

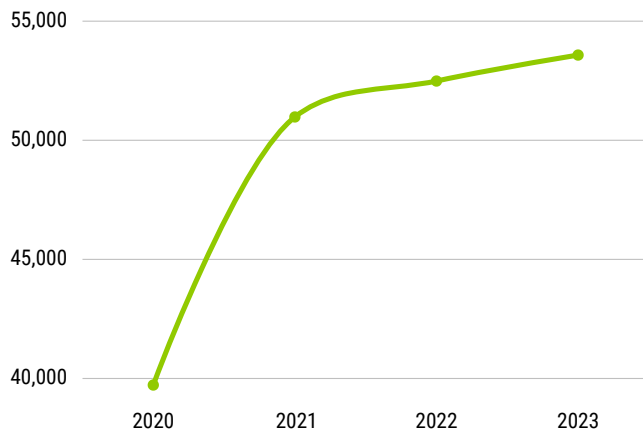
# MADISON COUNTY

Population  
53,578

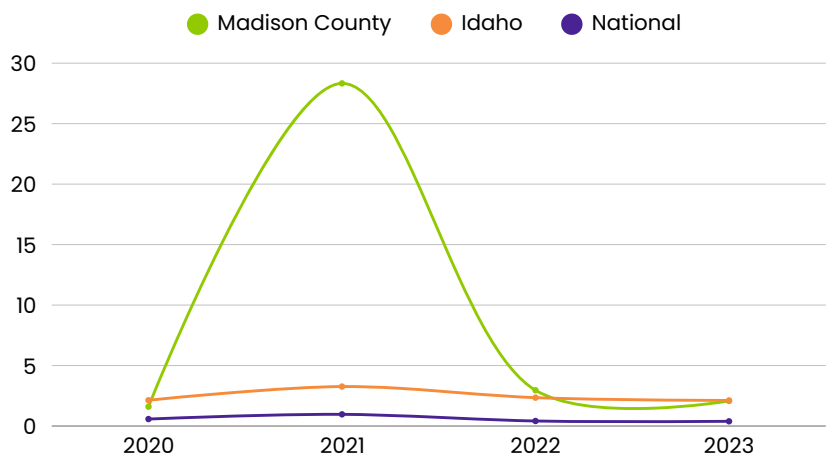


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## POPULATION



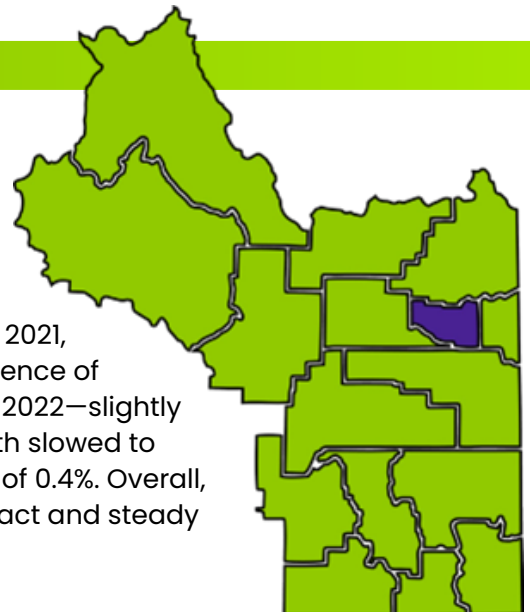
## POPULATION PERCENTAGE CHANGE



U.S. Census Bureau, U.S. Department of Commerce. "Age and Sex." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0101, [https://data.census.gov/table/ACSST5Y2023.S0101?t=Populations+and+People&g=010XX00US\\_040XX00US16\\_050XX00US16065](https://data.census.gov/table/ACSST5Y2023.S0101?t=Populations+and+People&g=010XX00US_040XX00US16_050XX00US16065). Accessed on 10 Sep 2025.

## MADISON COUNTY'S POPULATION SHIFTS

Between 2020 and 2023, Madison County, Idaho experienced highly variable population growth. In 2020, the county grew by about 1.6%, below Idaho's 2.1% but above the national rate of 0.6%. Growth spiked to 28.3% in 2021, far outpacing both state and national trends, likely influenced by the presence of BYU–Idaho in the county. Growth then moderated, with a 3.0% increase in 2022—slightly above Idaho's 2.3% and well ahead of the U.S. pace of 0.4%. By 2023, growth slowed to 2.1%, nearly matching Idaho's rate and still higher than the national figure of 0.4%. Overall, Madison County shows strong growth, reflecting both the university's impact and steady underlying population increases.

