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2012

### 2010 Census Community Data Brochure- City of Maynard

Center for Small Towns (University of Minnesota, Morris)

Upper Minnesota Valley Regional Development Commission

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# Housing & School Enrollment

The data presented below includes statistics related to school enrollment and housing in the Region, including median home values, median rent, median monthly housing costs and vacancy rates for communities in the UMRVDC Region and the State of Minnesota.

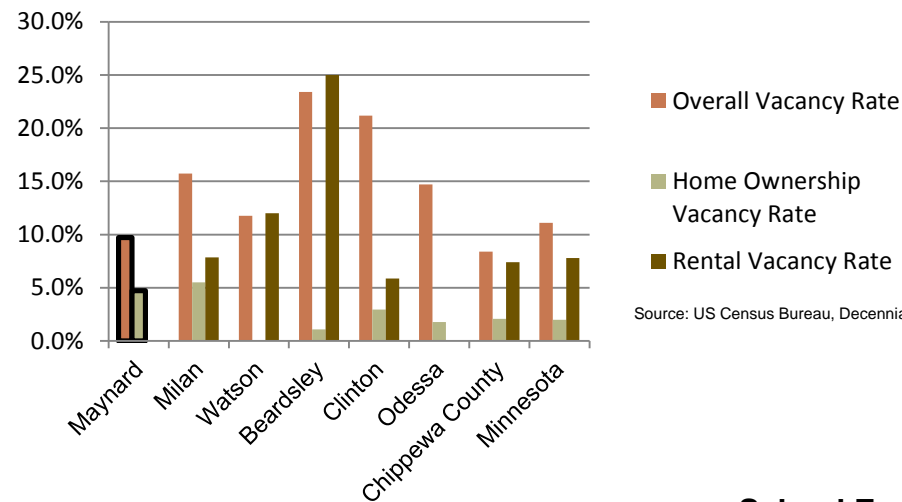
## 2010 Housing Statistics

City	Median Home Value	Median Rent	Median Monthly Housing Costs
<b>Maynard</b>	<b>\$56,500</b>	<b>\$625</b>	<b>\$1,100</b>
Beardsley	\$47,700	\$283	\$914
Hanley Falls	\$63,800	\$246	\$892
Milan	\$55,000	\$389	\$797
Watson	\$58,500	\$431	\$952
Wood Lake	\$60,000	\$571	\$804
Chippewa County	\$94,400	\$542	\$1,026
Minnesota	\$206,200	\$759	\$1,549

Source: US Census Bureau, ACS (2006-2010)

At \$56,500, the median home value in Maynard is below both Chippewa County and the state of Minnesota. It is also on the lower end when compared to similar sized communities in the Region. On the other hand, both median rent and median monthly housing costs for homeowners in Maynard are among the highest compared to similar sized communities in the Region.

## 2010 Vacancy Rates



Source: US Census Bureau, Decennial

Home ownership vacancy rate and rental vacancy rate are the proportion of the homeowner or rental inventory that is vacant "for sale" or vacant "for rent." The overall vacancy rate includes other vacancies such as vacant "sold - not occupied," seasonal housing and vacant "rented - not occupied." In 2010, the city of Maynard had a low overall vacancy rate but a higher home ownership vacancy rate compared to other communities.

## School Enrollment Since 1999

School District	1999-2000	2005-2006	2010-2011	% Change
Benson School District	1,216	1,050	970	-20.23%
Canby School District	766	581	522	-31.85%
Clinton-Graceville-Beardsley School District	565	434	377	-33.27%
Dawson-Boyd School District	681	544	517	-24.08%
Kerkhoven-Murdock-Sunburg School District	664	585	557	-16.11%
Lac qui Parle Valley School District	1,245	1,007	820	-34.14%
Lakeview School District	589	609	595	1.02%
<b>M.A.C.C.R.A.Y. School District</b>	<b>986</b>	<b>790</b>	<b>674</b>	<b>-31.64%</b>
Montevideo School District	1,599	1,459	1,342	-16.07%
Ortonville School District	717	530	527	-26.50%
Yellow Medicine East School District	1,299	1,081	862	-33.64%

Source: Minnesota Department of Education

Maynard is part of the M.A.C.C.R.A.Y. School District, which, like most school districts in the Region, has seen a steady decline in school enrollment over the last decade. The decline in enrollment is consistent with declining and aging population in the Region. Note that data was only available for public school districts.

UMVRDC staff developed the concept and design for the Community Profile Brochures and data was collected by students and staff from the Center for Small Towns at the University of Minnesota, Morris. All information was collected from trusted sources such as the U.S. Census Bureau, the American Community Survey, Minnesota Department of Employment & Economic Development (DEED), and the Minnesota Department of Education and is presumed to be accurate.



