



# Market Profile

Lyon County, IA (19119)

Geography: County

Lyon County, ...

### Population Summary

2000 Total Population	11,763
2010 Total Population	11,581
2017 Total Population	11,898
2017 Group Quarters	161
2022 Total Population	12,101
2017-2022 Annual Rate	0.34%
2017 Total Daytime Population	10,838
Workers	5,032
Residents	5,806

### Household Summary

2000 Households	4,428
2000 Average Household Size	2.61
2010 Households	4,442
2010 Average Household Size	2.57
2017 Households	4,562
2017 Average Household Size	2.57
2022 Households	4,639
2022 Average Household Size	2.57
2017-2022 Annual Rate	0.34%
2010 Families	3,237
2010 Average Family Size	3.08
2017 Families	3,294
2017 Average Family Size	3.09
2022 Families	3,337
2022 Average Family Size	3.10
2017-2022 Annual Rate	0.26%

### Housing Unit Summary

2000 Housing Units	4,758
Owner Occupied Housing Units	76.1%
Renter Occupied Housing Units	16.9%
Vacant Housing Units	6.9%
2010 Housing Units	4,848
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	8.4%
2017 Housing Units	4,996
Owner Occupied Housing Units	74.5%
Renter Occupied Housing Units	16.8%
Vacant Housing Units	8.7%
2022 Housing Units	5,093
Owner Occupied Housing Units	74.4%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	8.9%

### Median Household Income

2017	\$53,833
2022	\$60,936

### Median Home Value

2017	\$131,704
2022	\$160,436

### Per Capita Income

2017	\$25,337
2022	\$29,142

### Median Age

2010	38.8
2017	39.8
2022	41.0

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## 2017 Households by Income

Household Income Base	4,562
<\$15,000	7.8%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	26.1%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	10.4%
\$150,000 - \$199,999	1.8%
\$200,000+	2.1%

Average Household Income \$65,706

## 2022 Households by Income

Household Income Base	4,639
<\$15,000	6.8%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	24.7%
\$75,000 - \$99,999	20.8%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	2.0%
\$200,000+	2.3%

Average Household Income \$75,652

## 2017 Owner Occupied Housing Units by Value

Total	3,724
<\$50,000	13.2%
\$50,000 - \$99,999	25.3%
\$100,000 - \$149,999	18.1%
\$150,000 - \$199,999	20.4%
\$200,000 - \$249,999	10.5%
\$250,000 - \$299,999	4.9%
\$300,000 - \$399,999	4.5%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	0.3%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.2%

Average Home Value \$151,987

## 2022 Owner Occupied Housing Units by Value

Total	3,787
<\$50,000	10.3%
\$50,000 - \$99,999	19.5%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	23.3%
\$200,000 - \$249,999	13.1%
\$250,000 - \$299,999	7.2%
\$300,000 - \$399,999	6.6%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.3%

Average Home Value \$178,512

**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.

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# Market Profile

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## 2010 Population by Age

Total	11,581
0 - 4	8.0%
5 - 9	7.9%
10 - 14	7.3%
15 - 24	11.0%
25 - 34	11.6%
35 - 44	11.3%
45 - 54	13.8%
55 - 64	12.2%
65 - 74	7.2%
75 - 84	6.5%
85 +	3.1%
18 +	72.3%

## 2017 Population by Age

Total	11,898
0 - 4	7.4%
5 - 9	7.7%
10 - 14	7.4%
15 - 24	10.5%
25 - 34	11.0%
35 - 44	11.7%
45 - 54	12.0%
55 - 64	13.5%
65 - 74	9.5%
75 - 84	5.8%
85 +	3.3%
18 +	73.7%

## 2022 Population by Age

Total	12,101
0 - 4	6.9%
5 - 9	7.7%
10 - 14	8.3%
15 - 24	10.4%
25 - 34	9.5%
35 - 44	12.2%
45 - 54	11.1%
55 - 64	13.2%
65 - 74	11.2%
75 - 84	6.2%
85 +	3.2%
18 +	72.8%

## 2010 Population by Sex

Males	5,783
Females	5,798

## 2017 Population by Sex

Males	5,984
Females	5,914

## 2022 Population by Sex

Males	6,118
Females	5,983

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

August 15, 2017



# Market Profile

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### 2010 Population by Race/Ethnicity

Total	11,581
White Alone	97.9%
Black Alone	0.1%
American Indian Alone	0.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	0.6%
Hispanic Origin	1.8%
Diversity Index	7.6

### 2017 Population by Race/Ethnicity

Total	11,898
White Alone	96.9%
Black Alone	0.1%
American Indian Alone	0.1%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	0.7%
Hispanic Origin	3.0%
Diversity Index	11.6

