County Facts: Madison County, NC
Population 22,000

The Local Economy

- Unemployment rate: 4.3% Madison County, 4.5% NC, 4.4% United States
- Poverty rate: 18.2% Madison County, 28% NC, 16% United States
- Median family income (000s): $41 Madison County, $50 NC, $57 United States
- Population growth 2000-2017: 11% Madison County, 16% NC, 10% United States
- Manufacturing share of workforce: 28% Madison County, 12% NC, 10% United States
- Farming share of workforce: 16% Madison County, 19% NC, 15% United States
- Great Recession unemployment spike (pp): 1.9% Madison County, 1.5% NC, 1.7% United States

How Local Kids’ Lives Turn Out

- Percent graduating any college: 34% Madison County, 46% NC, 46% United States
- Percent reaching upper-middle class: 9% Madison County, 16% NC, 16% United States
- Percent achieving American Dream: 5% Madison County, 6% NC, 6% United States
- Percent giving birth as a teen: 21% Madison County, 22% NC, 21% United States
- Percent landing in jail: 20% Madison County, 1.5% NC, 1.5% United States
- Local school expenditure per student (000s): $5.7 Madison County, $5.4 NC, $6.4 United States
Local Colleges and Upward Mobility

### 4-Year Colleges
- **Low-income share of students**: 11.6%
- **Low-income student success rate**: 48.6%

### 2-Year Colleges
- **Low-income share of students**: 17.0%
- **Low-income student success rate**: 15.6%

<table>
<thead>
<tr>
<th>College</th>
<th>Low-income share of students</th>
<th>Low-income student success rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mars Hill Univ.</td>
<td>13.4%</td>
<td>21.6%</td>
</tr>
<tr>
<td>North Carolina 4-year-college average</td>
<td>17.0%</td>
<td>22.7%</td>
</tr>
<tr>
<td>U.S. 4-year-college average</td>
<td>21.6%</td>
<td>32.9%</td>
</tr>
</tbody>
</table>

*: Data refers to the full college system, not just this campus. †: In nearby county

Local Demographics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Madison County</th>
<th>NC</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Black</td>
<td>1%</td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>Percent Hispanic</td>
<td>17%</td>
<td>17%</td>
<td>17.7%</td>
</tr>
<tr>
<td>Percent over age 65</td>
<td>17%</td>
<td>17.7%</td>
<td>20%</td>
</tr>
<tr>
<td>Percent college grad</td>
<td>21%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Crime rate (arrests per 10K residents)</td>
<td>28</td>
<td>76</td>
<td>103</td>
</tr>
<tr>
<td>Opioid deaths (deaths per 10K residents)</td>
<td>19</td>
<td>15</td>
<td>30</td>
</tr>
</tbody>
</table>
Definitions and Sources

The Local Economy

- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out

- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility

- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics

- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend

- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau