

2012

2010 Census Community Data Brochure- City of Watson

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.

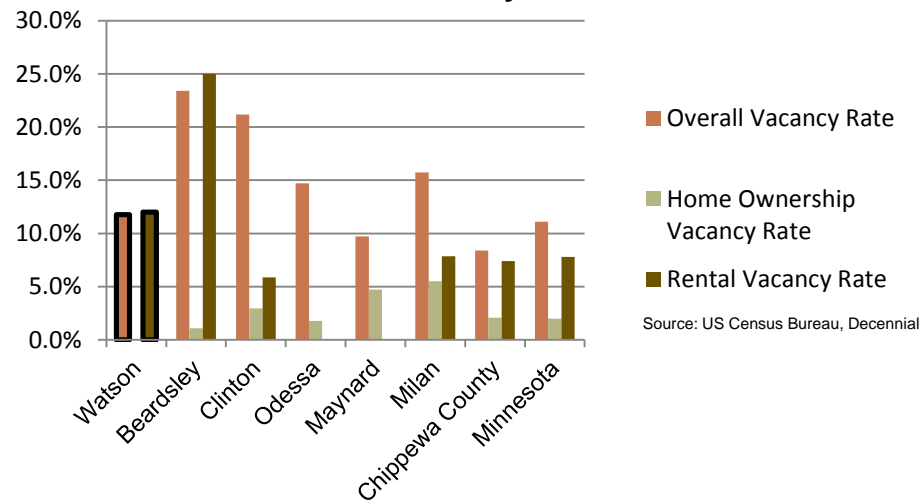
2010 Housing Statistics

City	Median Home Value	Median Rent	Median Monthly Housing Costs
Watson	\$58,500	\$431	\$952
Beardsley	\$47,700	\$283	\$914
Bellingham	\$36,900	N/A	\$917
Boyd	\$22,200	\$535	\$550
Maynard	\$56,500	\$625	\$1,100
Milan	\$55,000	\$389	\$797
Chippewa County	\$94,400	\$542	\$1,026
Minnesota	\$206,200	\$759	\$1,549

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

At \$58,500, the median home value in Watson is below both Chippewa County and the state of Minnesota, however it is higher than other median home values in similar sized communities. Watson's median rent and median monthly housing costs for homeowners, however fall in the middle compared to other like-sized communities in the Region, but fall below both Chippewa County and the state of Minnesota.

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 Watson had an overall vacancy rate comparable to other like sized communities, while having a higher rental vacancy rate.

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%
M.A.C.C.R.A.Y. School District	986	790	674	-31.64%
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

Watson is part of the Montevideo School District, which, like most school districts in the Region, has seen a steady decline in school enrollment over the last decade. However, the rate of decline for the Montevideo School District has been slower than many other school districts 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.



Helping Communities Prosper

2010 Census Data for Watson, 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 Watson 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
Watson	267	228	238	211	209	205	-23.22%
Households	89	87	NA	88	86	90	1.12%
Average Household Size	3.00	2.62	NA	2.40	2.43	2.28	-24.07%
Beardsley	410	366	344	297	262	233	-43.17%
Bellingham	327	263	290	247	205	168	-48.62%
Boyd	419	311	329	251	210	175	-58.23%
Maynard	429	455	428	419	308	366	-14.69%
Milan	482	427	417	353	326	369	-23.44%
Chippewa County	16,320	15,109	14,941	13,228	13,088	12,441	-23.77%

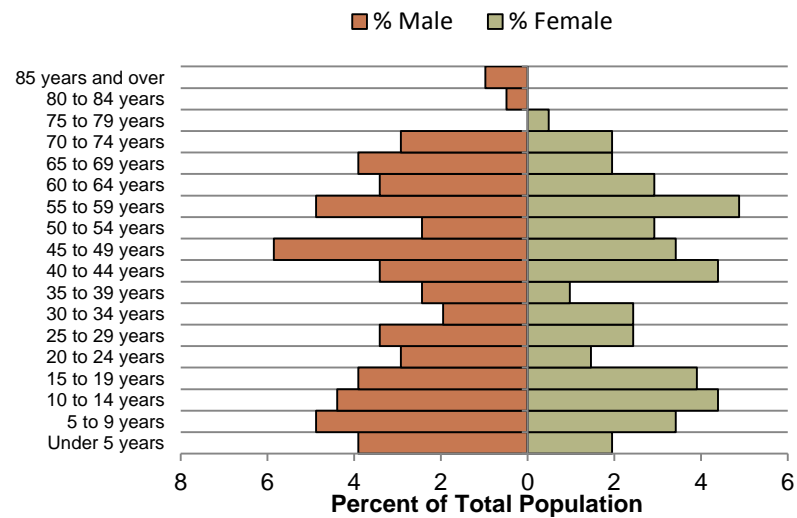
Source: US Census Bureau

Watson Population Projections

	2015	2020	2025	2030	2035	% Change
Watson	91	90	87	86	85	-6.59%
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

