



Market Profile

110 S Wilson Ave, Jefferson, Iowa, 50129
 Drive Time: 5, 10, 20 minute radii

Prepared by Esri
 Latitude: 42.01488
 Longitude: -94.37511

	5 minutes	10 minutes	20 minutes
Population Summary			
2000 Total Population	4,327	4,920	9,051
2010 Total Population	4,014	4,544	8,253
2021 Total Population	3,804	4,297	7,955
2021 Group Quarters	65	71	79
2026 Total Population	3,749	4,236	7,872
2021-2026 Annual Rate	-0.29%	-0.29%	-0.21%
2021 Total Daytime Population	3,897	4,983	7,809
Workers	2,045	2,916	3,985
Residents	1,852	2,067	3,824
Household Summary			
2000 Households	1,787	2,045	3,686
2000 Average Household Size	2.33	2.31	2.39
2010 Households	1,733	1,988	3,527
2010 Average Household Size	2.25	2.22	2.30
2021 Households	1,666	1,917	3,441
2021 Average Household Size	2.24	2.20	2.29
2026 Households	1,645	1,893	3,408
2026 Average Household Size	2.24	2.20	2.29
2021-2026 Annual Rate	-0.25%	-0.25%	-0.19%
2010 Families	1,109	1,266	2,276
2010 Average Family Size	2.82	2.79	2.86
2021 Families	1,043	1,194	2,177
2021 Average Family Size	2.83	2.78	2.87
2026 Families	1,024	1,173	2,146
2026 Average Family Size	2.83	2.78	2.86
2021-2026 Annual Rate	-0.37%	-0.35%	-0.29%
Housing Unit Summary			
2000 Housing Units	1,931	2,224	4,025
Owner Occupied Housing Units	70.6%	69.8%	69.7%
Renter Occupied Housing Units	22.0%	22.2%	21.9%
Vacant Housing Units	7.4%	8.0%	8.4%
2010 Housing Units	1,951	2,254	4,022
Owner Occupied Housing Units	65.9%	65.2%	66.2%
Renter Occupied Housing Units	22.9%	23.0%	21.5%
Vacant Housing Units	11.2%	11.8%	12.3%
2021 Housing Units	1,931	2,239	4,049
Owner Occupied Housing Units	62.3%	61.6%	62.8%
Renter Occupied Housing Units	24.0%	24.0%	22.2%
Vacant Housing Units	13.7%	14.4%	15.0%
2026 Housing Units	1,920	2,228	4,045
Owner Occupied Housing Units	62.7%	61.9%	62.9%
Renter Occupied Housing Units	23.0%	23.0%	21.3%
Vacant Housing Units	14.3%	15.0%	15.7%
Median Household Income			
2021	\$53,006	\$52,941	\$53,434
2026	\$53,585	\$54,259	\$56,724
Median Home Value			
2021	\$120,082	\$125,354	\$122,727
2026	\$142,639	\$148,415	\$148,789
Per Capita Income			
2021	\$28,739	\$29,029	\$29,138
2026	\$30,182	\$30,722	\$31,538
Median Age			
2010	46.2	46.5	45.7
2021	47.4	47.8	47.2
2026	46.1	46.5	46.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	1,666	1,917	3,441
<\$15,000	12.1%	12.0%	10.9%
\$15,000 - \$24,999	8.1%	8.2%	8.5%
\$25,000 - \$34,999	9.9%	9.9%	10.3%
\$35,000 - \$49,999	17.0%	17.3%	17.0%
\$50,000 - \$74,999	17.0%	16.1%	16.9%
\$75,000 - \$99,999	17.2%	17.2%	16.4%
\$100,000 - \$149,999	13.2%	13.9%	13.9%
\$150,000 - \$199,999	4.0%	3.9%	4.1%
\$200,000+	1.4%	1.5%	1.9%
Average Household Income	\$65,618	\$65,985	\$67,542
2026 Households by Income			
Household Income Base	1,645	1,893	3,408
<\$15,000	11.9%	11.7%	10.4%
\$15,000 - \$24,999	7.5%	7.6%	7.6%
\$25,000 - \$34,999	9.8%	9.7%	9.7%
\$35,000 - \$49,999	17.4%	17.3%	16.4%
\$50,000 - \$74,999	17.0%	16.0%	16.9%
\$75,000 - \$99,999	17.4%	17.5%	17.2%
\$100,000 - \$149,999	13.3%	14.4%	15.1%
\$150,000 - \$199,999	4.3%	4.3%	4.8%
\$200,000+	1.5%	1.5%	2.0%
Average Household Income	\$68,779	\$69,791	\$73,067
2021 Owner Occupied Housing Units by Value			
Total	1,203	1,380	2,543
<\$50,000	15.7%	14.7%	17.2%
\$50,000 - \$99,999	28.2%	27.5%	26.3%
\$100,000 - \$149,999	15.2%	15.4%	14.3%
\$150,000 - \$199,999	20.9%	20.7%	16.5%
\$200,000 - \$249,999	9.6%	9.9%	9.1%
\$250,000 - \$299,999	6.2%	7.5%	7.6%
\$300,000 - \$399,999	1.1%	1.1%	3.2%
\$400,000 - \$499,999	2.7%	2.8%	2.3%
\$500,000 - \$749,999	0.3%	0.4%	2.8%
\$750,000 - \$999,999	0.0%	0.0%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.4%
Average Home Value	\$137,552	\$141,546	\$164,387
2026 Owner Occupied Housing Units by Value			
Total	1,204	1,380	2,545
<\$50,000	12.9%	12.0%	13.8%
\$50,000 - \$99,999	24.4%	23.7%	22.7%
\$100,000 - \$149,999	15.0%	14.9%	13.8%
\$150,000 - \$199,999	23.1%	22.8%	17.7%
\$200,000 - \$249,999	11.6%	11.8%	10.4%
\$250,000 - \$299,999	7.5%	9.1%	9.0%
\$300,000 - \$399,999	1.4%	1.4%	4.1%
\$400,000 - \$499,999	3.8%	3.9%	3.2%
\$500,000 - \$749,999	0.4%	0.5%	4.1%
\$750,000 - \$999,999	0.0%	0.0%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.5%
Average Home Value	\$151,950	\$156,571	\$188,350

