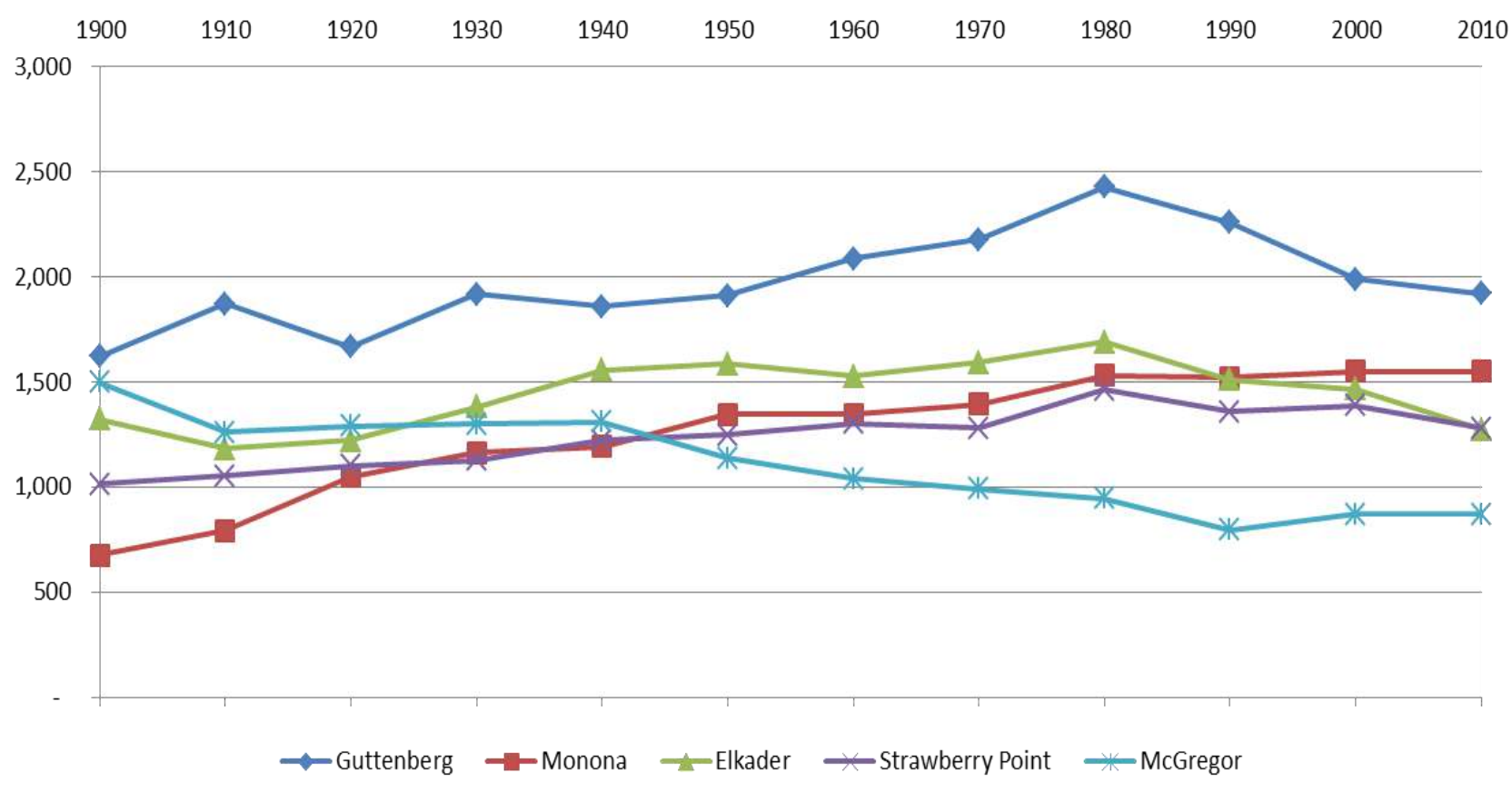


What We Learned

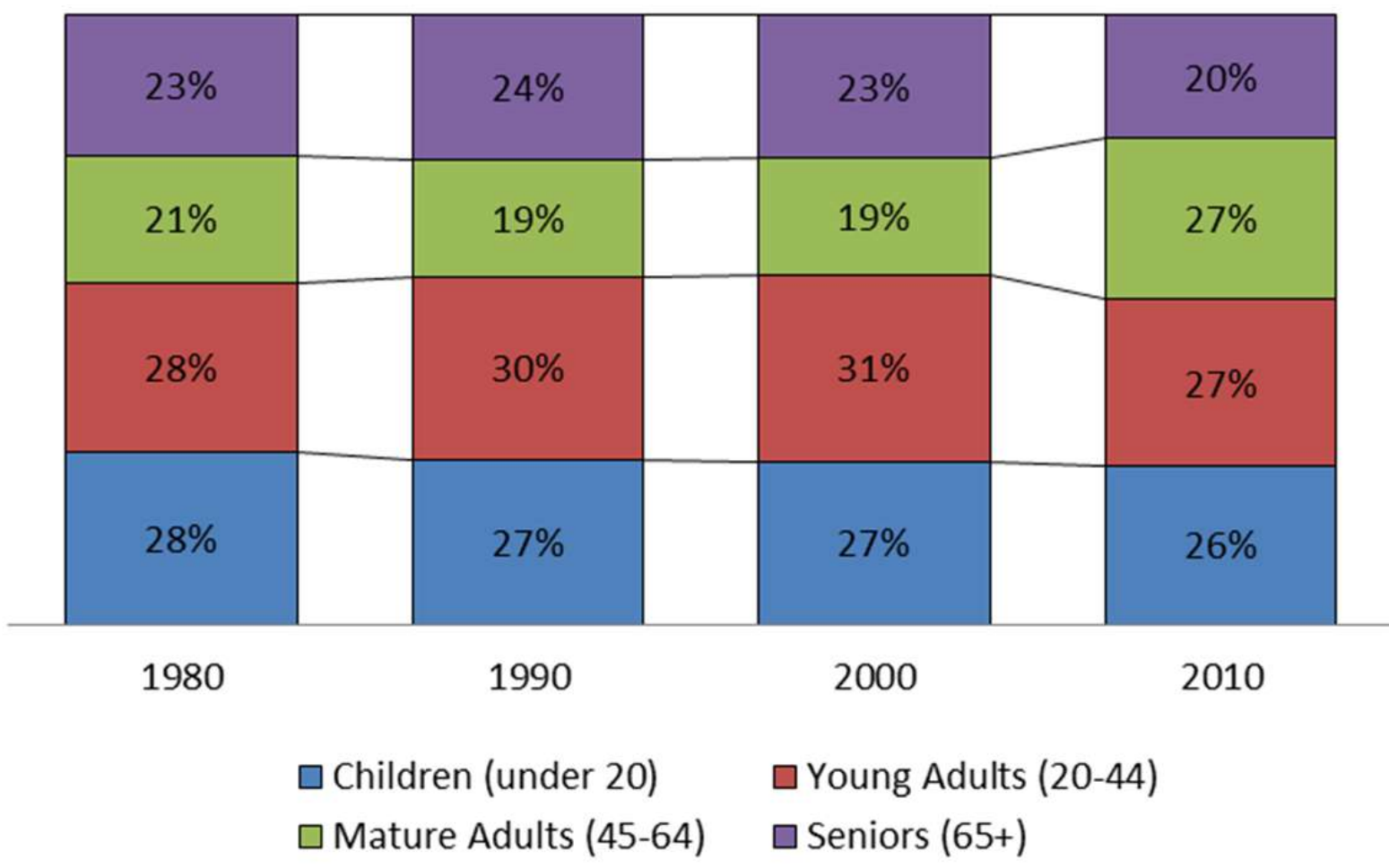