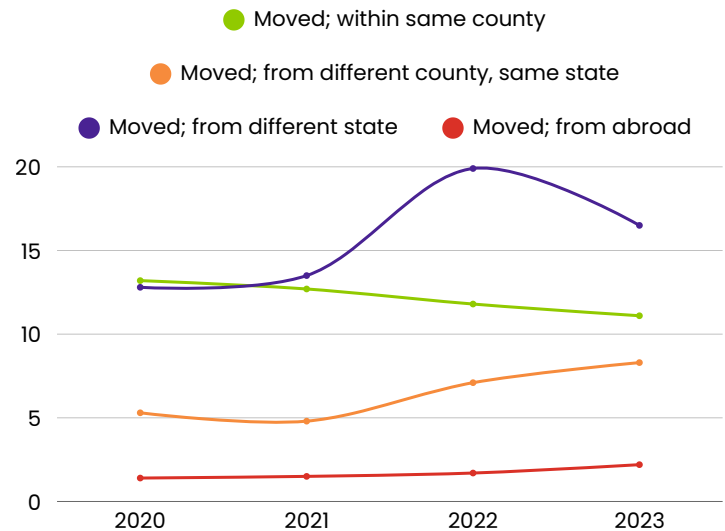


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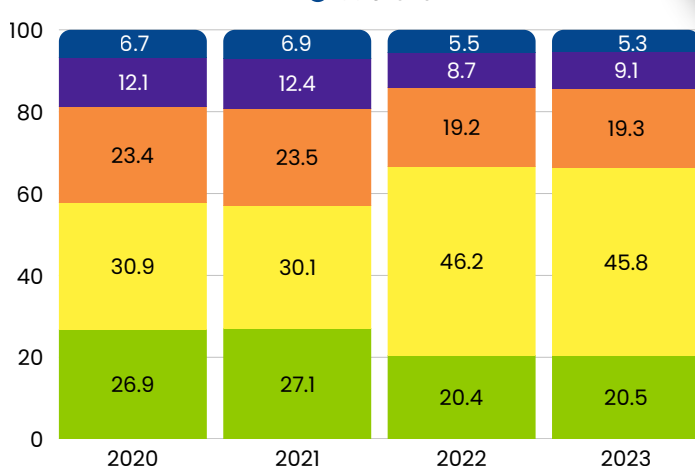
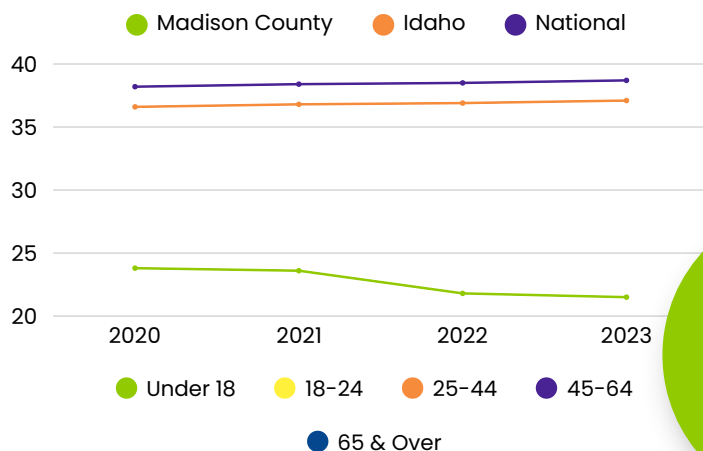
## GEOGRAPHIC MOBILITY IN MADISON COUNTY

From 2020 to 2023, Madison County's geographic mobility reflects both local stability and notable inflows from outside the area. Moves within the county declined gradually from 13.2% in 2020 to 11.1% in 2023, suggesting fewer residents are relocating nearby each year. Migration from other counties in Idaho remained relatively low but increased steadily from 5.3% to 8.3%, contributing a modest portion of new residents. Out-of-state migration was the largest source of newcomers, rising from 12.8% in 2020 to a peak of 19.9% in 2022 before moderating to 16.5% in 2023, reflecting the county's broader appeal, including to students and staff connected with BYU-Idaho. International moves were small but gradually increased from 1.4% to 2.2%. Overall, Madison County's mobility trends highlight strong external attraction, particularly from other states, while local moves decline slightly, illustrating a combination of stability and steady population growth.



U.S. Census Bureau, U.S. Department of Commerce. "Geographic Mobility by Selected Characteristics in the United States." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0701, <https://data.census.gov/table/ACSST5Y2023.S0701?q=migration&g=050XX00US16065>. Accessed on 10 Sep 2025.

