



Market Profile

Chariton, Iowa
 100-198 N Grand St, Chariton, Iowa, 50049
 Drive Time: 5, 10, 20 minute radii

Iowa Downtown Resource Center
 Latitude: 41.01466
 Longitude: -93.30687

	5 minutes	10 minutes	20 minutes
Population Summary			
2000 Total Population	4,143	5,044	8,451
2010 Total Population	3,891	4,740	7,965
2020 Total Population	3,825	4,667	7,965
2020 Group Quarters	51	78	78
2025 Total Population	3,761	4,590	7,870
2020-2025 Annual Rate	-0.34%	-0.33%	-0.24%
2020 Total Daytime Population	4,948	5,877	8,099
Workers	2,919	3,391	3,889
Residents	2,029	2,486	4,210
Household Summary			
2000 Households	1,767	2,105	3,414
2000 Average Household Size	2.27	2.31	2.42
2010 Households	1,692	2,028	3,295
2010 Average Household Size	2.27	2.30	2.39
2020 Households	1,669	2,002	3,301
2020 Average Household Size	2.26	2.29	2.39
2025 Households	1,643	1,972	3,263
2025 Average Household Size	2.26	2.29	2.39
2020-2025 Annual Rate	-0.31%	-0.30%	-0.23%
2010 Families	1,002	1,238	2,159
2010 Average Family Size	2.98	2.97	2.98
2020 Families	966	1,197	2,125
2020 Average Family Size	2.99	2.98	2.99
2025 Families	943	1,170	2,090
2025 Average Family Size	2.99	2.98	2.99
2020-2025 Annual Rate	-0.48%	-0.46%	-0.33%
Housing Unit Summary			
2000 Housing Units	1,972	2,348	3,827
Owner Occupied Housing Units	63.8%	65.5%	69.1%
Renter Occupied Housing Units	25.8%	24.2%	20.1%
Vacant Housing Units	10.4%	10.3%	10.8%
2010 Housing Units	1,924	2,312	3,803
Owner Occupied Housing Units	60.4%	62.1%	66.8%
Renter Occupied Housing Units	27.5%	25.6%	19.8%
Vacant Housing Units	12.1%	12.3%	13.4%
2020 Housing Units	1,881	2,267	3,796
Owner Occupied Housing Units	64.2%	65.7%	69.7%
Renter Occupied Housing Units	24.6%	22.7%	17.3%
Vacant Housing Units	11.3%	11.7%	13.0%
2025 Housing Units	1,879	2,265	3,792
Owner Occupied Housing Units	63.5%	65.0%	69.2%
Renter Occupied Housing Units	23.9%	22.1%	16.9%
Vacant Housing Units	12.6%	12.9%	14.0%
Median Household Income			
2020	\$45,523	\$47,207	\$52,362
2025	\$48,213	\$50,020	\$54,957
Median Home Value			
2020	\$69,045	\$74,579	\$89,394
2025	\$71,315	\$77,418	\$95,413
Per Capita Income			
2020	\$24,940	\$25,571	\$28,966
2025	\$26,946	\$27,670	\$31,568
Median Age			
2010	42.6	42.7	43.6
2020	43.7	43.9	44.9
2025	43.7	44.1	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	1,669	2,002	3,301
<\$15,000	14.5%	13.1%	10.7%
\$15,000 - \$24,999	14.7%	14.5%	11.8%
\$25,000 - \$34,999	9.5%	9.3%	9.6%
\$35,000 - \$49,999	14.8%	15.2%	15.3%
\$50,000 - \$74,999	20.1%	20.0%	19.3%
\$75,000 - \$99,999	15.8%	15.8%	15.4%
\$100,000 - \$149,999	8.1%	8.6%	11.2%
\$150,000 - \$199,999	0.8%	1.4%	3.3%
\$200,000+	1.7%	2.0%	3.5%
Average Household Income	\$56,681	\$59,506	\$69,435
2025 Households by Income			
Household Income Base	1,643	1,972	3,263
<\$15,000	13.6%	12.3%	10.0%
\$15,000 - \$24,999	13.6%	13.4%	10.8%
\$25,000 - \$34,999	8.9%	8.8%	8.9%
\$35,000 - \$49,999	15.2%	15.4%	15.2%
\$50,000 - \$74,999	20.1%	19.8%	18.9%
\$75,000 - \$99,999	17.2%	17.3%	16.8%
\$100,000 - \$149,999	8.6%	9.2%	12.0%
\$150,000 - \$199,999	0.9%	1.4%	3.5%
\$200,000+	1.8%	2.2%	4.0%
Average Household Income	\$61,161	\$64,292	\$75,634
2020 Owner Occupied Housing Units by Value			
Total	1,207	1,489	2,644
<\$50,000	33.9%	30.4%	24.4%
\$50,000 - \$99,999	42.1%	39.9%	32.5%
\$100,000 - \$149,999	13.3%	13.7%	13.0%
\$150,000 - \$199,999	6.4%	7.1%	9.2%
\$200,000 - \$249,999	0.9%	2.7%	8.2%
\$250,000 - \$299,999	0.8%	1.9%	4.2%
\$300,000 - \$399,999	2.2%	3.4%	5.7%
\$400,000 - \$499,999	0.0%	0.4%	1.3%
\$500,000 - \$749,999	0.2%	0.5%	0.8%
\$750,000 - \$999,999	0.0%	0.1%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$81,618	\$96,191	\$130,536
2025 Owner Occupied Housing Units by Value			
Total	1,194	1,472	2,624
<\$50,000	32.1%	28.5%	21.9%
\$50,000 - \$99,999	42.0%	39.3%	30.9%
\$100,000 - \$149,999	13.7%	13.9%	13.0%
\$150,000 - \$199,999	7.0%	7.8%	9.6%
\$200,000 - \$249,999	0.9%	2.9%	9.0%
\$250,000 - \$299,999	1.0%	2.1%	4.8%
\$300,000 - \$399,999	3.0%	4.4%	7.3%
\$400,000 - \$499,999	0.0%	0.5%	1.7%
\$500,000 - \$749,999	0.3%	0.6%	1.0%
\$750,000 - \$999,999	0.0%	0.1%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$86,265	\$101,850	\$142,375