Watson Population Distribution, 2010

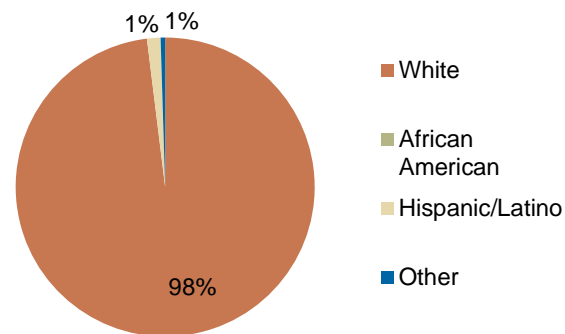


Source: U.S. Census Bureau, 2010 Decennial Census

The above population distribution shows that, unlike many other cities in the Region, there is a very small percentage of the population in the older age cohorts, while there is a large percentage of the population in the middle and younger age cohorts. Watson has nearly an all white population, which is typical for a community of this size.

Watson has seen an overall decrease in population from 1960 to 2010 of over 23 percent. However, the rate of decrease has been slower over the past 20 years. The population is projected to continue to decrease over the next few decades, however at a slower rate than it has in the past.

Race, 2010



Source: US Census Bureau, Decennial Census

Economic

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

Annual Median Household Income:

- City of Watson - \$39,091
- Big Stone - \$44,438
- Chippewa - \$44,712
- Lac qui Parle - \$48,269
- Swift - \$43,846
- Yellow Medicine - \$50,740
- UMVRDC Region - \$46,401
- Minnesota - \$57,243

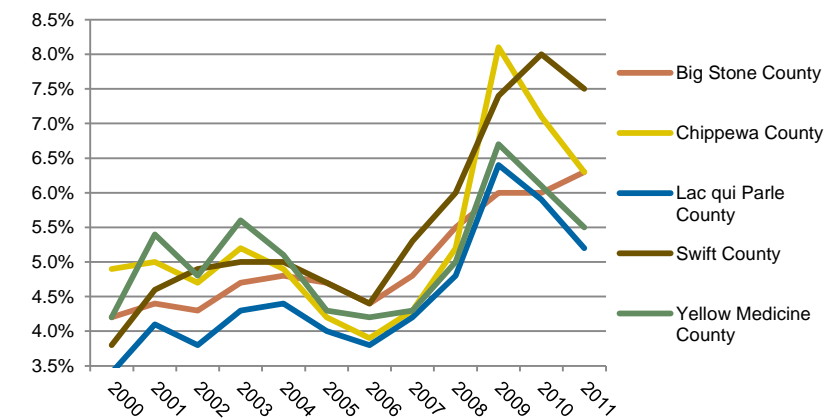
Source: 2007-2011 American Community Survey, U.S. Census Bureau

Types of Employment in Watson, 2011

Types of Industry	Number of Employees	Number of Firms	Total Wages	Average Weekly Wage
Public Administration	3	1	\$46,359	\$327
Total, All Industries	N/A	N/A	N/A	N/a

Source: Minnesota Department of Employment and Economic Development, QCEW

Unemployment Rates, 2000-2011

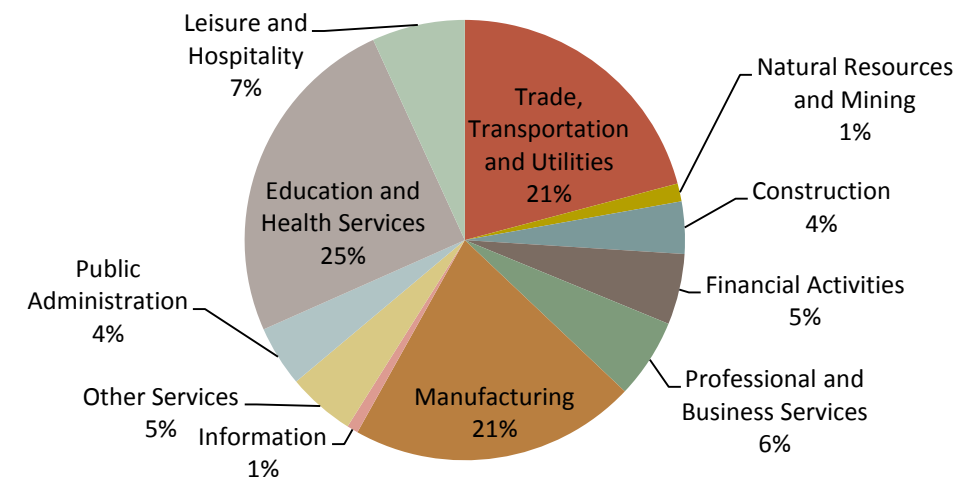


Source: Minnesota Department of Employment and Economic Development, LAUS

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. The table above shows that there is some activity within the Super Sectors, however data for the total number of employees and firms are not available, so a comparison of how much activity is within the super sectors is unavailable for Watson. The pie chart below details employment in Chippewa County. It shows that one quarter of all employment comes from Education and Health Services. The Manufacturing and Trade, Transportation and Utilities sectors also make up a large portion of employment 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