



# Demographic and Income Profile

Madison  
 Madison County, NE (31119)  
 Geography: County

| Summary                         | Census 2010 | 2018   | 2023     |
|---------------------------------|-------------|--------|----------|
| Population                      | 34,876      | 35,201 | 35,168   |
| Households                      | 13,939      | 14,127 | 14,132   |
| Families                        | 8,908       | 8,910  | 8,869    |
| Average Household Size          | 2.43        | 2.42   | 2.41     |
| Owner Occupied Housing Units    | 9,168       | 8,819  | 8,801    |
| Renter Occupied Housing Units   | 4,771       | 5,308  | 5,331    |
| Median Age                      | 37.1        | 37.7   | 38.4     |
| Trends: 2018 - 2023 Annual Rate | Area        | State  | National |
| Population                      | -0.02%      | 0.79%  | 0.83%    |
| Households                      | 0.01%       | 0.78%  | 0.79%    |
| Families                        | -0.09%      | 0.68%  | 0.71%    |
| Owner HHs                       | -0.04%      | 0.78%  | 1.16%    |
| Median Household Income         | 2.51%       | 2.16%  | 2.50%    |

| Households by Income     | 2018     |         | 2023     |         |
|--------------------------|----------|---------|----------|---------|
|                          | Number   | Percent | Number   | Percent |
| <\$15,000                | 1,781    | 12.6%   | 1,494    | 10.6%   |
| \$15,000 - \$24,999      | 1,471    | 10.4%   | 1,237    | 8.8%    |
| \$25,000 - \$34,999      | 1,683    | 11.9%   | 1,420    | 10.0%   |
| \$35,000 - \$49,999      | 2,097    | 14.8%   | 1,763    | 12.5%   |
| \$50,000 - \$74,999      | 2,652    | 18.8%   | 3,129    | 22.1%   |
| \$75,000 - \$99,999      | 1,755    | 12.4%   | 2,057    | 14.6%   |
| \$100,000 - \$149,999    | 1,810    | 12.8%   | 2,093    | 14.8%   |
| \$150,000 - \$199,999    | 426      | 3.0%    | 457      | 3.2%    |
| \$200,000+               | 452      | 3.2%    | 482      | 3.4%    |
| Median Household Income  | \$50,193 |         | \$56,815 |         |
| Average Household Income | \$66,606 |         | \$74,605 |         |
| Per Capita Income        | \$27,129 |         | \$30,378 |         |

| Population by Age | Census 2010 |         | 2018   |         | 2023   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 2,596       | 7.4%    | 2,445  | 6.9%    | 2,416  | 6.9%    |
| 5 - 9             | 2,312       | 6.6%    | 2,349  | 6.7%    | 2,336  | 6.6%    |
| 10 - 14           | 2,344       | 6.7%    | 2,275  | 6.5%    | 2,378  | 6.8%    |
| 15 - 19           | 2,659       | 7.6%    | 2,235  | 6.3%    | 2,322  | 6.6%    |
| 20 - 24           | 2,458       | 7.0%    | 2,210  | 6.3%    | 1,981  | 5.6%    |
| 25 - 34           | 4,276       | 12.3%   | 4,943  | 14.0%   | 4,595  | 13.1%   |
| 35 - 44           | 3,761       | 10.8%   | 3,818  | 10.8%   | 4,263  | 12.1%   |
| 45 - 54           | 5,293       | 15.2%   | 4,114  | 11.7%   | 3,681  | 10.5%   |
| 55 - 64           | 4,053       | 11.6%   | 4,784  | 13.6%   | 4,443  | 12.6%   |
| 65 - 74           | 2,337       | 6.7%    | 3,232  | 9.2%    | 3,735  | 10.6%   |
| 75 - 84           | 1,844       | 5.3%    | 1,759  | 5.0%    | 2,040  | 5.8%    |
| 85+               | 943         | 2.7%    | 1,037  | 2.9%    | 978    | 2.8%    |

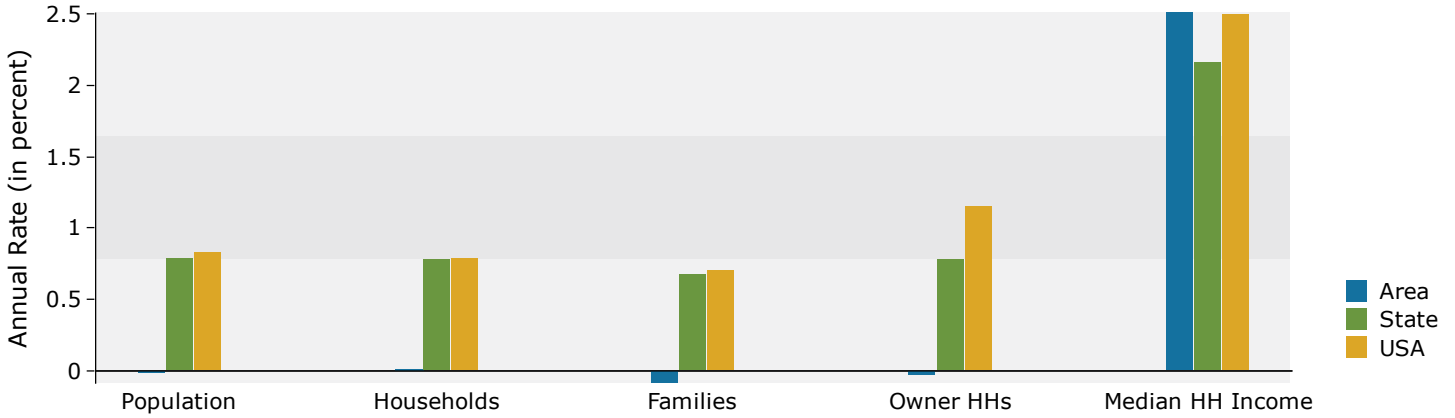
| Race and Ethnicity         | Census 2010 |         | 2018   |         | 2023   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 30,752      | 88.2%   | 30,195 | 85.8%   | 30,165 | 85.8%   |
| Black Alone                | 444         | 1.3%    | 505    | 1.4%    | 505    | 1.4%    |
| American Indian Alone      | 401         | 1.1%    | 516    | 1.5%    | 516    | 1.5%    |
| Asian Alone                | 167         | 0.5%    | 177    | 0.5%    | 177    | 0.5%    |
| Pacific Islander Alone     | 16          | 0.0%    | 17     | 0.0%    | 17     | 0.0%    |
| Some Other Race Alone      | 2,486       | 7.1%    | 2,996  | 8.5%    | 2,993  | 8.5%    |
| Two or More Races          | 610         | 1.7%    | 795    | 2.3%    | 795    | 2.3%    |
| Hispanic Origin (Any Race) | 4,504       | 12.9%   | 5,416  | 15.4%   | 5,413  | 15.4%   |