## MEDIAN AGE



**65.1%**  
are between 18  
and 44 years old

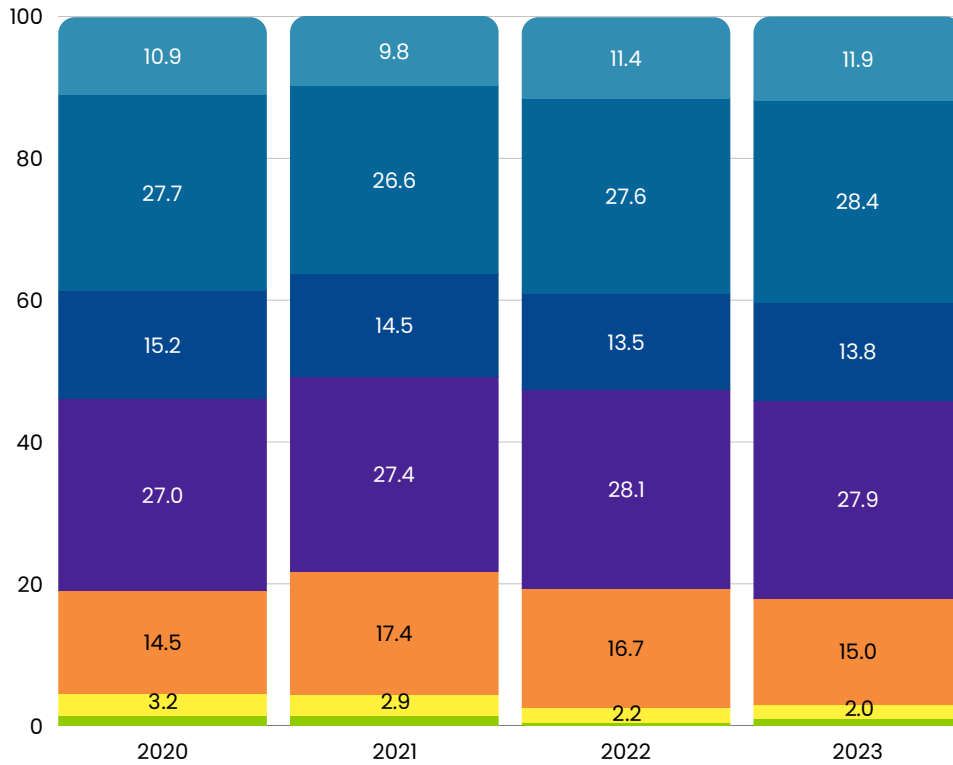
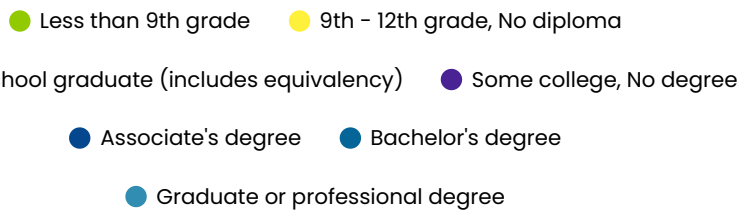
### AGE STRUCTURE TRENDS IN MADISON COUNTY

From 2020 to 2023, Madison County's population remained notably young compared with state and national averages, reflecting the impact of BYU-Idaho. In 2020, roughly 27% of residents were under 18 and 31% were aged 18 to 24, while adults 25 to 44 accounted for 23%, 45 to 64 for 12%, and those 65 and over for 7%. By 2022 and 2023, the proportion of 18 to 24-year-olds grew sharply to around 46%, while the share under 18 fell to about 20%, and all older age groups declined slightly. This large concentration of college-aged residents drives the county's exceptionally low median age, which fell from 23.8 in 2020 to 21.5 in 2023. Overall, Madison County's age profile is heavily shaped by the university, creating a population that is much younger than both Idaho and the United States as a whole.

U.S. Census Bureau, U.S. Department of Commerce. "Age and Sex." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0101, <https://data.census.gov/table/ACSST5Y2023.S0101?t=Populations+and+People&g=050XX00US16065>. Accessed on 10 Sep 2025.

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## EDUCATIONAL ATTAINMENT



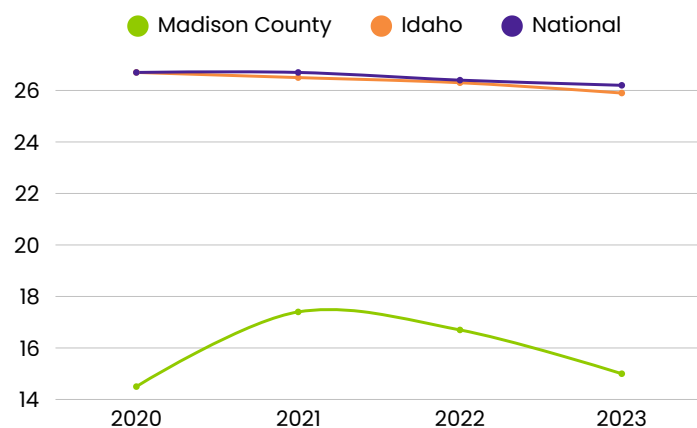
From 2020 to 2023, educational attainment in Madison County, Idaho reflected a highly educated population relative to national trends. The share of residents with less than a high school diploma remained low, with 1% to 2% having less than 9th grade education and 2% to 3% completing 9th to 12th grade without a diploma. High school graduates accounted for roughly 15% to 17% of the population, while those with some college but no degree consistently made up around 27% to 28%. Associate's degree holders remained steady at about 13% to 15%, while the share of residents with a bachelor's degree increased slightly from 27.7% in 2020 to 28.4% in 2023. Graduate or professional degree holders accounted for roughly 10% to 12% of the population. Overall, Madison County's educational profile indicates a well-educated community with a strong emphasis on higher education across multiple levels.