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	3,890	4,739	7,964
0 - 4	6.3%	6.2%	6.2%
5 - 9	6.5%	6.6%	6.6%
10 - 14	6.8%	6.9%	7.0%
15 - 24	12.0%	11.8%	11.5%
25 - 34	10.1%	9.9%	9.4%
35 - 44	11.3%	11.2%	10.9%
45 - 54	14.0%	14.1%	14.9%
55 - 64	11.2%	11.8%	13.2%
65 - 74	9.0%	9.0%	9.6%
75 - 84	8.1%	7.8%	7.0%
85 +	4.9%	4.8%	3.6%
18 +	75.7%	75.6%	75.4%
2020 Population by Age			
Total	3,822	4,668	7,963
0 - 4	5.9%	5.9%	5.8%
5 - 9	5.9%	5.9%	5.9%
10 - 14	6.0%	6.1%	6.1%
15 - 24	11.8%	11.7%	11.3%
25 - 34	11.3%	11.2%	10.8%
35 - 44	10.5%	10.4%	10.3%
45 - 54	12.0%	12.0%	11.8%
55 - 64	13.1%	13.4%	14.7%
65 - 74	11.0%	11.3%	12.5%
75 - 84	7.6%	7.4%	7.2%
85 +	4.9%	4.8%	3.7%
18 +	78.4%	78.3%	78.4%
2025 Population by Age			
Total	3,762	4,590	7,871
0 - 4	5.8%	5.8%	5.7%
5 - 9	6.0%	6.0%	6.0%
10 - 14	6.2%	6.3%	6.4%
15 - 24	11.0%	10.9%	10.4%
25 - 34	11.4%	11.3%	10.7%
35 - 44	10.9%	10.8%	10.6%
45 - 54	11.0%	11.1%	11.0%
55 - 64	13.1%	13.2%	13.7%
65 - 74	11.5%	11.9%	13.4%
75 - 84	8.6%	8.5%	8.6%
85 +	4.4%	4.3%	3.5%
18 +	78.1%	78.2%	78.2%
2010 Population by Sex			
Males	1,871	2,288	3,943
Females	2,020	2,452	4,022
2020 Population by Sex			
Males	1,852	2,271	3,969
Females	1,973	2,396	3,996
2025 Population by Sex			
Males	1,825	2,241	3,933
Females	1,936	2,350	3,938