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	4,012	4,547	8,252
0 - 4	5.8%	5.7%	5.7%
5 - 9	6.2%	6.2%	6.3%
10 - 14	6.5%	6.4%	6.8%
15 - 24	10.7%	10.5%	10.6%
25 - 34	9.7%	9.7%	9.5%
35 - 44	9.2%	9.2%	10.1%
45 - 54	14.9%	15.1%	15.7%
55 - 64	14.2%	14.4%	14.3%
65 - 74	8.9%	9.0%	9.5%
75 - 84	8.5%	8.4%	7.3%
85 +	5.3%	5.5%	4.3%
18 +	77.1%	77.2%	76.8%
2021 Population by Age			
Total	3,806	4,296	7,955
0 - 4	5.5%	5.4%	5.4%
5 - 9	5.7%	5.7%	5.8%
10 - 14	5.6%	5.6%	5.8%
15 - 24	10.1%	9.8%	9.9%
25 - 34	11.6%	11.5%	11.2%
35 - 44	9.3%	9.3%	9.9%
45 - 54	10.6%	10.9%	11.6%
55 - 64	15.1%	15.3%	15.8%
65 - 74	13.0%	13.2%	12.9%
75 - 84	8.4%	8.2%	7.8%
85 +	5.1%	5.2%	4.1%
18 +	79.8%	80.0%	79.7%
2026 Population by Age			
Total	3,751	4,235	7,871
0 - 4	5.6%	5.5%	5.4%
5 - 9	5.9%	5.9%	5.9%
10 - 14	6.2%	6.1%	6.2%
15 - 24	9.2%	9.1%	9.2%
25 - 34	11.0%	10.7%	10.5%
35 - 44	11.1%	11.2%	11.1%
45 - 54	9.3%	9.6%	10.3%
55 - 64	13.2%	13.5%	14.2%
65 - 74	15.0%	14.9%	14.6%
75 - 84	8.7%	8.7%	8.5%
85 +	4.8%	4.8%	4.0%
18 +	78.6%	78.8%	78.8%
2010 Population by Sex			
Males	1,922	2,181	4,057
Females	2,092	2,363	4,196
2021 Population by Sex			
Males	1,845	2,093	3,966
Females	1,958	2,204	3,989
2026 Population by Sex			
Males	1,834	2,082	3,952
Females	1,914	2,155	3,920

