Units	15,427
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	31.1%
Vacant Housing Units	8.2%
2028 Housing Units	15,506
Owner Occupied Housing Units	61.6%
Renter Occupied Housing Units	30.2%
Vacant Housing Units	8.2%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income

Household Income Base	14,164
<\$15,000	10.7%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	17.6%
\$150,000 - \$199,999	5.1%
\$200,000+	5.0%
Average Household Income	\$83,425

2028 Households by Income

Household Income Base	14,233
<\$15,000	9.6%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	6.5%
\$200,000+	5.3%
Average Household Income	\$92,283

2023 Owner Occupied Housing Units by Value

Total	9,365
<\$50,000	5.8%
\$50,000 - \$99,999	8.1%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	19.3%
\$200,000 - \$249,999	21.2%
\$250,000 - \$299,999	9.1%
\$300,000 - \$399,999	8.6%
\$400,000 - \$499,999	5.7%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	1.7%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$251,327

2028 Owner Occupied Housing Units by Value

Total	9,557
<\$50,000	5.3%
\$50,000 - \$99,999	7.3%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	17.4%
\$200,000 - \$249,999	22.2%
\$250,000 - \$299,999	9.5%
\$300,000 - \$399,999	10.0%
\$400,000 - \$499,999	6.6%
\$500,000 - \$749,999	5.2%
\$750,000 - \$999,999	1.9%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$265,112

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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Median Household Income	
2023	\$58,777
2028	\$65,364
Median Home Value	
2023	\$205,593
2028	\$215,753
Per Capita Income	
2023	\$33,095
2028	\$36,862
Median Age	
2010	37.1
2020	37.4
2023	38.7
2028	39.5
2020 Population by Age	
Total	35,585
0 - 4	6.8%
5 - 9	6.9%
10 - 14	6.9%
15 - 24	14.1%
25 - 34	12.2%
35 - 44	12.0%
45 - 54	10.1%
55 - 64	13.4%
65 - 74	9.7%
75 - 84	4.9%
85 +	2.9%
18 +	75.1%
2023 Population by Age	
Total	35,767
0 - 4	6.5%
5 - 9	6.6%
10 - 14	6.4%
15 - 24	12.2%
25 - 34	13.7%
35 - 44	11.7%
45 - 54	10.5%
55 - 64	13.5%
65 - 74	10.5%
75 - 84	5.6%
85 +	2.8%
18 +	77.1%
2028 Population by Age	
Total	35,688
0 - 4	6.5%
5 - 9	6.5%
10 - 14	6.6%
15 - 24	12.3%
25 - 34	12.1%
35 - 44	12.8%
45 - 54	10.5%
55 - 64	11.3%
65 - 74	11.5%
75 - 84	6.8%
85 +	3.0%
18 +	76.8%
2020 Population by Sex	

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 30, 2024



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Madison County, NE (31119)
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	Madison Count...
Males	17,708
Females	17,877
2023 Population by Sex	
Males	17,807
Females	17,960
2028 Population by Sex	
Males	17,718
Females	17,970
2010 Population by Race/Ethnicity	
Total	34,876
White Alone	88.2%
Black Alone	1.3%
American Indian Alone	1.1%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.1%
Two or More Races	1.7%
Hispanic Origin	12.9%
Diversity Index	39.3
2020 Population by Race/Ethnicity	
Total	35,585
White Alone	81.2%
Black Alone	1.2%
American Indian Alone	1.5%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.2%
Two or More Races	7.6%
Hispanic Origin	15.5%
Diversity Index	50.5
2023 Population by Race/Ethnicity	
Total	35,767
White Alone	80.2%
Black Alone	1.2%
American Indian Alone	1.5%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.7%
Two or More Races	8.1%
Hispanic Origin	16.6%
Diversity Index	52.6
2028 Population by Race/Ethnicity	
Total	35,688
White Alone	80.1%
Black Alone	1.2%
American Indian Alone	1.5%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.7%
Two or More Races	8.1%
Hispanic Origin	16.6%
Diversity Index	52.6