U.S. Census Bureau, U.S. Department of Commerce. "Educational Attainment." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1501, <https://data.census.gov/table/ACSST5Y2023.S1501?t=Educational+Attainment&g=050XX00US16065>. Accessed on 10 Sep 2025.

### HIGH SCHOOL GRADUATION RATES

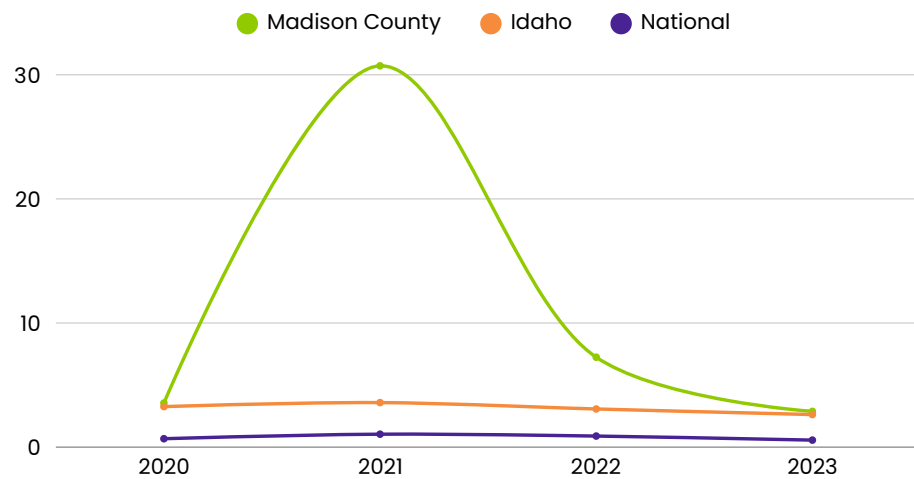
From 2020 to 2023, Madison County's high school graduation rates remained well below both state and national averages, reflecting the county's unique demographic composition. In 2020, roughly 14.5% of residents had completed high school, compared with 26.7% in Idaho and the United States. Rates rose to 17.4% in 2021 before declining to 16.7% in 2022 and 15.0% in 2023, while Idaho and national rates experienced only slight decreases over the same period. The lower overall graduation percentages are likely influenced by the large number of college-aged residents associated with BYU-Idaho, which shifts the population distribution toward younger adults. Overall, while Madison County continues to have a highly educated population in terms of college attainment, high school completion alone remains comparatively lower than state and national levels.



U.S. Census Bureau, U.S. Department of Commerce. "Educational Attainment." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1501, <https://data.census.gov/table/ACSST5Y2023.S1501?t=Educational+Attainment&g=050XX00US16065>. Accessed on 10 Sep 2025.

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## JOB GROWTH



Between 2020 and 2023, Madison County's job growth showed notable fluctuations alongside periods of strong gains. In 2020, employment grew by 3.6%, slightly above Idaho's 3.3% and well above the national rate of 0.7%. Growth surged in 2021 to 30.7%, far outpacing the state's 3.6% and the national rate of 1.0%, likely influenced in part by residents returning to school and the workforce after pandemic-related disruptions. Job growth moderated to 7.2% in 2022, remaining above both state and national averages, before slowing to 2.9% in 2023, slightly above Idaho's 2.6% and well ahead of the U.S. pace of 0.6%. Overall, Madison County's employment trends reflect a sharp post-pandemic rebound followed by steady growth that remains consistently above national levels.

U.S. Census Bureau, U.S. Department of Commerce. "Selected Economic Characteristics." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03, [https://data.census.gov/table/ACSDP5Y2023.DP03?t=Employment+and+Labor+Force+Status&g=010XX00US\\_040XX00US16\\_050XX00US16065](https://data.census.gov/table/ACSDP5Y2023.DP03?t=Employment+and+Labor+Force+Status&g=010XX00US_040XX00US16_050XX00US16065). Accessed on 10 Sep 2025.



### KEY EMPLOYERS

Madison County's workforce is supported by a mix of education, government, healthcare, and private sector employers. The largest employer is Brigham Young University-Idaho, with 1,000 to 2,499 employees, reflecting the county's strong higher education presence. Mid-sized employers include the Madison School District and Madison Memorial Hospital, each with 500 to 999 employees, highlighting the importance of public education and healthcare. Other significant employers with 250 to 499 employees include Wal-Mart, Melaleuca, and the City of Rexburg, representing both private business and local government. Smaller employers with 100 to 249 employees, such as the Sugar-Salem School District, Madison County government, Progexion, and The Homestead Assisted Living, provide additional support across the community. Together, these organizations illustrate Madison County's diverse employment base, where education, public services, healthcare, and private businesses contribute to a stable local economy.