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2010 Population by Race/Ethnicity			
Total	4,015	4,544	8,252
White Alone	97.9%	97.8%	97.6%
Black Alone	0.1%	0.1%	0.2%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	0.2%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.0%	0.9%
Two or More Races	0.6%	0.7%	0.7%
Hispanic Origin	2.2%	2.1%	1.9%
Diversity Index	8.3	8.1	8.4
2021 Population by Race/Ethnicity			
Total	3,803	4,298	7,955
White Alone	96.0%	95.8%	95.3%
Black Alone	0.3%	0.3%	0.4%
American Indian Alone	0.2%	0.2%	0.6%
Asian Alone	0.6%	0.6%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.8%	1.7%
Two or More Races	1.2%	1.3%	1.3%
Hispanic Origin	4.1%	3.9%	3.5%
Diversity Index	15.2	15.0	15.3
2026 Population by Race/Ethnicity			
Total	3,750	4,236	7,871
White Alone	94.8%	94.7%	94.0%
Black Alone	0.4%	0.4%	0.5%
American Indian Alone	0.2%	0.2%	0.7%
Asian Alone	0.7%	0.8%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.2%	2.1%
Two or More Races	1.5%	1.6%	1.6%
Hispanic Origin	5.2%	5.0%	4.4%
Diversity Index	18.9	18.8	19.1
2010 Population by Relationship and Household Type			
Total	4,014	4,544	8,253
In Households	97.2%	97.2%	98.3%
In Family Households	79.8%	79.7%	81.0%
Householder	27.5%	27.5%	27.5%
Spouse	21.9%	22.0%	22.4%
Child	27.1%	26.8%	27.6%
Other relative	1.3%	1.3%	1.4%
Nonrelative	2.0%	2.0%	2.0%
In Nonfamily Households	17.3%	17.5%	17.4%
In Group Quarters	2.8%	2.8%	1.7%
Institutionalized Population	2.3%	2.3%	1.4%
Noninstitutionalized Population	0.5%	0.5%	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2021 Population 25+ by Educational Attainment			
Total	2,783	3,158	5,825
Less than 9th Grade	1.4%	1.4%	1.3%
9th - 12th Grade, No Diploma	4.7%	4.4%	4.7%
High School Graduate	33.1%	34.0%	34.7%
GED/Alternative Credential	4.6%	4.3%	4.7%
Some College, No Degree	21.5%	21.0%	22.1%
Associate Degree	12.9%	13.4%	13.2%
Bachelor's Degree	13.1%	13.0%	13.1%
Graduate/Professional Degree	8.7%	8.4%	6.2%
2021 Population 15+ by Marital Status			
Total	3,166	3,580	6,612
Never Married	26.8%	25.5%	23.4%
Married	51.9%	54.1%	57.8%
Widowed	10.7%	10.3%	8.4%
Divorced	10.6%	10.1%	10.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,091	2,380	4,416
Population 16+ Employed	93.6%	94.2%	93.5%
Population 16+ Unemployment rate	6.3%	5.8%	6.5%
Population 16-24 Employed	13.1%	12.6%	11.6%
Population 16-24 Unemployment rate	0.0%	0.0%	7.4%
Population 25-54 Employed	51.0%	51.2%	52.9%
Population 25-54 Unemployment rate	10.3%	9.5%	8.8%
Population 55-64 Employed	24.0%	24.0%	24.2%
Population 55-64 Unemployment rate	3.5%	3.2%	3.1%
Population 65+ Employed	12.0%	12.1%	11.3%
Population 65+ Unemployment rate	0.0%	0.0%	0.8%
2021 Employed Population 16+ by Industry			
Total	1,958	2,243	4,129
Agriculture/Mining	7.7%	8.2%	9.8%
Construction	6.1%	5.8%	5.4%
Manufacturing	12.1%	12.3%	13.7%
Wholesale Trade	2.7%	2.5%	3.0%
Retail Trade	9.2%	9.0%	10.5%
Transportation/Utilities	3.5%	3.6%	4.6%
Information	3.4%	3.1%	2.3%
Finance/Insurance/Real Estate	4.9%	4.8%	4.9%
Services	46.6%	46.4%	41.4%
Public Administration	4.0%	4.4%	4.3%
2021 Employed Population 16+ by Occupation			
Total	1,960	2,244	4,130
White Collar	57.5%	57.6%	57.5%
Management/Business/Financial	16.5%	17.4%	18.8%
Professional	24.2%	24.1%	21.8%
Sales	5.3%	5.2%	6.5%
Administrative Support	11.5%	11.0%	10.3%
Services	17.7%	17.3%	14.7%
Blue Collar	24.9%	25.1%	27.9%
Farming/Forestry/Fishing	1.6%	1.7%	1.9%
Construction/Extraction	4.2%	4.1%	4.2%
Installation/Maintenance/Repair	3.0%	3.2%	3.9%
Production	9.0%	8.9%	9.0%
Transportation/Material Moving	7.1%	7.1%	8.8%