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	3,890	4,739	7,966
White Alone	98.8%	98.8%	98.5%
Black Alone	0.2%	0.2%	0.2%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.2%	0.2%	0.3%
Two or More Races	0.6%	0.6%	0.6%
Hispanic Origin	1.1%	1.1%	1.1%
Diversity Index	4.6	4.6	5.1
2020 Population by Race/Ethnicity			
Total	3,825	4,667	7,966
White Alone	97.6%	97.6%	97.3%
Black Alone	0.3%	0.3%	0.4%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.5%	0.4%	0.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.4%	0.4%	0.8%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	2.6%	2.6%	2.4%
Diversity Index	9.5	9.4	9.8
2025 Population by Race/Ethnicity			
Total	3,761	4,590	7,870
White Alone	97.6%	97.6%	97.2%
Black Alone	0.3%	0.3%	0.4%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.5%	0.5%	0.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.4%	0.5%	0.8%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	2.6%	2.6%	2.4%
Diversity Index	9.6	9.6	10.0
2010 Population by Relationship and Household Type			
Total	3,891	4,740	7,965
In Households	98.7%	98.4%	99.0%
In Family Households	78.4%	79.3%	82.5%
Householder	25.9%	26.1%	27.2%
Spouse	20.1%	20.6%	22.3%
Child	29.2%	29.3%	29.6%
Other relative	1.5%	1.5%	1.6%
Nonrelative	1.7%	1.7%	1.8%
In Nonfamily Households	20.3%	19.1%	16.5%
In Group Quarters	1.3%	1.6%	1.0%
Institutionalized Population	1.3%	1.6%	1.0%
Noninstitutionalized Population	0.1%	0.0%	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	2,694	3,291	5,650
Less than 9th Grade	2.5%	2.4%	2.1%
9th - 12th Grade, No Diploma	6.3%	6.2%	5.0%
High School Graduate	34.7%	35.2%	35.5%
GED/Alternative Credential	6.2%	6.1%	6.0%
Some College, No Degree	23.6%	23.8%	23.2%
Associate Degree	11.5%	11.2%	11.0%
Bachelor's Degree	12.8%	12.7%	13.9%
Graduate/Professional Degree	2.3%	2.4%	3.1%
2020 Population 15+ by Marital Status			
Total	3,146	3,837	6,547
Never Married	28.4%	27.4%	23.5%
Married	45.6%	46.9%	54.0%
Widowed	10.1%	10.2%	8.5%
Divorced	15.9%	15.4%	14.1%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,033	2,476	4,252
Population 16+ Employed	88.2%	88.2%	88.5%
Population 16+ Unemployment rate	11.8%	11.8%	11.5%
Population 16-24 Employed	13.8%	13.3%	12.0%
Population 16-24 Unemployment rate	21.5%	21.8%	21.3%
Population 25-54 Employed	57.3%	57.3%	56.0%
Population 25-54 Unemployment rate	10.6%	10.5%	10.3%
Population 55-64 Employed	18.5%	18.9%	20.8%
Population 55-64 Unemployment rate	8.6%	8.6%	9.6%
Population 65+ Employed	10.5%	10.6%	11.2%
Population 65+ Unemployment rate	9.2%	9.4%	8.8%
2020 Employed Population 16+ by Industry			
Total	1,793	2,185	3,764
Agriculture/Mining	1.5%	1.8%	3.9%
Construction	3.8%	3.6%	4.5%
Manufacturing	11.3%	10.7%	9.5%
Wholesale Trade	7.2%	7.5%	5.9%
Retail Trade	20.3%	20.5%	19.0%
Transportation/Utilities	6.6%	6.5%	6.9%
Information	0.6%	0.7%	1.0%
Finance/Insurance/Real Estate	4.8%	5.3%	6.5%
Services	39.6%	38.5%	37.9%
Public Administration	4.5%	5.0%	4.9%
2020 Employed Population 16+ by Occupation			
Total	1,795	2,184	3,763
White Collar	58.3%	57.3%	55.9%
Management/Business/Financial	7.8%	8.4%	11.0%
Professional	19.9%	18.5%	16.9%
Sales	8.6%	9.0%	8.7%
Administrative Support	22.0%	21.4%	19.3%
Services	12.9%	13.9%	15.0%
Blue Collar	28.9%	28.8%	29.0%
Farming/Forestry/Fishing	0.2%	0.3%	0.9%
Construction/Extraction	4.4%	4.0%	4.3%
Installation/Maintenance/Repair	6.9%	6.8%	6.5%
Production	8.3%	8.2%	7.2%
Transportation/Material Moving	9.1%	9.4%	10.2%