Upper Minnesota Valley  
**REGIONAL DEVELOPMENT COMMISSION**

Helping Communities Prosper

# 2010 Census Data for Maynard, Minnesota



This Community Profile Brochure is comprised of statistical information from a variety of sources and will provide a snapshot of historical and current demographic, economic and social trends in the Upper Minnesota Valley Region. The purpose is to provide a concise summary of key community statistics to aid decision making about community and economic development.

This statistical and informational profile was compiled by the UMRVDC in collaboration with The Center for Small Towns at the University of Minnesota, Morris for all five counties (Big Stone, Chippewa, Lac qui Parle, Swift and Yellow Medicine) and 37 cities in the Upper Minnesota Valley Region.



# Demographics

The demographic profile below provides a snapshot of Maynard and surrounding communities' historical, current and future population trends including population distribution and make up.

## Comparison Historical Population from 1960 to 2010

City	1960	1970	1980	1990	2000	2010	% Change
<b>Maynard</b>	<b>429</b>	<b>455</b>	<b>428</b>	<b>419</b>	<b>308</b>	<b>366</b>	<b>-14.69%</b>
Households	147	164	NA	164	163	158	7.48%
Average Household Size	2.92	2.77	NA	2.55	1.89	2.32	-20.62%
Beardsley	410	366	344	297	262	233	-43.17%
Hanley Falls	334	265	265	246	323	304	-8.98%
Milan	482	427	417	353	326	369	-23.44%
Watson	267	228	238	211	209	205	-23.22%
Wood Lake	506	418	420	406	436	439	-13.24%
<b>Chippewa County</b>	<b>16,320</b>	<b>15,109</b>	<b>14,941</b>	<b>13,228</b>	<b>13,088</b>	<b>12,441</b>	<b>-23.77%</b>

Source: US Census Bureau

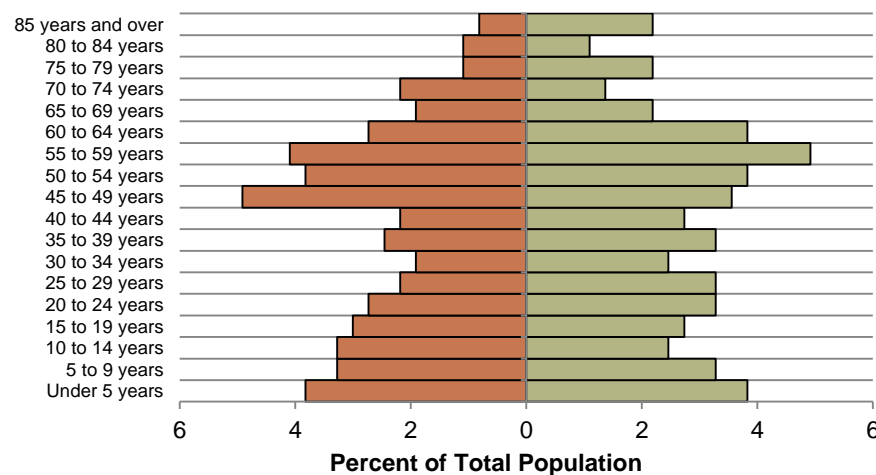
## Maynard Population Projections

	2015	2020	2025	2030	2035	% Change
<b>Maynard</b>	<b>337</b>	<b>331</b>	<b>324</b>	<b>309</b>	<b>302</b>	<b>-10.39%</b>
Chippewa County	12,890	13,040	13,200	13,130	13,130	1.86%
UMVRDC Region	45,510	45,300	45,000	44,500	44,110	-3.08%

Source: Minnesota Demographic Center

## Maynard Population Distribution, 2010

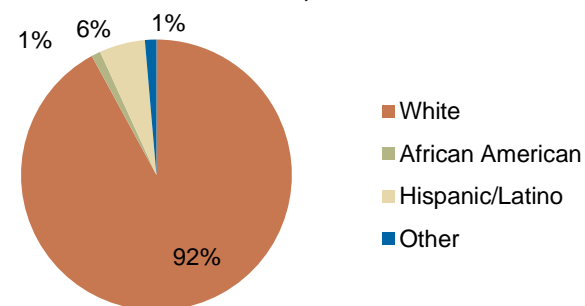
■ % Male ■ % Female



Source: U.S. Census Bureau, 2010 Decennial Census

Maynard has seen an overall decrease in population from 1960 to 2010 of nearly 15 percent. However, Maynard has experienced some fluctuation in population over the years and most recently saw an increase in population of 58 people from 2000 to 2010. Despite this recent gain in population, the population is projected to decrease over the next few decades.