### 2022 Population by Race/Ethnicity

Total	12,101
White Alone	96.2%
Black Alone	0.1%
American Indian Alone	0.1%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	0.7%
Hispanic Origin	3.8%
Diversity Index	14.2

### 2010 Population by Relationship and Household Type

Total	11,581
In Households	98.6%
In Family Households	87.0%
Householder	28.0%
Spouse	24.8%
Child	32.5%
Other relative	0.9%
Nonrelative	0.9%
In Nonfamily Households	11.6%
In Group Quarters	1.4%
Institutionalized Population	1.4%
Noninstitutionalized Population	0.0%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



## Market Profile

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### 2017 Population 25+ by Educational Attainment

Total	7,955
Less than 9th Grade	5.4%
9th - 12th Grade, No Diploma	3.9%
High School Graduate	34.7%
GED/Alternative Credential	2.2%
Some College, No Degree	19.4%
Associate Degree	13.7%
Bachelor's Degree	15.2%
Graduate/Professional Degree	5.5%

### 2017 Population 15+ by Marital Status

Total	9,209
Never Married	21.5%
Married	65.2%
Widowed	6.9%
Divorced	6.5%

### 2017 Civilian Population 16+ in Labor Force

Civilian Employed	98.4%
Civilian Unemployed (Unemployment Rate)	1.6%

### 2017 Employed Population 16+ by Industry

Total	6,094
Agriculture/Mining	11.9%
Construction	5.6%
Manufacturing	17.2%
Wholesale Trade	3.9%
Retail Trade	8.1%
Transportation/Utilities	4.5%
Information	1.8%
Finance/Insurance/Real Estate	7.2%
Services	37.1%
Public Administration	2.7%

### 2017 Employed Population 16+ by Occupation

Total	6,094
White Collar	56.6%
Management/Business/Financial	18.2%
Professional	18.2%
Sales	8.6%
Administrative Support	11.6%
Services	15.3%
Blue Collar	28.1%
Farming/Forestry/Fishing	3.1%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	5.1%
Production	9.6%
Transportation/Material Moving	5.4%

### 2010 Population By Urban/ Rural Status

Total Population	11,581
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

August 15, 2017



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## 2010 Households by Type

Total	4,442
Households with 1 Person	24.6%
Households with 2+ People	75.4%
Family Households	72.9%
Husband-wife Families	64.6%
With Related Children	27.6%
Other Family (No Spouse Present)	8.2%
Other Family with Male Householder	2.9%
With Related Children	1.8%
Other Family with Female Householder	5.3%
With Related Children	3.5%
Nonfamily Households	2.5%

## All Households with Children

33.1%

## Multigenerational Households

0.7%

## Unmarried Partner Households

3.2%

### Male-female

2.9%

### Same-sex

0.4%

## 2010 Households by Size

Total	4,442
1 Person Household	24.6%
2 Person Household	38.1%
3 Person Household	12.7%
4 Person Household	12.2%
5 Person Household	7.6%
6 Person Household	3.4%
7 + Person Household	1.5%

## 2010 Households by Tenure and Mortgage Status

Total	4,442
Owner Occupied	82.6%
Owned with a Mortgage/Loan	46.5%
Owned Free and Clear	36.1%
Renter Occupied	17.4%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	4,848
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. Prairie Living (6D)
2. Heartland Communities
3. Top Tier (1A)

## 2017 Consumer Spending

Apparel & Services: Total \$	\$7,058,586
Average Spent	\$1,547.26
Spending Potential Index	72
Education: Total \$	\$3,415,085
Average Spent	\$748.59
Spending Potential Index	51
Entertainment/Recreation: Total \$	\$12,898,552
Average Spent	\$2,827.39
Spending Potential Index	91
Food at Home: Total \$	\$21,997,335
Average Spent	\$4,821.86
Spending Potential Index	96
Food Away from Home: Total \$	\$11,968,672
Average Spent	\$2,623.56
Spending Potential Index	79
Health Care: Total \$	\$26,335,673
Average Spent	\$5,772.83
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$7,787,874
Average Spent	\$1,707.12
Spending Potential Index	88
Personal Care Products & Services: Total \$	\$2,877,543
Average Spent	\$630.76
Spending Potential Index	79
Shelter: Total \$	\$51,141,469
Average Spent	\$11,210.32
Spending Potential Index	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,040,392
Average Spent	\$1,981.67
Spending Potential Index	85
Travel: Total \$	\$7,190,565
Average Spent	\$1,576.19
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$4,675,836
Average Spent	\$1,024.95
Spending Potential Index	96

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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