Data is an important part of our lives, and the numbers don’t always speak for themselves. Each data point is representative of our friends, family, neighbors, and communities. Start by taking stock, consider existing community challenges, strengths, needs and resources.

**Income**
- Median household income: $47,900

**Employment**
- Unemployment rate: 3.5%
- Married couple families with children under 18 and both parents in the labor force: 67.7%
- Families with children under 18 and 2 or more workers in the labor force in the past 12 months: 68.6%

**Poverty**
- Individuals below poverty level: 10.6%
- Families with children under 18 below poverty level: 13%

Poverty threshold in 2017, $12,752 for a single individual under 65. $24,858 for a family of four with two children under 18.

**Education**
- Percent high school diploma or higher: 93.9%
- Percent bachelor degree or higher: 30.3%

**Food Insecurity**
- Overall food insecurity rate: 10.3%
- Childhood food insecurity rate: 16.8%
- Food insecure people in Madison county: 820
- Estimated food insecure people above the SNAP threshold (200% poverty): 36%