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2010 Households by Type			
Total	1,734	1,988	3,527
Households with 1 Person	32.6%	32.7%	31.3%
Households with 2+ People	67.4%	67.3%	68.7%
Family Households	64.0%	63.7%	64.5%
Husband-wife Families	50.9%	51.0%	52.7%
With Related Children	17.2%	17.1%	18.1%
Other Family (No Spouse Present)	13.1%	12.7%	11.9%
Other Family with Male Householder	3.6%	3.6%	3.9%
With Related Children	2.5%	2.4%	2.5%
Other Family with Female Householder	9.5%	9.1%	8.0%
With Related Children	7.1%	6.8%	5.7%
Nonfamily Households	3.5%	3.6%	4.2%
All Households with Children	27.2%	26.8%	26.8%
Multigenerational Households	1.3%	1.3%	1.5%
Unmarried Partner Households	5.3%	5.2%	5.5%
Male-female	5.1%	5.0%	5.1%
Same-sex	0.2%	0.2%	0.4%
2010 Households by Size			
Total	1,733	1,988	3,526
1 Person Household	32.6%	32.7%	31.3%
2 Person Household	38.8%	38.9%	39.4%
3 Person Household	11.4%	11.4%	11.2%
4 Person Household	8.8%	8.7%	9.2%
5 Person Household	5.4%	5.3%	5.4%
6 Person Household	2.1%	2.1%	2.3%
7 + Person Household	0.9%	0.8%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	1,733	1,988	3,527
Owner Occupied	74.2%	73.9%	75.5%
Owned with a Mortgage/Loan	42.1%	41.8%	41.3%
Owned Free and Clear	32.1%	32.2%	34.2%
Renter Occupied	25.8%	26.1%	24.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	222	213	221
Percent of Income for Mortgage	9.5%	9.9%	9.6%
Wealth Index	60	60	63
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,951	2,254	4,022
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	85.2%	79.2%	46.7%
Rural Housing Units	14.8%	20.8%	53.3%
2010 Population By Urban/ Rural Status			
Total Population	4,014	4,544	8,253
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	86.0%	80.8%	47.0%
Rural Population	14.0%	19.2%	53.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Prairie Living (6D)
2.	Prairie Living (6D)	Prairie Living (6D)	Midlife Constants (5E)
3.			Heartland Communities (6F)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,468,317	\$2,846,625	\$5,190,347
Average Spent	\$1,481.58	\$1,484.94	\$1,508.38
Spending Potential Index	70	70	71
Education: Total \$	\$1,702,635	\$1,904,469	\$3,213,861
Average Spent	\$1,021.99	\$993.46	\$933.99
Spending Potential Index	59	58	54
Entertainment/Recreation: Total \$	\$4,190,475	\$4,961,053	\$9,640,041
Average Spent	\$2,515.29	\$2,587.93	\$2,801.52
Spending Potential Index	78	80	87
Food at Home: Total \$	\$6,823,896	\$8,018,780	\$15,320,565
Average Spent	\$4,095.98	\$4,182.98	\$4,452.36
Spending Potential Index	75	77	82
Food Away from Home: Total \$	\$4,358,038	\$5,024,749	\$9,174,703
Average Spent	\$2,615.87	\$2,621.15	\$2,666.29
Spending Potential Index	69	69	70
Health Care: Total \$	\$8,568,010	\$10,129,283	\$19,601,493
Average Spent	\$5,142.86	\$5,283.92	\$5,696.45
Spending Potential Index	82	85	91
HH Furnishings & Equipment: Total \$	\$2,705,536	\$3,118,530	\$5,682,545
Average Spent	\$1,623.97	\$1,626.78	\$1,651.42
Spending Potential Index	72	72	73
Personal Care Products & Services: Total \$	\$1,079,859	\$1,249,500	\$2,297,270
Average Spent	\$648.17	\$651.80	\$667.62
Spending Potential Index	72	73	74
Shelter: Total \$	\$22,493,965	\$25,813,955	\$46,443,869
Average Spent	\$13,501.78	\$13,465.81	\$13,497.20
Spending Potential Index	67	67	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,225,818	\$3,851,371	\$7,443,834
Average Spent	\$1,936.27	\$2,009.06	\$2,163.28
Spending Potential Index	81	84	90
Travel: Total \$	\$2,962,930	\$3,417,477	\$6,183,572
Average Spent	\$1,778.47	\$1,782.72	\$1,797.03
Spending Potential Index	70	71	71
Vehicle Maintenance & Repairs: Total \$	\$1,425,994	\$1,680,553	\$3,232,722
Average Spent	\$855.94	\$876.66	\$939.47
Spending Potential Index	77	79	85

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.