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March 11, 2021



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2010 Households by Type			
Total	1,692	2,028	3,295
Households with 1 Person	36.3%	34.6%	30.4%
Households with 2+ People	63.7%	65.4%	69.6%
Family Households	59.2%	61.0%	65.5%
Husband-wife Families	45.9%	48.1%	53.7%
With Related Children	18.0%	18.6%	19.9%
Other Family (No Spouse Present)	13.3%	13.0%	11.9%
Other Family with Male Householder	4.0%	4.0%	4.1%
With Related Children	2.9%	2.9%	2.9%
Other Family with Female Householder	9.3%	9.0%	7.8%
With Related Children	6.6%	6.4%	5.3%
Nonfamily Households	4.5%	4.3%	4.0%
All Households with Children	28.1%	28.5%	28.7%
Multigenerational Households	2.2%	2.2%	2.2%
Unmarried Partner Households	5.6%	5.6%	5.8%
Male-female	5.4%	5.3%	5.4%
Same-sex	0.2%	0.2%	0.4%
2010 Households by Size			
Total	1,693	2,028	3,297
1 Person Household	36.3%	34.6%	30.4%
2 Person Household	32.8%	33.8%	36.9%
3 Person Household	13.1%	13.1%	13.4%
4 Person Household	9.7%	9.8%	9.9%
5 Person Household	5.4%	5.7%	5.8%
6 Person Household	1.6%	1.7%	2.1%
7 + Person Household	1.1%	1.2%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	1,692	2,028	3,295
Owner Occupied	68.7%	70.8%	77.1%
Owned with a Mortgage/Loan	38.2%	39.5%	42.4%
Owned Free and Clear	30.5%	31.3%	34.7%
Renter Occupied	31.3%	29.2%	22.9%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	307	297	282
Percent of Income for Mortgage	6.3%	6.6%	7.1%
Wealth Index	50	56	77
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,924	2,312	3,803
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	88.1%	81.3%	50.2%
Rural Housing Units	11.9%	18.7%	49.8%
2010 Population By Urban/ Rural Status			
Total Population	3,891	4,740	7,965
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	87.5%	80.7%	48.8%
Rural Population	12.5%	19.3%	51.2%

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.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Prairie Living (6D)
2.	Heartland Communities (6F)	Heartland Communities (6F)	Small Town Simplicity (12C)
3.	Prairie Living (6D)	Prairie Living (6D)	Heartland Communities (6F)
2020 Consumer Spending			
Apparel & Services: Total \$	\$2,203,624	\$2,758,766	\$5,236,925
Average Spent	\$1,320.33	\$1,378.00	\$1,586.47
Spending Potential Index	62	64	74
Education: Total \$	\$1,553,460	\$1,912,022	\$3,516,714
Average Spent	\$930.77	\$955.06	\$1,065.35
Spending Potential Index	52	53	60
Entertainment/Recreation: Total \$	\$3,918,821	\$5,005,181	\$9,848,866
Average Spent	\$2,348.01	\$2,500.09	\$2,983.60
Spending Potential Index	72	77	92
Food at Home: Total \$	\$6,268,335	\$7,920,142	\$15,271,013
Average Spent	\$3,755.74	\$3,956.11	\$4,626.18
Spending Potential Index	70	74	87
Food Away from Home: Total \$	\$3,934,818	\$4,917,418	\$9,298,438
Average Spent	\$2,357.59	\$2,456.25	\$2,816.85
Spending Potential Index	63	65	75
Health Care: Total \$	\$7,187,892	\$9,207,702	\$18,233,585
Average Spent	\$4,306.71	\$4,599.25	\$5,523.65
Spending Potential Index	75	80	96
HH Furnishings & Equipment: Total \$	\$2,333,411	\$2,944,578	\$5,680,124
Average Spent	\$1,398.09	\$1,470.82	\$1,720.73
Spending Potential Index	64	67	79
Personal Care Products & Services: Total \$	\$959,490	\$1,211,329	\$2,338,223
Average Spent	\$574.89	\$605.06	\$708.34
Spending Potential Index	63	66	77
Shelter: Total \$	\$18,996,269	\$23,839,974	\$45,463,362
Average Spent	\$11,381.83	\$11,908.08	\$13,772.60
Spending Potential Index	59	61	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,762,343	\$3,544,961	\$7,064,647
Average Spent	\$1,655.09	\$1,770.71	\$2,140.15
Spending Potential Index	71	76	91
Travel: Total \$	\$2,389,436	\$3,046,809	\$6,008,755
Average Spent	\$1,431.66	\$1,521.88	\$1,820.28
Spending Potential Index	59	63	76
Vehicle Maintenance & Repairs: Total \$	\$1,415,496	\$1,800,170	\$3,511,204
Average Spent	\$848.11	\$899.19	\$1,063.68
Spending Potential Index	73	78	92

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.