**Data Note:** Income is expressed in current dollars.

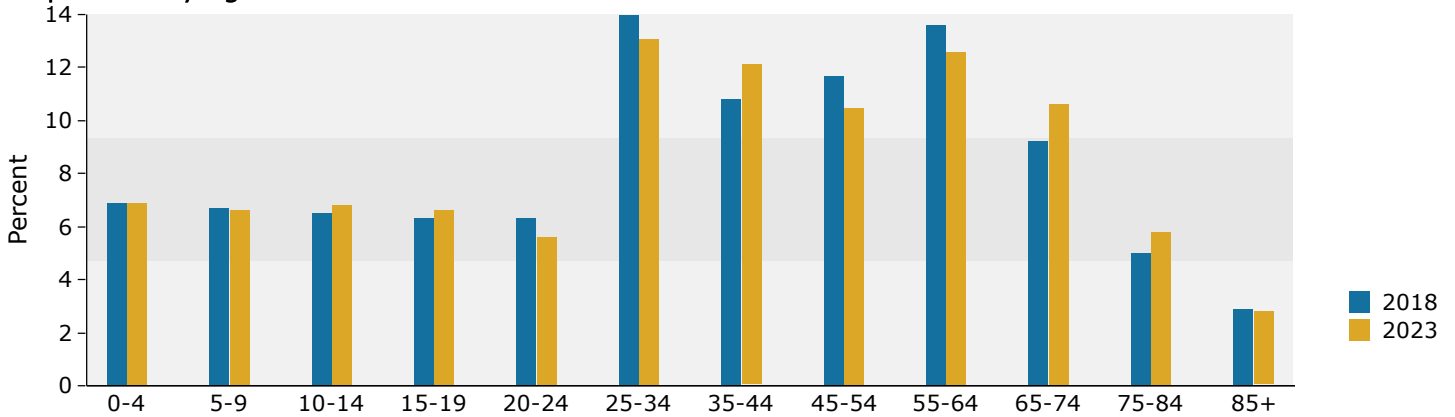
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

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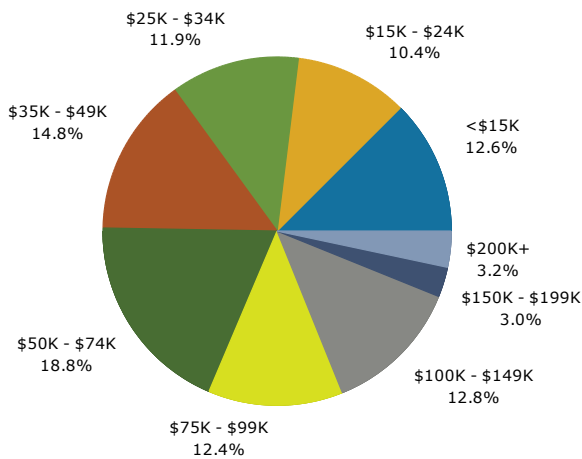
### Trends 2018-2023



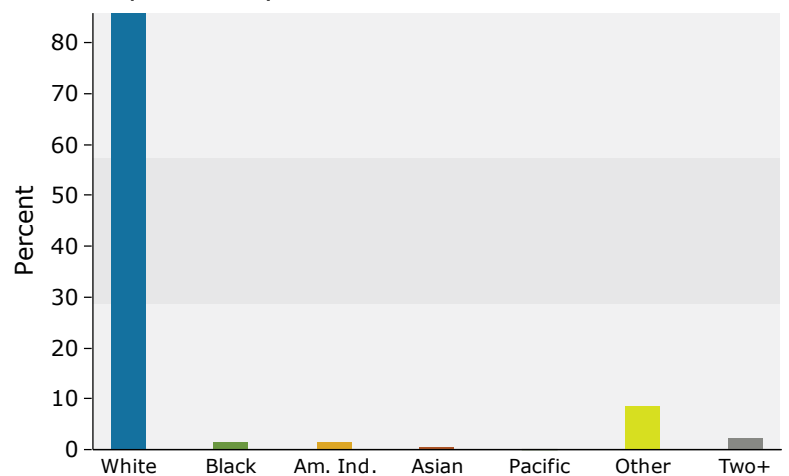
### Population by Age



### 2018 Household Income



### 2018 Population by Race



2018 Percent Hispanic Origin: 15.4%