## Race, 2010



Source: US Census Bureau, Decennial Census

The population distribution above shows that there is a large percentage of the population older than 45 years of age, but also a large cohort of young children under the ages of 10. Maynard, has a Hispanic/Latino population making up 6% of the population, which is significant for a community this size.

# Economic

The employment and industry data below represents a picture of the overall economic health of Maynard and Chippewa County. This data shows the diversity of the Region's economy.

## Annual Median Household Income:

- City of Maynard - \$41,328
- Big Stone - \$44,438
- Chippewa - \$44,712
- Lac qui Parle - \$48,269
- Swift - \$43,846
- Yellow Medicine - \$50,740
- UMRDC Region - \$46,401
- Minnesota - \$57,243

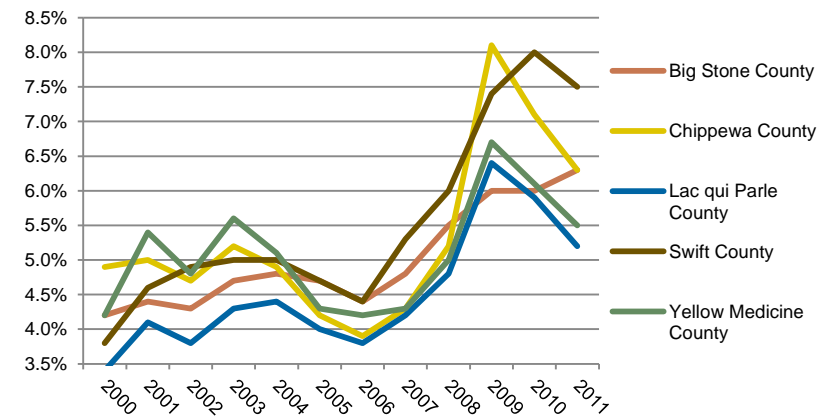
Source: 2007-2011 American Community Survey, U.S. Census Bureau

## Types of Employment in Maynard, 2011

Types of Industry	Number of Employees	Number of Firms	Total Wages	Average Weekly Wage
Trade, Transportation and Utilities	45	9	\$2,104,539	\$899
Public Administration	6	1	\$104,735	\$375
<b>Total, All Industries</b>	<b>116</b>	<b>23</b>	<b>\$5,588,563</b>	<b>\$959</b>

Source: Minnesota Department of Employment and Economic Development, QCEW

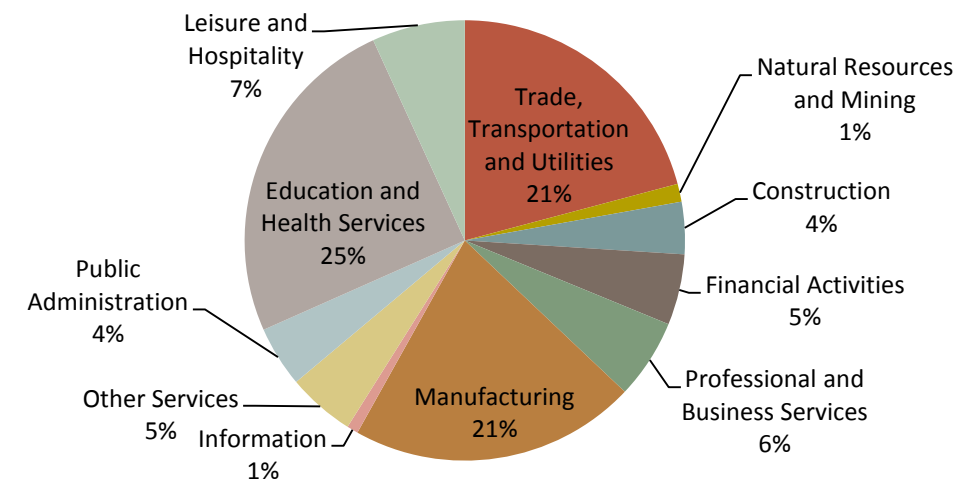
## Unemployment Rates, 2000-2011



Source: Minnesota Department of Employment and Economic Development, LAUS

The employment categories shown in the table above and chart below show the 11 Super Sectors of Industry, which is the federal standard in data pertaining to business and industry. However, much of the economic activity and employment in Maynard—nearly \$3.4 million and 65 jobs—falls outside of the 11 Super Sectors. The pie chart below details that in Chippewa County, one quarter of all employment comes from Education and Health Services. Manufacture and Trade, Transportation and Utilities also make up large employers in the county. Chippewa County had a slight increase in unemployment during the Recession of 2007-2009, but in 2011 had an unemployment rate under 6.5%.

## Employment by Industry in Chippewa County, 2011



Source: Minnesota Department of Employment and Economic Development, QCEW