From Data

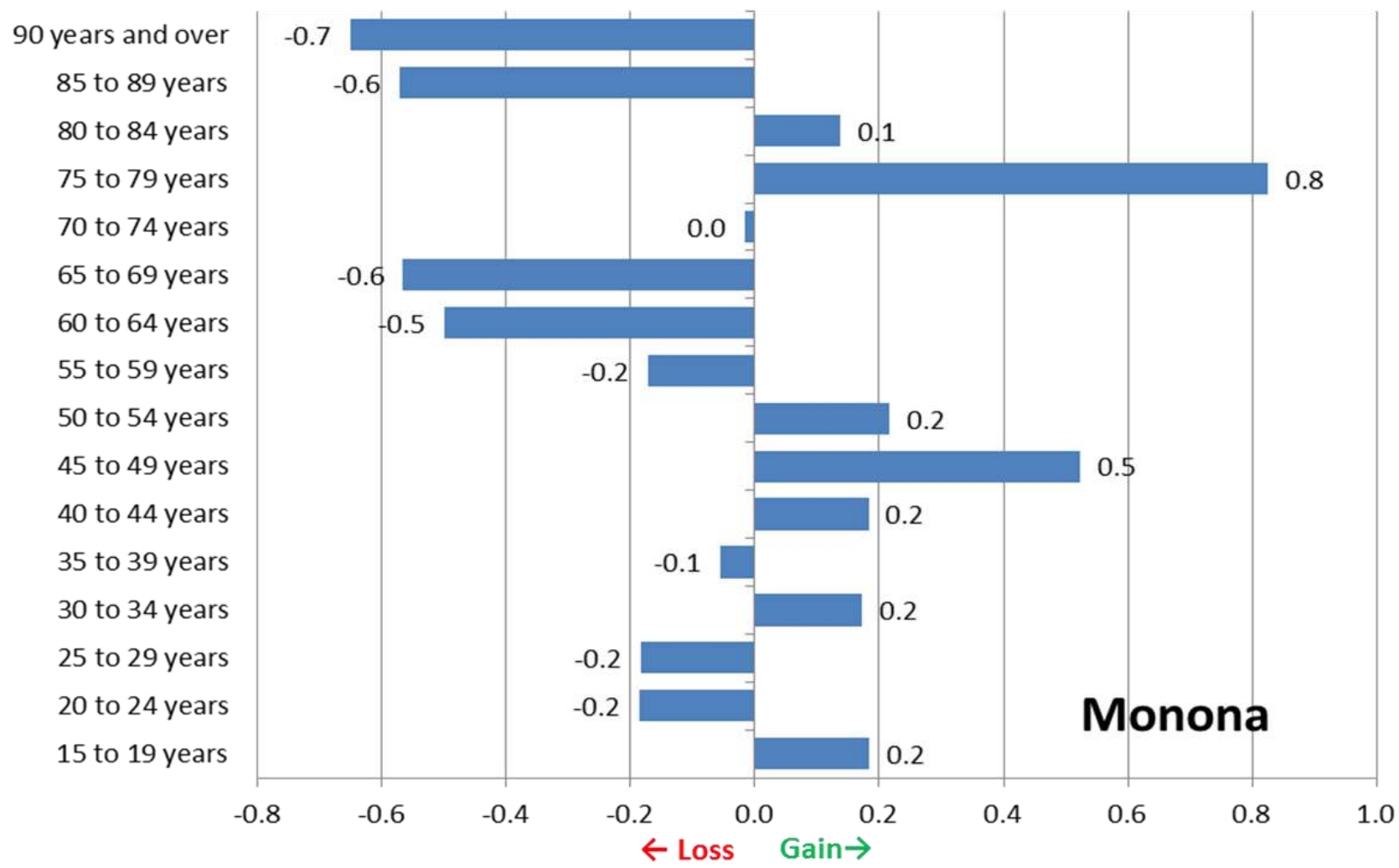
Population, Historical