Top Employers	Ownership	Employment Range
Brigham Young University-Idaho	Private	1000-2499
Madison School District	Local Government	500-999
Madison Memorial Hospital	Local Government	500-999
Wal-Mart	Private	250-499
Melaleuca	Private	250-499
City of Rexburg	Local Government	250-499
Sugar-Salem School District	Local Government	100-249
Madison County	Local Government	100-249
Progexion	Private	100-249
The Homestead Assisted Living	Private	100-249

Idaho Department of Labor. Madison County Labor Force and Economic Profile. June 2025, <https://lmi.idaho.gov/wp-content/uploads/2025/06/MadisonProfile.pdf>. Accessed 10 Sep. 2025.

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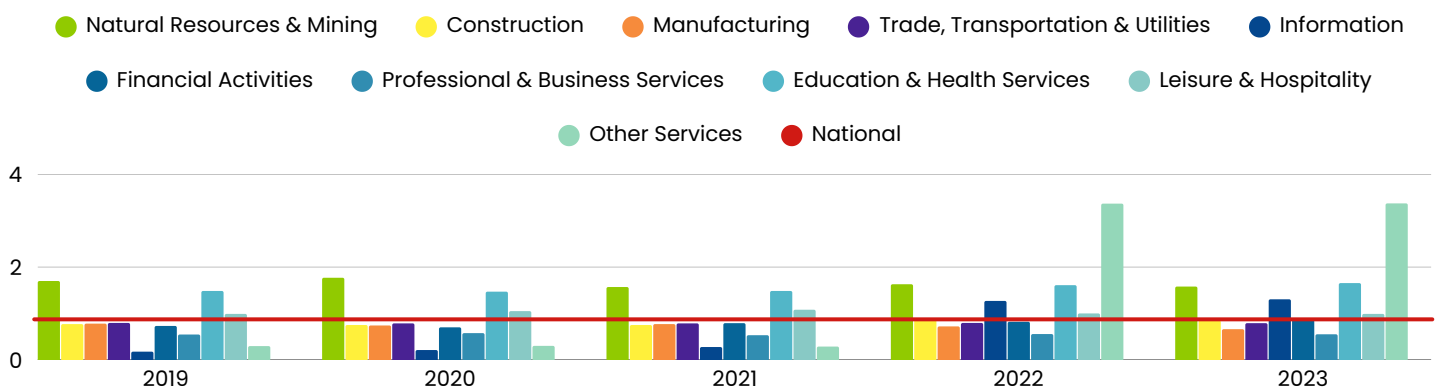
## EMPLOYMENT BY SECTOR

Madison County's employment base is diverse, spanning education, healthcare, private services, and retail. In 2023, the largest share of jobs was in arts, entertainment, recreation, accommodation, and food services (16.4%), followed by educational services, health care, and social assistance (32.0%). Retail trade accounted for 13.8%, while professional, scientific, management, administrative, and waste management services made up 10.3%, reflecting growth in business-related sectors. Manufacturing contributed 5.7%, construction 5.2%, and finance, insurance, real estate, rental, and leasing 3.6%. Smaller shares of employment were found in agriculture, forestry, fishing, hunting, and mining (1.8%), transportation, warehousing, and utilities (2.1%), wholesale trade (2.0%), information (1.6%), other services except public administration (2.6%), and public administration (3.0%). Overall, Madison County's economy reflects a balanced mix, with particularly strong representation in education, healthcare, retail, and service-oriented industries.



U.S. Census Bureau, U.S. Department of Commerce. "Selected Economic Characteristics." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03, <https://data.census.gov/table/ACSDP5Y2023.DP03?t=Employment+and+Labor+Force+Status&g=050XX00US16065>. Accessed on 10 Sep 2025.

## LOCATION QUOTIENT



Location quotient (LQ) measures how concentrated local employment is within an industry compared with the national average of 1.0. In Madison County, Education & Health Services is the most specialized sector, with LQs rising from 1.485 in 2019 to 1.655 in 2023, reflecting the county's strong focus on education and healthcare. Leisure & Hospitality remains near or just above parity, highlighting the importance of service and tourism jobs. Natural Resources & Mining and Construction show moderate concentration, while Manufacturing, Trade, Transportation & Utilities, Information, Financial Activities, and Professional & Business Services all remain below national levels. Other Services shows a notable spike in 2022 and 2023, reflecting local employment concentration in select community and private services. Overall, Madison County's economy is anchored in education, health, and services, with moderate roles for resource-based and construction industries.

