



Market Profile

Highway 141 and 17, Granger, IA 50109
Rings: 3, 10, 20 mile radii

Latitude: 41.75632048
Longitude: -93.8169245

	3 mile	10 mile	20 mile
Population Summary			
2000 Total Population	2,042	57,633	427,206
2010 Total Population	2,936	89,220	507,182
2014 Total Population	3,280	99,856	540,924
2014 Group Quarters	57	1,009	10,567
2019 Total Population	3,827	112,903	588,954
2014-2019 Annual Rate	3.13%	2.49%	1.72%
Household Summary			
2000 Households	728	21,257	169,138
2000 Average Household Size	2.73	2.66	2.46
2010 Households	1,057	33,145	200,757
2010 Average Household Size	2.72	2.66	2.48
2014 Households	1,187	36,956	213,935
2014 Average Household Size	2.72	2.67	2.48
2019 Households	1,393	41,709	232,887
2019 Average Household Size	2.71	2.68	2.48
2014-2019 Annual Rate	3.25%	2.45%	1.71%
2010 Families	818	24,675	127,445
2010 Average Family Size	3.11	3.11	3.07
2014 Families	908	27,348	134,436
2014 Average Family Size	3.12	3.14	3.09
2019 Families	1,057	30,738	145,397
2019 Average Family Size	3.12	3.15	3.10
2014-2019 Annual Rate	3.09%	2.36%	1.58%
Housing Unit Summary			
2000 Housing Units	748	22,160	177,570
Owner Occupied Housing Units	82.1%	77.7%	65.5%
Renter Occupied Housing Units	15.1%	18.2%	29.8%
Vacant Housing Units	2.8%	4.1%	4.7%
2010 Housing Units	1,099	34,688	215,155
Owner Occupied Housing Units	81.3%	79.5%	64.2%
Renter Occupied Housing Units	14.9%	16.0%	29.1%
Vacant Housing Units	3.8%	4.4%	6.7%
2014 Housing Units	1,227	38,433	229,325
Owner Occupied Housing Units	80.2%	79.2%	62.8%
Renter Occupied Housing Units	16.5%	16.9%	30.5%
Vacant Housing Units	3.3%	3.8%	6.7%
2019 Housing Units	1,420	42,928	248,434
Owner Occupied Housing Units	81.1%	80.3%	63.3%
Renter Occupied Housing Units	17.0%	16.8%	30.5%
Vacant Housing Units	1.9%	2.8%	6.3%
Median Household Income			
2014	\$85,421	\$89,883	\$60,184
2019	\$94,257	\$105,817	\$75,476
Median Home Value			
2014	\$220,175	\$240,422	\$184,867
2019	\$272,177	\$275,964	\$220,564
Per Capita Income			
2014	\$34,871	\$40,328	\$30,700
2019	\$38,171	\$47,841	\$36,265
Median Age			
2010	36.5	36.2	34.2
2014	36.9	36.7	34.7
2019	37.3	37.0	35.6

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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2014 Households by Income			
Household Income Base	1,187	36,956	213,935
<\$15,000	5.9%	4.2%	9.9%
\$15,000 - \$24,999	4.6%	4.5%	9.1%
\$25,000 - \$34,999	4.6%	5.5%	9.5%
\$35,000 - \$49,999	8.7%	8.6%	12.1%
\$50,000 - \$74,999	15.3%	16.4%	18.8%
\$75,000 - \$99,999	21.3%	16.3%	14.7%
\$100,000 - \$149,999	28.6%	23.3%	16.2%
\$150,000 - \$199,999	6.6%	12.0%	5.1%
\$200,000+	4.3%	9.2%	4.6%
Average Household Income	\$94,740	\$108,424	\$77,235
2019 Households by Income			
Household Income Base	1,393	41,709	232,887
<\$15,000	4.7%	3.2%	9.0%
\$15,000 - \$24,999	2.7%	2.7%	6.5%
\$25,000 - \$34,999	3.0%	3.5%	7.0%
\$35,000 - \$49,999	7.2%	6.8%	11.0%
\$50,000 - \$74,999	12.1%	12.5%	16.1%
\$75,000 - \$99,999	24.6%	17.2%	17.0%
\$100,000 - \$149,999	33.0%	24.4%	19.3%
\$150,000 - \$199,999	8.6%	17.4%	7.9%
\$200,000+	4.2%	12.6%	6.2%
Average Household Income	\$103,558	\$128,865	\$91,267
2014 Owner Occupied Housing Units by Value			
Total	984	30,457	144,010
<\$50,000	1.3%	0.8%	2.2%
\$50,000 - \$99,999	4.7%	3.9%	10.5%
\$100,000 - \$149,999	11.9%	9.1%	20.8%
\$150,000 - \$199,999	25.1%	19.8%	23.7%
\$200,000 - \$249,999	17.4%	20.3%	16.4%
\$250,000 - \$299,999	11.9%	14.5%	9.3%
\$300,000 - \$399,999	14.4%	17.0%	9.2%
\$400,000 - \$499,999	5.7%	7.2%	3.6%
\$500,000 - \$749,999	5.6%	5.9%	3.0%
\$750,000 - \$999,999	0.8%	0.9%	0.6%
\$1,000,000 +	1.2%	0.6%	0.7%
Average Home Value	\$267,835	\$278,961	\$219,930
2019 Owner Occupied Housing Units by Value			
Total	1,151	34,485	157,196
<\$50,000	0.4%	0.3%	1.5%
\$50,000 - \$99,999	1.3%	1.4%	6.5%
\$100,000 - \$149,999	3.3%	3.2%	10.7%
\$150,000 - \$199,999	17.5%	14.7%	23.0%
\$200,000 - \$249,999	20.2%	22.0%	20.3%
\$250,000 - \$299,999	16.2%	16.0%	12.3%
\$300,000 - \$399,999	20.5%	19.3%	12.4%
\$400,000 - \$499,999	9.8%	12.1%	6.8%
\$500,000 - \$749,999	7.1%	8.1%	4.3%
\$750,000 - \$999,999	1.7%	2.0%	1.4%
\$1,000,000 +	1.8%	0.7%	1.0%
Average Home Value	\$324,392	\$324,233	\$262,802