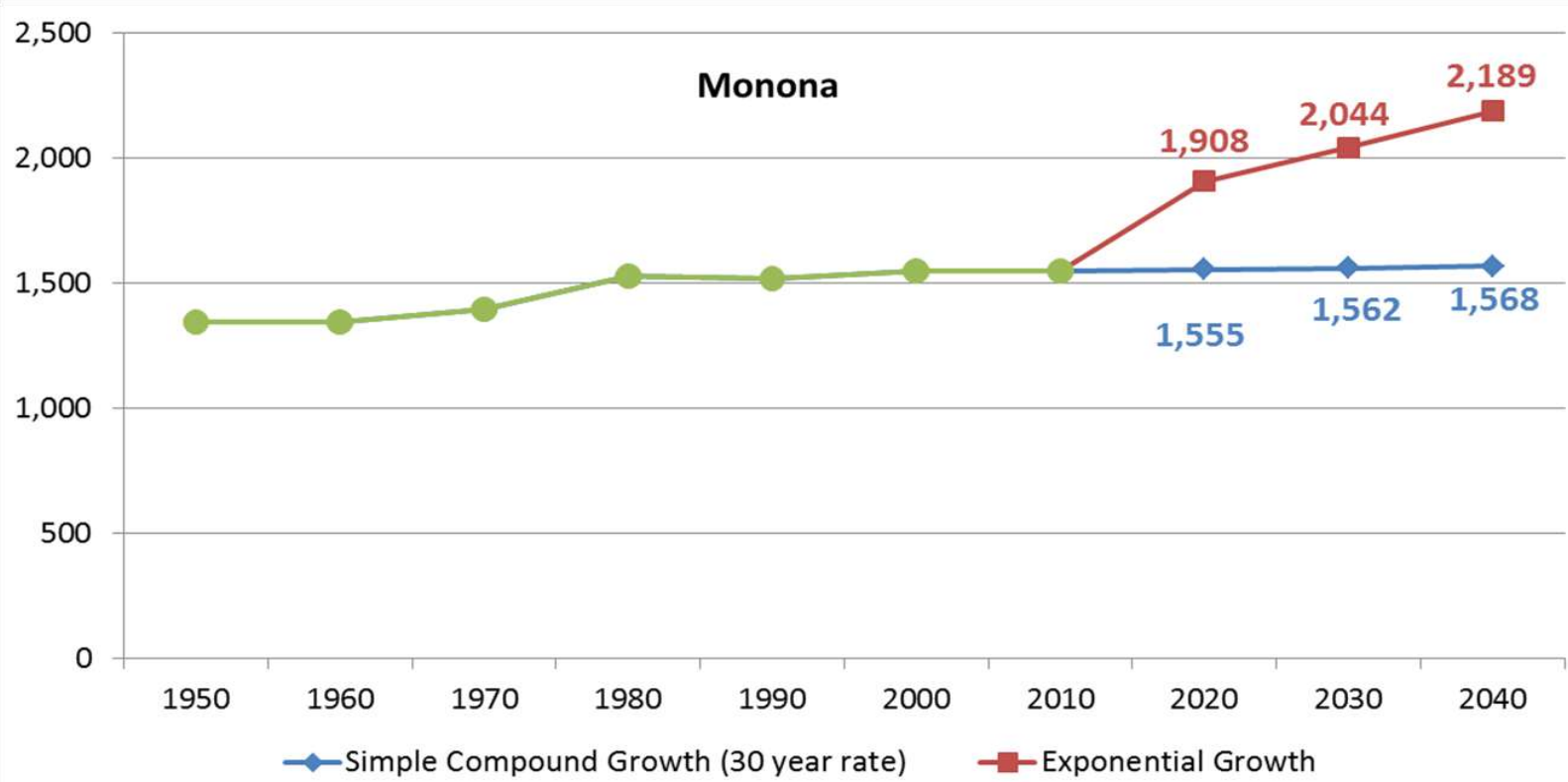
Age Group Distribution



