



Market Profile

Osceola
Osceola County, IA (19143)
Geography: County

Osceola Count...

Population Summary	
2000 Total Population	7,003
2010 Total Population	6,462
2018 Total Population	6,191
2018 Group Quarters	94
2023 Total Population	6,021
2018-2023 Annual Rate	-0.56%
2018 Total Daytime Population	5,353
Workers	2,690
Residents	2,663
Household Summary	
2000 Households	2,778
2000 Average Household Size	2.48
2010 Households	2,682
2010 Average Household Size	2.37
2018 Households	2,586
2018 Average Household Size	2.36
2023 Households	2,518
2023 Average Household Size	2.35
2018-2023 Annual Rate	-0.53%
2010 Families	1,787
2010 Average Family Size	2.91
2018 Families	1,701
2018 Average Family Size	2.89
2023 Families	1,648
2023 Average Family Size	2.88
2018-2023 Annual Rate	-0.63%
Housing Unit Summary	
2000 Housing Units	3,012
Owner Occupied Housing Units	71.5%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	7.8%
2010 Housing Units	2,990
Owner Occupied Housing Units	70.5%
Renter Occupied Housing Units	19.2%
Vacant Housing Units	10.3%
2018 Housing Units	2,971
Owner Occupied Housing Units	68.2%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	13.0%
2023 Housing Units	2,961
Owner Occupied Housing Units	67.2%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	15.0%
Median Household Income	
2018	\$50,965
2023	\$53,775
Median Home Value	
2018	\$87,022
2023	\$91,561
Per Capita Income	
2018	\$27,738
2023	\$30,596
Median Age	
2010	43.7
2018	44.6
2023	45.0

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income

Household Income Base	2,586
<\$15,000	10.0%
\$15,000 - \$24,999	10.6%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	16.1%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	3.3%
\$200,000+	2.4%
Average Household Income	\$66,021

2023 Households by Income

Household Income Base	2,518
<\$15,000	8.9%
\$15,000 - \$24,999	9.5%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	4.0%
\$200,000+	2.7%
Average Household Income	\$72,766

2018 Owner Occupied Housing Units by Value

Total	2,026
<\$50,000	22.3%
\$50,000 - \$99,999	37.5%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	11.7%
\$200,000 - \$249,999	4.7%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	2.5%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$109,946

2023 Owner Occupied Housing Units by Value

Total	1,989
<\$50,000	20.4%
\$50,000 - \$99,999	35.6%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	12.7%
\$200,000 - \$249,999	5.5%
\$250,000 - \$299,999	5.4%
\$300,000 - \$399,999	2.9%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$117,031

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	Osceola Count...
2010 Population by Age	
Total	6,462
0 - 4	6.2%
5 - 9	6.3%
10 - 14	6.3%
15 - 24	11.2%
25 - 34	10.4%
35 - 44	11.2%
45 - 54	16.6%
55 - 64	12.1%
65 - 74	9.2%
75 - 84	7.1%
85 +	3.5%
18 +	76.9%
2018 Population by Age	
Total	6,191
0 - 4	5.8%
5 - 9	6.2%
10 - 14	6.0%
15 - 24	10.2%
25 - 34	11.2%
35 - 44	11.0%
45 - 54	12.7%
55 - 64	15.3%
65 - 74	11.0%
75 - 84	6.9%
85 +	3.7%
18 +	78.6%
2023 Population by Age	
Total	6,021
0 - 4	5.6%
5 - 9	6.3%
10 - 14	6.5%
15 - 24	9.8%
25 - 34	10.3%
35 - 44	11.5%
45 - 54	11.3%
55 - 64	14.2%
65 - 74	13.0%
75 - 84	7.8%
85 +	3.6%
18 +	77.8%
2010 Population by Sex	
Males	3,243
Females	3,219
2018 Population by Sex	
Males	3,127
Females	3,064
2023 Population by Sex	
Males	3,062
Females	2,959

