JEFFERSON MATTERS MAIN STREET

JEFFERSON, IOWA

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MARKET SNAPSHOT
Esri 2022

Jefferson Matters: Main Street and their community partners are taking a pro-active approach to planning for the future prosperity of Jefferson's historic downtown district.

The efforts of Jefferson Matters: Main Street and its partners, along with investments made by the public and private sectors, are working to heighten the appeal of the downtown district among consumers, investors and entrepreneurs. Moving forward, it will be critical for the community to capitalize upon and leverage these investments and ongoing Jefferson Matters: Main Street marketing efforts to position the district as a local economic engine and center for commerce.

This Market Snapshot, prepared as part of a more comprehensive Market Study & Strategies technical service provided by Main Street Iowa, highlights and summarizes demographic, lifestyle and retail data, characteristics and trends in the marketplace. The information, along with market insights gained through local survey data, provides groundwork, benchmarks and a basis for important decision-making processes that will help guide future business development strategies for the Jefferson downtown commercial district.

MAIN STREET IOWA

IOWA economic development

Jefferson is a Main Street Iowa community.

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on their unique identity, assets and character of their historic commercial district.

JEFFERSON DRIVE TIME MARKET

DEMOGRAPHIC FAST FACTS
Esri 2022
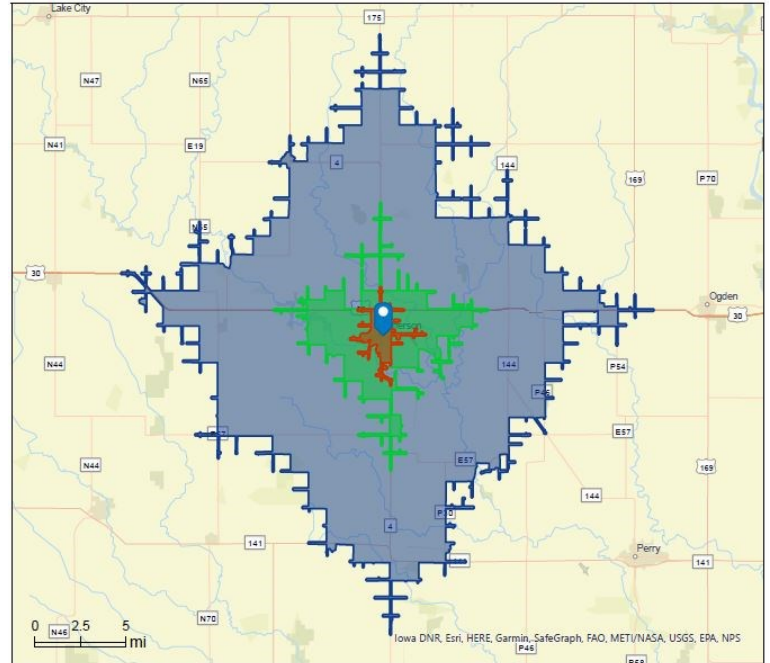
POPULATION

4,297
10 MINUTE DRIVE TIME | 2021
2021—26 GROWTH: -0.29%

Population	5 Min	10 Min	20 Min
2021 Estimate	3,804	4,297	7,955
Growth (2021-26)	-0.29%	-0.29%	-0.21%
ⓘ Est. State Pop Growth (2021-26)			.52%

DAYTIME POP

4,983
10 MINUTE DRIVE TIME | 2021

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	3,897	4,983	7,809
Workers	2,045	2,916	3,985

HOUSEHOLDS

1,917
10 MINUTE DRIVE TIME | 2021
2021—26 GROWTH: -0.25%

Households	5 Min	10 Min	20 Min
2021 Estimate	1,666	1,917	3,441
HH Growth (2021-26)	-0.25%	-0.25%	-0.19%
ⓘ Est. State HH Growth (2021-26)			.55%

MEDIAN HH INCOME

$52,941
10 MINUTE DRIVE TIME | 2021
2020—25 GROWTH: 0.49%

Median HH Income	5 Min	10 Min	20 Min
2021 Estimate	$53,006	$52,941	$53,434
Growth (2021-26)	0.22%	0.49%	1.20%
ⓘ 2021 State: $60,413		2021-26 Growth: 1.57%	

Source: Esri Market Profile | 6.22

JEFFERSON DRIVE TIME MARKET

JEFFERSON | IOWA

2021 HOUSING UNITS SUMMARY

HOUSING UNITS

Housing Units	5 Min	10 Min	20 Min
2021 Estimate	1,931	2,239	4,049
- Owner Occupied	62.3%	61.6%	62.8%
- Renter Occupied	24.0%	24.0%	22.2%
- Vacant	13.7%	14.4%	15.0%
(i) Estimated State Percent Vacant (2021)			9.9%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

TENURE AND MORTGAGE

2010 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	74.2%	73.9%	75.5%
— With Mortgage	42.1%	41.8%	41.3%
— Free and Clear	32.1%	32.2%	34.2%
Renter Occupied	25.8%	26.1%	24.5%

2021 DIVERSITY INDEX

DIVERSITY

Drive Time Households	5 Min	10 Min	20 Min
2021 Diversity Index	8.3	8.1	8.4

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

$28,739
PER CAPITA INCOME
5 MINUTES | 2021

10 Minutes	$29,029
20 Minutes	$29,138
State	$32,417

47.4
MEDIAN AGE
5 MINUTES | 2021

10 Minutes	47.8
20 Minutes	47.2
State	39.4

93.6%
2021 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	94.2%
20 Minutes	93.5%
State	95.7%

2021 EMPLOYMENT BY OCCUPATION

2021 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	1,960	2,244	4,130
- White Collar	57.5%	57.6%	57.5%
- Services	17.7%	17.3%	14.7%
- Blue Collar	24.9%	25.1%	27.9%

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments).