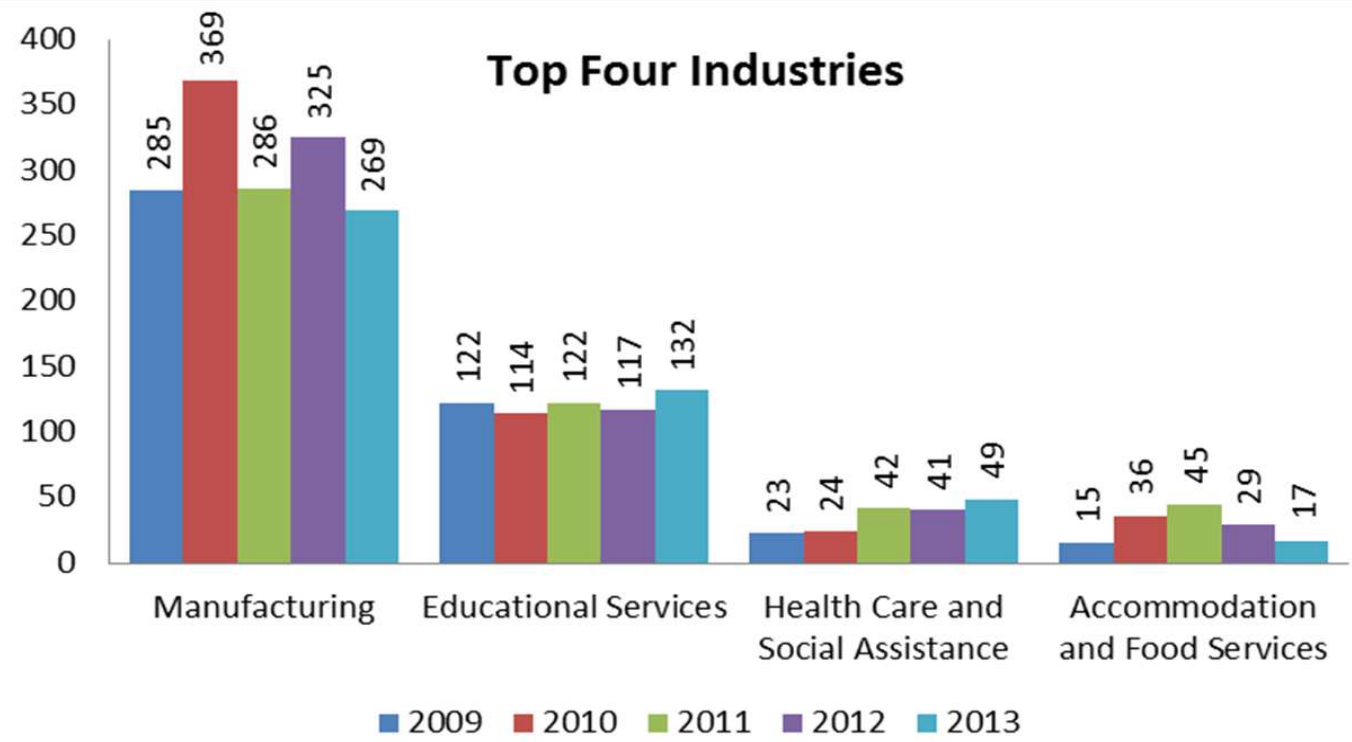
Net Population Loss/Gain by Age Group



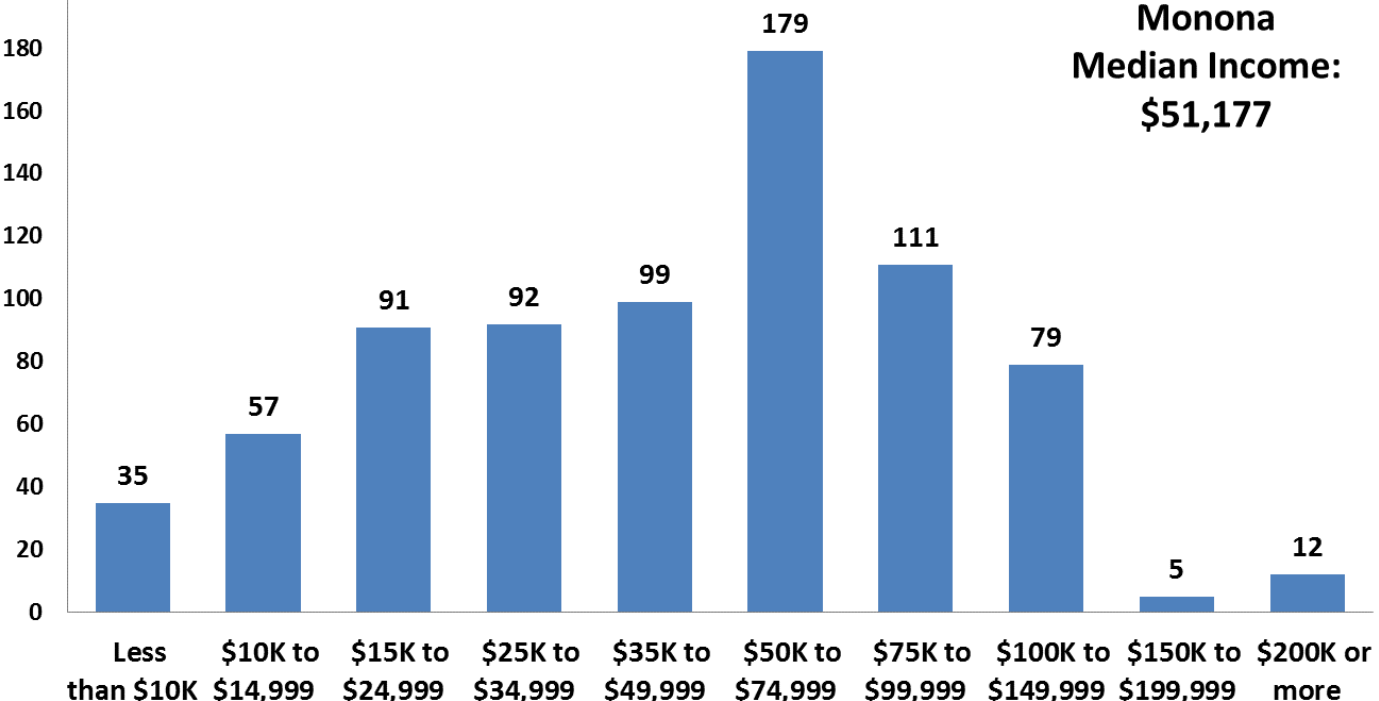
Population Projections



Top Four Employing Industries (Primary Jobs)