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	Osceola Count...
2010 Population by Race/Ethnicity	
Total	6,462
White Alone	95.2%
Black Alone	0.3%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	0.8%
Hispanic Origin	6.7%
Diversity Index	20.7
2018 Population by Race/Ethnicity	
Total	6,191
White Alone	93.6%
Black Alone	0.5%
American Indian Alone	0.4%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.8%
Two or More Races	1.4%
Hispanic Origin	7.9%
Diversity Index	25.2
2023 Population by Race/Ethnicity	
Total	6,021
White Alone	92.3%
Black Alone	0.7%
American Indian Alone	0.5%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	1.7%
Hispanic Origin	8.9%
Diversity Index	28.6
2010 Population by Relationship and Household Type	
Total	6,462
In Households	98.3%
In Family Households	82.1%
Householder	27.7%
Spouse	23.5%
Child	27.6%
Other relative	1.7%
Nonrelative	1.7%
In Nonfamily Households	16.1%
In Group Quarters	1.7%
Institutionalized Population	1.6%
Noninstitutionalized Population	0.2%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment	
Total	4,445
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	7.8%
High School Graduate	35.5%
GED/Alternative Credential	3.1%
Some College, No Degree	19.5%
Associate Degree	11.5%
Bachelor's Degree	13.3%
Graduate/Professional Degree	4.5%
2018 Population 15+ by Marital Status	
Total	5,075
Never Married	20.8%
Married	59.7%
Widowed	7.8%
Divorced	11.8%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	98.9%
Civilian Unemployed (Unemployment Rate)	1.1%
2018 Employed Population 16+ by Industry	
Total	3,528
Agriculture/Mining	16.0%
Construction	7.0%
Manufacturing	19.2%
Wholesale Trade	2.9%
Retail Trade	7.0%
Transportation/Utilities	5.0%
Information	1.2%
Finance/Insurance/Real Estate	3.9%
Services	35.4%
Public Administration	2.4%
2018 Employed Population 16+ by Occupation	
Total	3,528
White Collar	47.7%
Management/Business/Financial	15.1%
Professional	13.9%
Sales	5.3%
Administrative Support	13.3%
Services	14.0%
Blue Collar	38.3%
Farming/Forestry/Fishing	9.1%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	4.1%
Production	12.2%
Transportation/Material Moving	7.5%
2010 Population By Urban/ Rural Status	
Total Population	6,462
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	41.6%
Rural Population	58.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	2,682
Households with 1 Person	29.2%
Households with 2+ People	70.8%
Family Households	66.6%
Husband-wife Families	56.7%
With Related Children	21.0%
Other Family (No Spouse Present)	10.0%
Other Family with Male Householder	4.0%
With Related Children	2.5%
Other Family with Female Householder	5.9%
With Related Children	3.8%
Nonfamily Households	4.2%
All Households with Children	27.7%
Multigenerational Households	1.3%
Unmarried Partner Households	5.9%
Male-female	5.6%
Same-sex	0.3%
2010 Households by Size	
Total	2,682
1 Person Household	29.2%
2 Person Household	38.8%
3 Person Household	12.1%
4 Person Household	10.9%
5 Person Household	5.9%
6 Person Household	2.2%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	2,682
Owner Occupied	78.6%
Owned with a Mortgage/Loan	38.5%
Owned Free and Clear	40.1%
Renter Occupied	21.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,990
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	40.7%
Rural Housing Units	59.3%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Heartland Communities
2. Prairie Living (6D)
3. Midlife Constants (5E)

2018 Consumer Spending

Apparel & Services: Total \$	\$4,235,308
Average Spent	\$1,637.78
Spending Potential Index	75
Education: Total \$	\$2,316,190
Average Spent	\$895.67
Spending Potential Index	62
Entertainment/Recreation: Total \$	\$7,330,207
Average Spent	\$2,834.57
Spending Potential Index	88
Food at Home: Total \$	\$11,584,870
Average Spent	\$4,479.84
Spending Potential Index	89
Food Away from Home: Total \$	\$7,058,214
Average Spent	\$2,729.39
Spending Potential Index	78
Health Care: Total \$	\$14,170,784
Average Spent	\$5,479.81
Spending Potential Index	96
HH Furnishings & Equipment: Total \$	\$4,390,340
Average Spent	\$1,697.73
Spending Potential Index	81
Personal Care Products & Services: Total \$	\$1,635,380
Average Spent	\$632.40
Spending Potential Index	76
Shelter: Total \$	\$30,897,182
Average Spent	\$11,947.87
Spending Potential Index	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,182,924
Average Spent	\$2,004.22
Spending Potential Index	81
Travel: Total \$	\$3,987,850
Average Spent	\$1,542.09
Spending Potential Index	72
Vehicle Maintenance & Repairs: Total \$	\$2,410,020
Average Spent	\$931.95
Spending Potential Index	87

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.