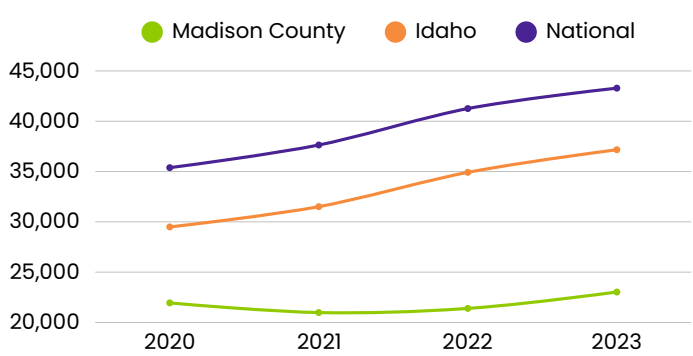
Bureau of Labor Statistics. QCEW Data Files – Quarterly Census of Employment and Wages. U.S. Bureau of Labor Statistics, May 2024, [www.bls.gov/cew/downloadable-data-files.htm](http://www.bls.gov/cew/downloadable-data-files.htm).

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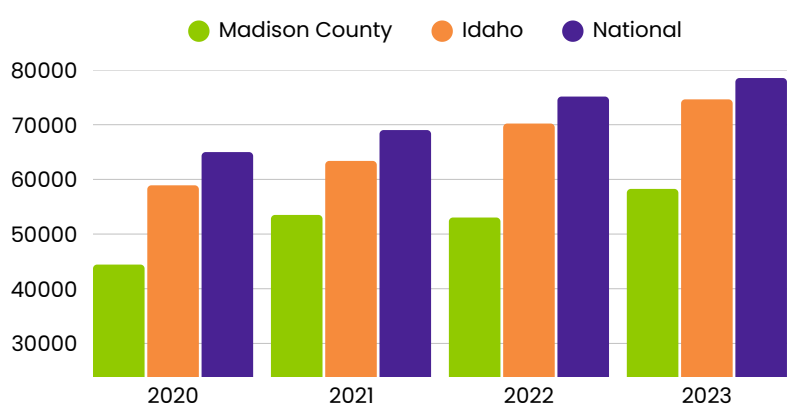
# INCOME PER CAPITA



Between 2020 and 2023, Madison County's per capita income rose from \$21,943 to \$23,024. Despite this increase, income levels remained well below both the state and national averages, which reached \$37,169 and \$43,289, respectively, in 2023. While the county showed only modest growth compared to Idaho and the U.S., the upward trend suggests incremental improvement in local economic conditions. Overall, Madison County continues to trail broader benchmarks, but recent gains indicate gradual progress in resident earning capacity.

U.S. Census Bureau, U.S. Department of Commerce. "Selected Economic Characteristics." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03, [https://data.census.gov/table/ACSDP5Y2023.DP03?t=Industry&g=010XX00US\\_040XX00US16\\_050XX00US16065](https://data.census.gov/table/ACSDP5Y2023.DP03?t=Industry&g=010XX00US_040XX00US16_050XX00US16065). Accessed on 11 Sep 2025.

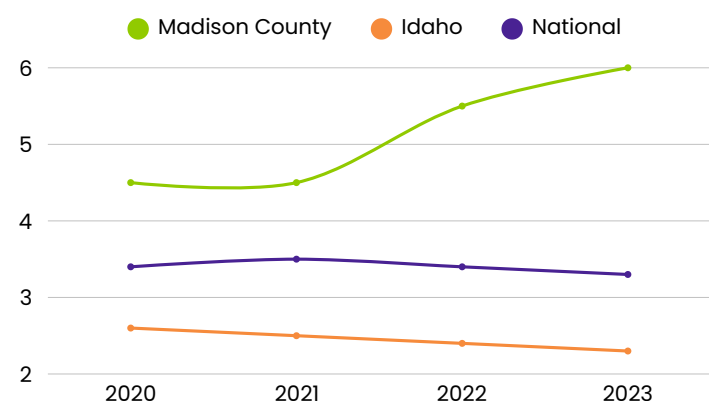
# MEDIAN HOUSEHOLD INCOME



Between 2020 and 2023, Madison County's median household income increased from \$44,419 to \$58,259. Despite this growth, the county remained below both the state and national averages, which reached \$74,636 and \$78,538, respectively, in 2023. Income levels fluctuated slightly year to year but generally trended upward, reflecting gradual improvement in household economic conditions. Overall, Madison County shows steady progress in household income, though it continues to lag behind broader state and national benchmarks.

U.S. Census Bureau, U.S. Department of Commerce. "Selected Economic Characteristics." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03, [https://data.census.gov/table/ACSDP5Y2023.DP03?t=Industry&g=010XX00US\\_040XX00US16\\_050XX00US16065](https://data.census.gov/table/ACSDP5Y2023.DP03?t=Industry&g=010XX00US_040XX00US16_050XX00US16065). Accessed on 11 Sep 2025.

# UNEMPLOYMENT RATE



Between 2020 and 2023, Madison County's unemployment rate trended upward, rising from 4.5% in both 2020 and 2021 to 5.5% in 2022 and 6.0% in 2023. These levels were consistently higher than both the state and national averages, which declined to 2.3% and 3.3%, respectively, by 2023. The county's elevated unemployment suggests ongoing challenges in aligning its labor force with available job opportunities, even as broader state and national labor markets improved. Overall, Madison County's labor market shows signs of persistent strain relative to wider benchmarks.