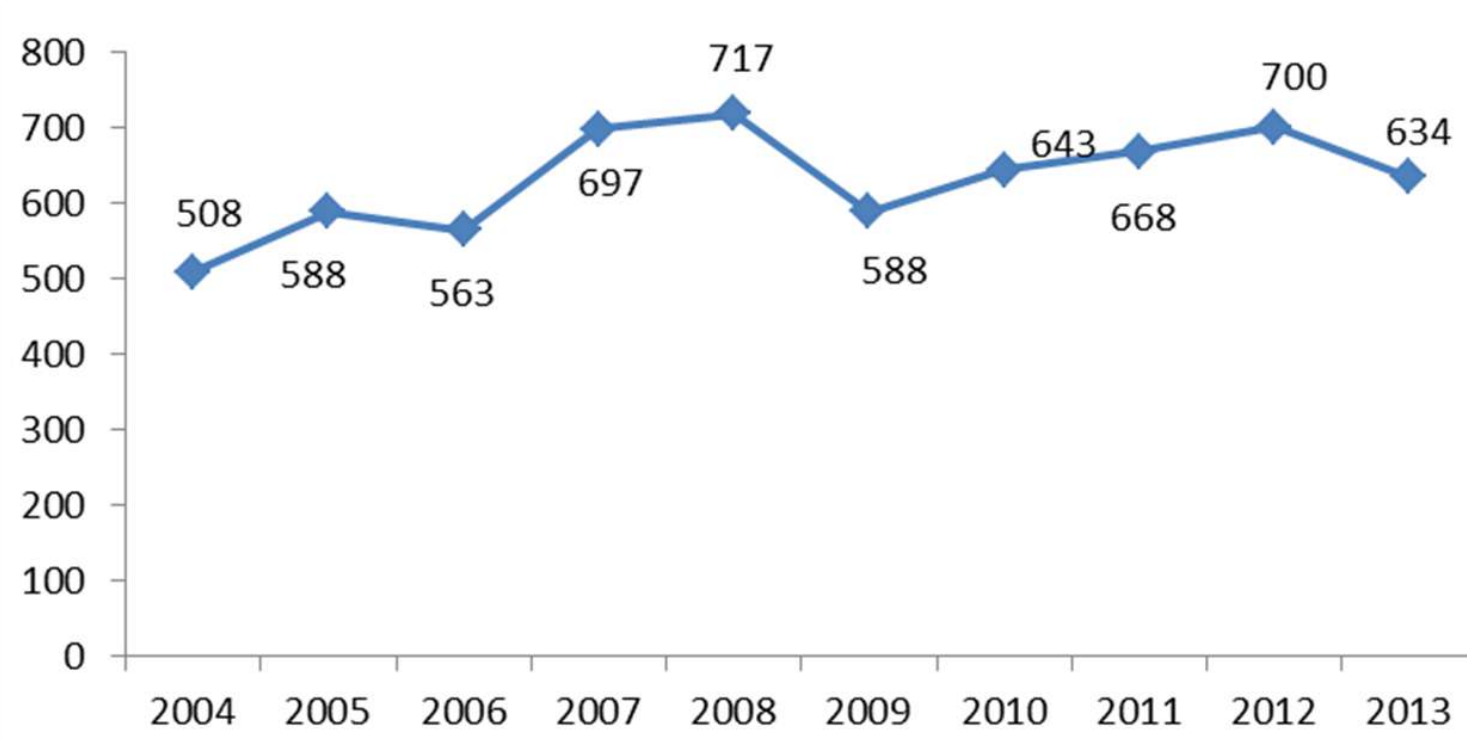
Household Income Distribution



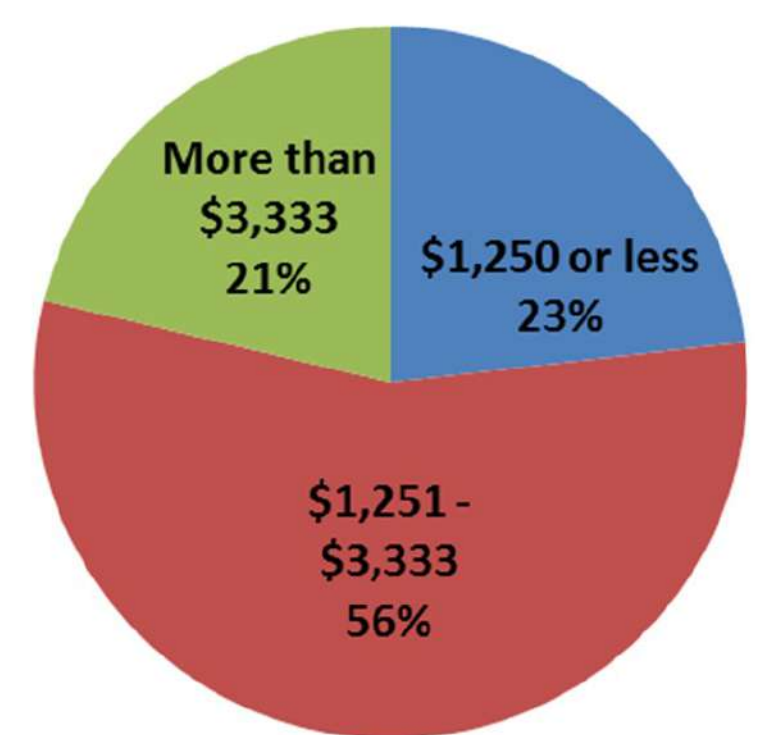
MONONA

- ↑ Overall 1% population increase since 1980
- ↑ Well-distributed age grouping—the 65+ year age range is the smallest, 45-64 age range increased 8% from 2000 to 2010
- ↑ Most newcomers in the 45-49 & 75-79 year age ranges
- ↑ Population projected to have a slight increase
- ↑ Most jobs in Manufacturing
- ↑ Job counts have increased by 25% over the past decade
- ↑ Median household income = \$51,177, 7% higher than county
- ↑ 56% of jobs pay 15-40k; 21% pay more than 40k; and 23% pay less than 15k
- ↑ 548 people commute into the city for work, 693 leave for work, and 86 stay in the city for work