Top Drive Time Area Esri Tapestry Segments

Prairie Living (6D) | #1 in 20 min drive time

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
335	20.1%	560	29.2%	1,559	45.3%

Prairie Living is a mostly rural market, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are dominated by married-couple families that own single-family dwellings and many vehicles. Faith Is important to this market. When they find time to relax, they favor outdoor activities.

Avg. HH Size: 2.51   Median Age: 44.4   Med. HH Income: $54K

► Somewhat resistant to new technology.

► Most households own 2 or 3 vehicles; this is the highest ranked market for owning 4 or more vehicles.

► More than half have completed some college education or hold a degree.

► Tend to buy things when they need them, rather than when they want them or to be trendy.

Midlife Constants (5E) | #1 in 5 & 10 drive times

| 5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,331	79.9%	1,357	70.8%	1,361	39.6%

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. They live outside the central cities, in smaller communities. These are settled neighborhoods with slow rates of change and residents that have lived in the same house for years. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Avg. HH Size: 2.31   Median Age: 47.0   Med. HH Income: $53K

► Mainly single-family older homes, most built before 1980.

► Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.

► Almost 42% of households are receiving Social Security; 27% also receive retirement income.

► 63% have a high school diploma or some college.

► Primarily married couples, with a growing share of singles.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at:

Jefferson | Iowa
Workforce Patterns
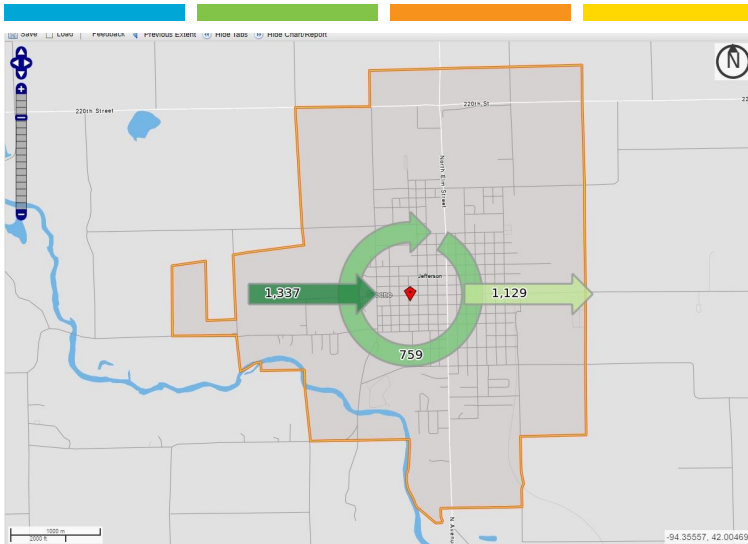
Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations| Data year—2019

Workforce issues have risen to the top of the list as a major concern for businesses all across Iowa.   Finding the right people with the proper skills to fill the positions available is a challenge every community is facing, no matter your size or location in the state. Understanding where your workforce comes from, who lives and works in your community, and who travels outside your community for employment can have a direct effect on your downtown commercial district.

The US Census Bureau's On The Map feature is a resource to help communities better understand this data.

Inflow/Outflow Job Counts (All Jobs)

	2019 Count	Share
Employed in the Selection Area	2,096	100.0%
Employed in the Selection Area but Living Outside	1,337	63.8%
Employed and Living in the Selection Area	759	36.2%
Living in the Selection Area	1,888	100.0%
Living in the Selection Area but Employed Outside	1,129	59.8%
Living and Employed in the Selection Area	759	40.2%

Source: US Census Bureau, Center for Economic Studies | 2019

Downtown Jefferson Drive Time Market

Esri's Retail Demand Outlook compares consumer spending and calculates forecasted demand for goods and services in several categories of consumer spending. The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in the area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Demand Outlook | Jefferson
10 Minute Drive Time

Category	2021 Consumer Spending	2026 Forecasted Demand	Projected Growth
Apparel and Services	$2,846,625	$2,971,432	$124,807
Computer	$262,036	$273,534	$11,498
Entertainment & Recreation	$4,961,053	$5,180,134	$219,081
Food at Home	$13,043,529	$13,617,215	$573,686
Food Away from Home	$5,024,749	$5,245,039	$220,290
Health (drugs, eyewear)	$1,084,812	$1,132,994	$48,182
Home (mortgage & basics)	$14,680,101	$15,322,705	$642,604
Household Furnishings & Equipment	$1,930,992	$2,015,613	$84,621
Household Operations	$2,839,431	$2,964,821	$125,390
Insurance	$12,668,208	$13,226,224	$409,901
Transportation	$9,127,300	$9,529,855	$402,555
Travel	$2,631,489	$1,832,738	$115,198

Source: Esri Retail Demand Outlook| 6.22

2021 Housing Units by Value

Median Home Value	5 Min	10 Min	20 Min
2021 Estimate	$120,082	$125,354	$122,727
2026 Estimate	$142,639	$148,415	$148,789
Average Home Value			
2021 Estimate	$137,552	$141,546	$164,387
2026 Estimate	$151,950	$156,571	$188,350