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2020 Population by Relationship and Household Type	
Total	35,585
In Households	96.0%
Householder	39.4%
Opposite-Sex Spouse	19.3%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	2.4%
Same-Sex Unmarried Partner	0.1%
Biological Child	26.7%
Adopted Child	0.7%
Stepchild	1.0%
Grandchild	1.2%
Brother or Sister	0.7%
Parent	0.6%
Parent-in-law	0.1%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	0.8%
Foster Child	0.1%
Other Nonrelatives	2.7%
In Group Quarters	4.0%
Institutionalized	2.0%
Noninstitutionalized	2.0%
2023 Population 25+ by Educational Attainment	
Total	24,448
Less than 9th Grade	4.3%
9th - 12th Grade, No Diploma	3.1%
High School Graduate	27.5%
GED/Alternative Credential	3.7%
Some College, No Degree	20.4%
Associate Degree	15.6%
Bachelor's Degree	17.5%
Graduate/Professional Degree	7.9%
2023 Population 15+ by Marital Status	
Total	28,807
Never Married	31.8%
Married	51.8%
Widowed	6.3%
Divorced	10.1%
2023 Civilian Population 16+ in Labor Force	
Civilian Population 16+	19,300
Population 16+ Employed	97.9%
Population 16+ Unemployment rate	2.1%
Population 16-24 Employed	13.5%
Population 16-24 Unemployment rate	7.1%
Population 25-54 Employed	59.1%
Population 25-54 Unemployment rate	1.2%
Population 55-64 Employed	18.2%
Population 55-64 Unemployment rate	2.0%
Population 65+ Employed	9.3%
Population 65+ Unemployment rate	0.2%

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2023 Employed Population 16+ by Industry	
Total	18,892
Agriculture/Mining	4.0%
Construction	5.6%
Manufacturing	20.4%
Wholesale Trade	4.0%
Retail Trade	9.0%
Transportation/Utilities	5.0%
Information	1.1%
Finance/Insurance/Real Estate	4.9%
Services	41.8%
Public Administration	4.3%
2023 Employed Population 16+ by Occupation	
Total	18,892
White Collar	49.3%
Management/Business/Financial	12.8%
Professional	19.4%
Sales	7.1%
Administrative Support	10.0%
Services	17.3%
Blue Collar	33.4%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	3.0%
Production	15.0%
Transportation/Material Moving	8.8%
2020 Households by Type	
Total	14,024
Married Couple Households	49.0%
With Own Children <18	19.4%
Without Own Children <18	29.6%
Cohabiting Couple Households	6.3%
With Own Children <18	2.7%
Without Own Children <18	3.6%
Male Householder, No Spouse/Partner	19.7%
Living Alone	14.8%
65 Years and over	3.9%
With Own Children <18	1.3%
Without Own Children <18, With Relatives	2.1%
No Relatives Present	1.6%
Female Householder, No Spouse/Partner	25.0%
Living Alone	16.1%
65 Years and over	8.2%
With Own Children <18	4.9%
Without Own Children <18, With Relatives	3.2%
No Relatives Present	0.8%
2020 Households by Size	
Total	14,024
1 Person Household	30.9%
2 Person Household	34.0%
3 Person Household	13.0%
4 Person Household	11.7%
5 Person Household	5.8%
6 Person Household	3.0%
7 + Person Household	1.6%

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May 30, 2024



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2020 Households by Tenure and Mortgage Status	
Total	14,024
Owner Occupied	66.0%
Owned with a Mortgage/Loan	38.7%
Owned Free and Clear	27.3%
Renter Occupied	34.0%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	107
Percent of Income for Mortgage	21.0%
Wealth Index	70
2020 Housing Units By Urban/ Rural Status	
Total	15,094
Urban Housing Units	74.3%
Rural Housing Units	25.7%
2020 Population By Urban/ Rural Status	
Total	35,585
Urban Population	72.6%
Rural Population	27.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments	
1.	Traditional Living (12B)
2.	Prairie Living (6D)
3.	Middleburg (4C)
2023 Consumer Spending	
Apparel & Services: Total \$	\$24,056,022
Average Spent	\$1,698.39
Spending Potential Index	77
Education: Total \$	\$17,389,333
Average Spent	\$1,227.71
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$45,740,737
Average Spent	\$3,229.37
Spending Potential Index	85
Food at Home: Total \$	\$76,475,979
Average Spent	\$5,399.32
Spending Potential Index	79
Food Away from Home: Total \$	\$40,538,410
Average Spent	\$2,862.07
Spending Potential Index	77
Health Care: Total \$	\$90,516,163
Average Spent	\$6,390.58
Spending Potential Index	87
HH Furnishings & Equipment: Total \$	\$33,198,578
Average Spent	\$2,343.87
Spending Potential Index	79
Personal Care Products & Services: Total \$	\$10,475,407
Average Spent	\$739.58
Spending Potential Index	77
Shelter: Total \$	\$264,086,289
Average Spent	\$18,644.89
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$35,979,543
Average Spent	\$2,540.21
Spending Potential Index	81
Travel: Total \$	\$24,954,717
Average Spent	\$1,761.84
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$15,717,266
Average Spent	\$1,109.66
Spending Potential Index	85

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 30, 2024