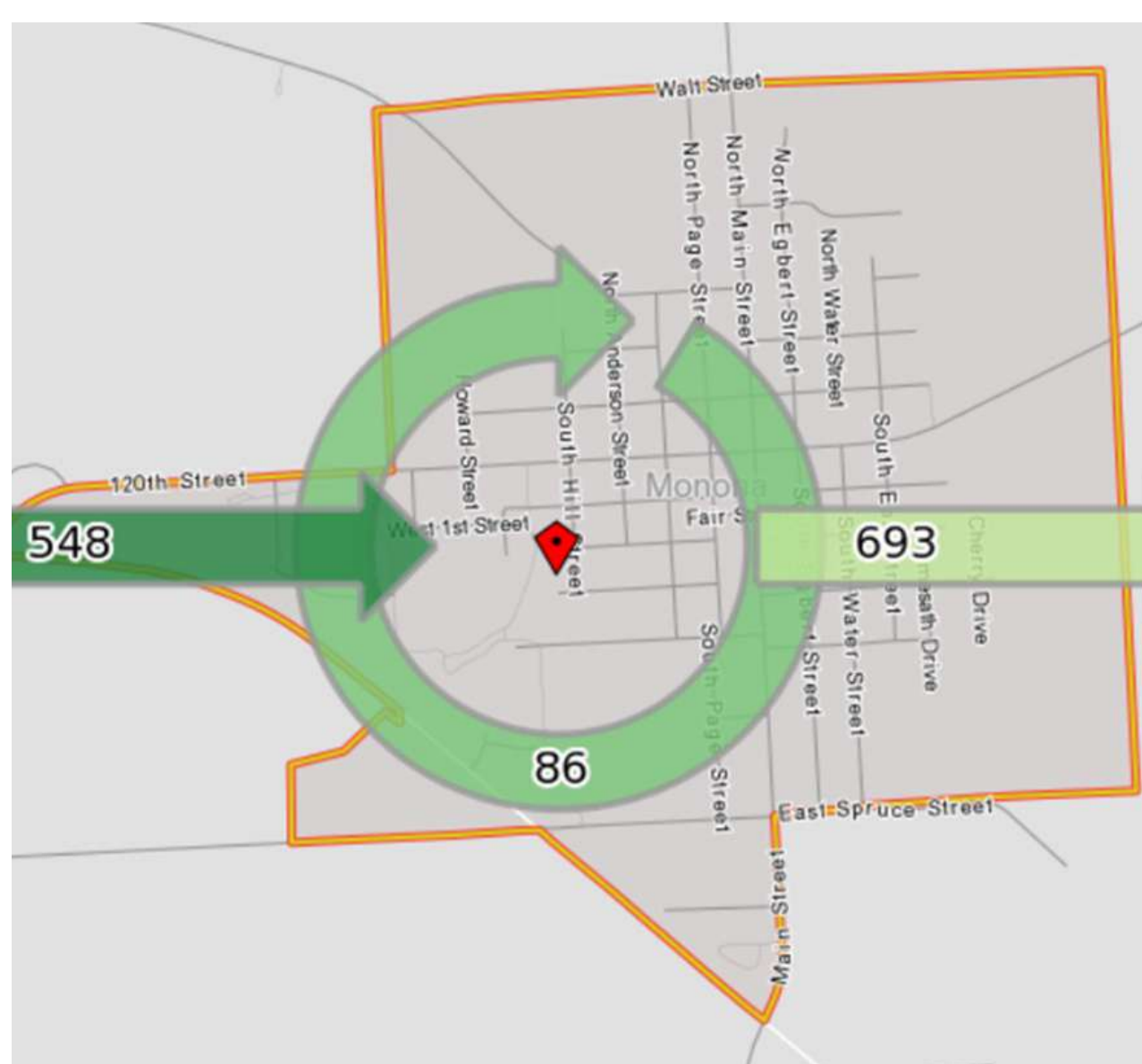
Job Count



Jobs by Earnings, 2013



Commuting (Primary Jobs, 2013)



Where are Monona's workers going?

Location	Count	Percentage
Stay in Monona	86	11.0%
Postville	76	9.8%
Prairie du Chien, WI	46	5.9%
Elkader	26	3.3%
Cedar Rapids	15	1.9%
Davenport	15	1.9%

Where are workers in Monona coming from?

Location	Count	Percentage
Already in Monona	86	13.6%
Postville	35	5.5%
Luana	28	4.4%
McGregor	24	3.8%
Waukon	18	2.8%
Dubuque	13	2.1%