



Population Summary	
2000 Total Population	7,003
2010 Total Population	6,462
2019 Total Population	6,151
2019 Group Quarters	94
2024 Total Population	5,976
2019-2024 Annual Rate	-0.58%
2019 Total Daytime Population	5,408
Workers	2,771
Residents	2,637
Household Summary	
2000 Households	2,778
2000 Average Household Size	2.48
2010 Households	2,682
2010 Average Household Size	2.37
2019 Households	2,574
2019 Average Household Size	2.35
2024 Households	2,505
2024 Average Household Size	2.35
2019-2024 Annual Rate	-0.54%
2010 Families	1,787
2010 Average Family Size	2.91
2019 Families	1,688
2019 Average Family Size	2.90
2024 Families	1,633
2024 Average Family Size	2.90
2019-2024 Annual Rate	-0.66%
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%
2019 Housing Units	2,975
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	13.5%
2024 Housing Units	2,965
Owner Occupied Housing Units	67.5%
Renter Occupied Housing Units	17.0%
Vacant Housing Units	15.5%
Median Household Income	
2019	\$54,611
2024	\$60,141
Median Home Value	
2019	\$96,037
2024	\$103,995
Per Capita Income	
2019	\$28,187
2024	\$31,570
Median Age	
2010	43.7
2019	44.8
2024	45.2

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



2019 Households by Income

Household Income Base	2,574
<\$15,000	10.1%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	3.0%
\$200,000+	1.7%
Average Household Income	\$67,302

2024 Households by Income

Household Income Base	2,505
<\$15,000	8.3%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	15.2%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	3.9%
\$200,000+	1.8%
Average Household Income	\$75,258

2019 Owner Occupied Housing Units by Value

Total	2,042
<\$50,000	20.4%
\$50,000 - \$99,999	32.1%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	13.5%
\$200,000 - \$249,999	6.8%
\$250,000 - \$299,999	4.0%
\$300,000 - \$399,999	3.6%
\$400,000 - \$499,999	0.2%
\$500,000 - \$749,999	0.0%
\$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	\$117,214

2024 Owner Occupied Housing Units by Value

Total	2,000
<\$50,000	18.4%
\$50,000 - \$99,999	30.1%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	14.5%
\$200,000 - \$249,999	7.9%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	4.5%
\$400,000 - \$499,999	0.1%
\$500,000 - \$749,999	0.0%
\$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	\$125,313

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



	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%
2019 Population by Age	
Total	6,151
0 - 4	5.8%
5 - 9	6.0%
10 - 14	6.0%
15 - 24	9.8%
25 - 34	11.8%
35 - 44	10.8%
45 - 54	12.3%
55 - 64	15.9%
65 - 74	11.1%
75 - 84	6.7%
85 +	3.7%
18 +	78.9%
2024 Population by Age	
Total	5,976
0 - 4	5.6%
5 - 9	6.1%
10 - 14	6.5%
15 - 24	9.6%
25 - 34	10.5%
35 - 44	11.4%
45 - 54	11.1%
55 - 64	14.3%
65 - 74	13.6%
75 - 84	7.5%
85 +	3.7%
18 +	78.1%
2010 Population by Sex	
Males	3,243
Females	3,219
2019 Population by Sex	
Males	3,100
Females	3,051
2024 Population by Sex	
Males	3,021
Females	2,955

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	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
2019 Population by Race/Ethnicity	
Total	6,151
White Alone	93.2%
Black Alone	0.5%
American Indian Alone	0.6%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.1%
Two or More Races	1.3%
Hispanic Origin	8.7%
Diversity Index	27.0
2024 Population by Race/Ethnicity	
Total	5,976
White Alone	91.8%
Black Alone	0.6%
American Indian Alone	0.7%
Asian Alone	0.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.7%
Two or More Races	1.7%
Hispanic Origin	10.0%
Diversity Index	30.9
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Osceola Count...

2019 Population 25+ by Educational Attainment

Total	4,453
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	7.7%
High School Graduate	33.4%
GED/Alternative Credential	3.8%
Some College, No Degree	18.9%
Associate Degree	13.0%
Bachelor's Degree	14.6%
Graduate/Professional Degree	4.1%

2019 Population 15+ by Marital Status

Total	5,056
Never Married	21.4%
Married	59.6%
Widowed	7.8%
Divorced	11.2%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	99.3%
Civilian Unemployed (Unemployment Rate)	0.7%

2019 Employed Population 16+ by Industry

Total	3,518
Agriculture/Mining	17.7%
Construction	9.8%
Manufacturing	15.1%
Wholesale Trade	3.3%
Retail Trade	7.5%
Transportation/Utilities	6.1%
Information	1.6%
Finance/Insurance/Real Estate	3.4%
Services	32.7%
Public Administration	2.9%

2019 Employed Population 16+ by Occupation

Total	3,518
White Collar	47.2%
Management/Business/Financial	15.5%
Professional	15.1%
Sales	7.1%
Administrative Support	9.4%
Services	15.7%
Blue Collar	37.2%
Farming/Forestry/Fishing	11.7%
Construction/Extraction	6.0%
Installation/Maintenance/Repair	4.5%
Production	7.3%
Transportation/Material Moving	7.7%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	Osceola Count...
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Osceola Count...

Top 3 Tapestry Segments

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

2019 Consumer Spending

Apparel & Services: Total \$	\$3,899,695
Average Spent	\$1,515.03
Spending Potential Index	71
Education: Total \$	\$2,473,408
Average Spent	\$960.92
Spending Potential Index	60
Entertainment/Recreation: Total \$	\$7,311,614
Average Spent	\$2,840.56
Spending Potential Index	87
Food at Home: Total \$	\$11,206,861
Average Spent	\$4,353.87
Spending Potential Index	84
Food Away from Home: Total \$	\$7,102,463
Average Spent	\$2,759.31
Spending Potential Index	75
Health Care: Total \$	\$14,722,199
Average Spent	\$5,719.58
Spending Potential Index	96
HH Furnishings & Equipment: Total \$	\$4,272,561
Average Spent	\$1,659.89
Spending Potential Index	78
Personal Care Products & Services: Total \$	\$1,675,880
Average Spent	\$651.08
Spending Potential Index	73
Shelter: Total \$	\$33,559,851
Average Spent	\$13,038.02
Spending Potential Index	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,171,243
Average Spent	\$2,009.03
Spending Potential Index	81
Travel: Total \$	\$4,206,403
Average Spent	\$1,634.19
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$2,531,649
Average Spent	\$983.55
Spending Potential Index	86

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.