U.S. Census Bureau, U.S. Department of Commerce. "Selected Economic Characteristics." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03, [https://data.census.gov/table/ACSDP5Y2023.DP03?t=Industry&g=010XX00US\\_040XX00US16\\_050XX00US16065](https://data.census.gov/table/ACSDP5Y2023.DP03?t=Industry&g=010XX00US_040XX00US16_050XX00US16065). Accessed on 11 Sep 2025.

# COST OF LIVING

Household Size	Living Wage	Poverty Wage	Minimum Wage
1 Adult	\$21.16	\$7.52	\$7.25
1 Adult 1 Child	\$33.67	\$10.17	\$7.25
1 Adult 2 Child	\$40.37	\$12.81	\$7.25
1 Adult 3 Child	\$51.53	\$15.46	\$7.25
2 Adult (1 Work)	\$29.75	\$10.17	\$7.25
2 Adult (1 Work) 1 Child	\$34.88	\$12.81	\$7.25
2 Adult (1 Work) 2 Child	\$38.86	\$15.46	\$7.25
2 Adult (1 Work) 3 Child	\$44.91	\$18.10	\$7.25
2 Adult	\$14.88	\$5.08	\$7.25
2 Adult 1 Child	\$19.36	\$6.41	\$7.25
2 Adult 2 Child	\$23.11	\$7.73	\$7.25
2 Adult 3 Child	\$27.60	\$9.05	\$7.25

The cost of living in Madison County highlights the gap between minimum wage levels and the income needed to meet basic expenses. In 2023, a single adult required a living wage of \$21.16 per hour, compared with the state minimum wage of \$7.25. For a single adult with one child, the required wage rose to \$33.67, and for two adults with two children, both working, it reached \$23.11 per hour. Households with only one working adult face even higher thresholds, with a family of four requiring \$38.86 per hour to meet living expenses. Overall, these figures show that many households must rely on more than minimum-wage employment to achieve financial stability, particularly those with children or a single income earner.

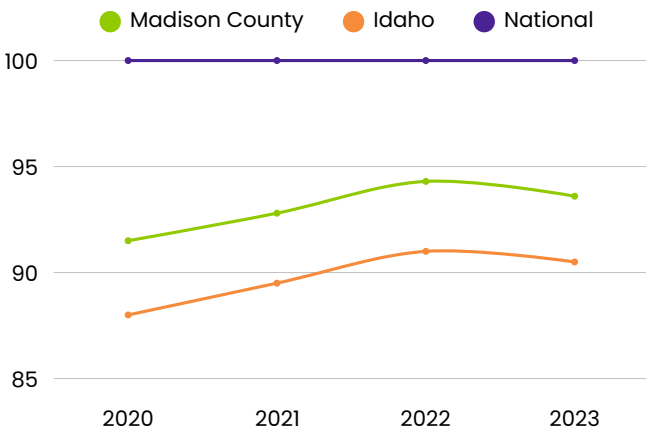
## POVERTY

In 2023, approximately 26.8 percent of Madison County residents were living below the poverty line. This rate is well above state and national averages, reflecting challenges related to income levels and the county's large student population. The data underscores the need for continued focus on workforce development, affordable housing, and access to essential services such as healthcare and education. Strengthening these areas can help reduce poverty, expand economic opportunity, and improve quality of life for all residents in Madison County.

Living Wage Calculation for Madison County, Idaho. Living Wage Calculator, Massachusetts Institute of Technology, 10 Feb. 2025, [livingwage.mit.edu/counties/16059](https://livingwage.mit.edu/counties/16059). Accessed 11 Sep. 2025.

U.S. Census Bureau, U.S. Department of Commerce. "Poverty Status in the Past 12 Months." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1701, <https://data.census.gov/table/ACSST5Y2023.S1701?q=poverty&g=050XX00US16065>. Accessed on 11 Sep 2025.

Madison County's cost of living from 2020 to 2023 is estimated to range between 91.5 and 94.3, remaining slightly above Idaho's statewide average of 88.0 to 91.0 but consistently below the national benchmark of 100. This suggests that residents of Madison County generally experience somewhat higher household expenses than the state overall, while still benefiting from relative affordability compared to the nation. Factors influencing these costs include strong housing demand driven by the student population, local wage levels, and the price of goods and services in the area. These estimates, drawn from sources such as the Bureau of Economic Analysis, BestPlaces, and related cost of living datasets, should be regarded as approximations, as actual household expenses for housing, transportation, healthcare, and utilities can vary significantly.

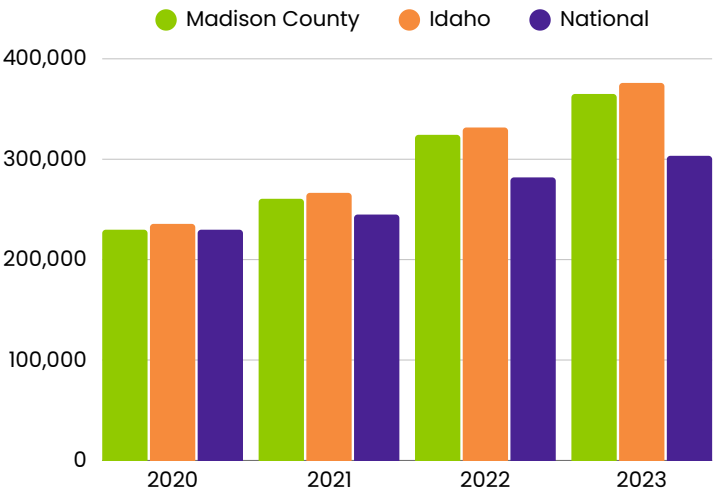


"Cost of Living Data for Madison County, Idaho, Idaho State, and U.S. National Average (2020-2023)." Economic Research Institute; BestPlaces; City-Data; Missouri Economic Research and Information Center; U.S. Bureau of Labor Statistics; U.S. Bureau of Economic Analysis Regional Price Parities; World Population Review, 2025. Accessed 10 Sept. 2025.

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# MEDIAN HOME VALUE



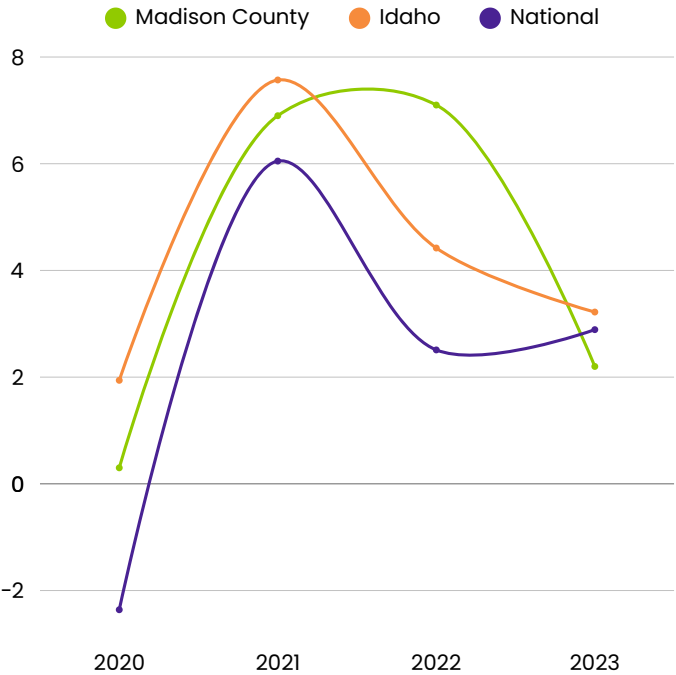
Madison County's median home value rose steadily between 2020 and 2023, mirroring statewide and national housing trends. In 2020, the county's median home value was \$229,800, slightly below Idaho's \$235,600 but matching the national median. Values increased to \$260,600 in 2021, climbed to \$324,300 in 2022, and reached \$365,000 in 2023. While Madison County remains below the statewide median of \$376,000 but above the national median of \$303,400, the steady rise reflects strong housing demand and affordability pressures in the area. These trends emphasize the need to expand housing options to keep pace with population and workforce growth.

U.S. Census Bureau, U.S. Department of Commerce. "Median Value (Dollars)." American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B25077, [https://data.census.gov/table/ACSDT5Y2023.B25077?t=Housing+Value+and+Purchase+Price&g=010XX00US\\_040XX00US16\\_050XX00US16065](https://data.census.gov/table/ACSDT5Y2023.B25077?t=Housing+Value+and+Purchase+Price&g=010XX00US_040XX00US16_050XX00US16065). Accessed on 11 Sep 2025.



## MADISON COUNTY GDP

Madison County's GDP demonstrated steady growth between 2020 and 2023, reflecting both local industry strength and broader economic trends. In 2020, the county's economy grew by 0.3%, performing better than the national decline of -2.4% but trailing Idaho's 1.9% increase. Growth accelerated in 2021, with GDP rising 6.9%, and continued strongly in 2022 with a 7.1% gain, both exceeding state and national averages. By 2023, growth moderated to 2.2%, slightly below Idaho's 3.2% and close to the national rate of 2.9%. These fluctuations illustrate a resilient local economy, bolstered by Madison County's concentration in education, healthcare, retail, arts and hospitality, and professional services. Overall, the county's GDP trends underscore its ability to maintain consistent expansion despite broader market variability, highlighting the importance of its diverse employment base and stable institutional presence.



U.S. Bureau of Economic Analysis. Gross Domestic Product by County and Metropolitan Area, 2023. BEA 24-57, Dec. 2024, <https://www.bea.gov/sites/default/files/2024-12/lagdp1224.pdf>. Accessed 11 Sep 2025.

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