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	2,938	89,217	507,179
0 - 4	8.6%	7.8%	7.7%
5 - 9	7.9%	8.5%	7.2%
10 - 14	7.8%	8.2%	6.9%
15 - 24	9.8%	10.2%	13.7%
25 - 34	13.8%	13.5%	15.8%
35 - 44	14.5%	16.0%	13.8%
45 - 54	16.9%	15.2%	13.7%
55 - 64	11.0%	11.1%	10.7%
65 - 74	5.2%	5.3%	5.6%
75 - 84	2.7%	2.8%	3.4%
85 +	1.8%	1.3%	1.6%
18 +	71.3%	71.1%	74.4%
2014 Population by Age			
Total	3,280	99,856	540,921
0 - 4	7.9%	7.4%	7.3%
5 - 9	8.6%	8.2%	7.3%
10 - 14	7.7%	8.5%	7.0%
15 - 24	11.0%	11.5%	13.8%
25 - 34	11.9%	12.0%	15.1%
35 - 44	14.6%	15.2%	13.6%
45 - 54	15.0%	14.8%	13.1%
55 - 64	12.4%	11.8%	11.2%
65 - 74	6.5%	6.5%	6.7%
75 - 84	2.8%	2.8%	3.3%
85 +	1.6%	1.3%	1.6%
18 +	71.5%	71.6%	74.7%
2019 Population by Age			
Total	3,827	112,903	588,955
0 - 4	7.9%	7.5%	7.4%
5 - 9	8.3%	8.1%	7.1%
10 - 14	8.9%	8.6%	7.2%
15 - 24	11.0%	11.4%	13.3%
25 - 34	10.5%	11.0%	14.1%
35 - 44	15.5%	16.0%	14.3%
45 - 54	12.7%	13.5%	12.1%
55 - 64	12.9%	11.7%	11.3%
65 - 74	7.7%	7.7%	7.8%
75 - 84	3.2%	3.1%	3.7%
85 +	1.5%	1.3%	1.6%
18 +	70.5%	71.3%	74.5%
2010 Population by Sex			
Males	1,476	43,892	249,729
Females	1,460	45,328	257,452
2014 Population by Sex			
Males	1,640	49,141	266,806
Females	1,641	50,715	274,118
2019 Population by Sex			
Males	1,903	55,609	290,890
Females	1,924	57,294	298,064

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	2,937	89,219	507,182
White Alone	97.6%	93.7%	85.8%
Black Alone	0.7%	1.5%	5.3%
American Indian Alone	0.2%	0.1%	0.3%
Asian Alone	0.4%	2.8%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.2%	0.5%	2.7%
Two or More Races	0.9%	1.3%	2.3%
Hispanic Origin	1.0%	2.1%	7.2%
Diversity Index	6.6	15.7	35.9
2014 Population by Race/Ethnicity			
Total	3,281	99,856	540,925
White Alone	97.0%	92.6%	84.5%
Black Alone	0.9%	1.7%	5.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.6%	3.4%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.3%	0.6%	3.1%
Two or More Races	1.1%	1.5%	2.5%
Hispanic Origin	1.3%	2.5%	8.1%
Diversity Index	8.3	18.4	38.9
2019 Population by Race/Ethnicity			
Total	3,827	112,902	588,953
White Alone	96.3%	91.2%	82.8%
Black Alone	1.0%	1.9%	6.1%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.8%	4.1%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.4%	0.8%	3.4%
Two or More Races	1.3%	1.8%	2.7%
Hispanic Origin	1.8%	3.2%	9.4%
Diversity Index	10.4	21.8	42.6
2010 Population by Relationship and Household Type			
Total	2,936	89,219	507,181
In Households	98.1%	98.9%	98.0%
In Family Households	87.8%	87.2%	79.2%
Householder	28.3%	27.7%	25.1%
Spouse	24.5%	24.1%	19.3%
Child	32.7%	32.9%	30.1%
Other relative	1.1%	1.4%	2.6%
Nonrelative	1.3%	1.1%	2.1%
In Nonfamily Households	10.3%	11.7%	18.8%
In Group Quarters	1.9%	1.1%	2.0%
Institutionalized Population	1.9%	0.8%	0.9%
Noninstitutionalized Population	0.0%	0.3%	1.1%

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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2014 Population 25+ by Educational Attainment			
Total	2,126	64,391	349,647
Less than 9th Grade	1.6%	0.9%	3.0%
9th - 12th Grade, No Diploma	1.9%	2.1%	4.8%
High School Graduate	25.3%	17.0%	21.0%
GED/Alternative Credential	2.6%	1.8%	3.7%
Some College, No Degree	23.8%	19.7%	20.9%
Associate Degree	12.8%	10.9%	10.1%
Bachelor's Degree	22.9%	33.2%	26.0%
Graduate/Professional Degree	9.0%	14.3%	10.6%
2014 Population 15+ by Marital Status			
Total	2,488	75,839	424,276
Never Married	18.4%	21.1%	29.4%
Married	66.8%	66.8%	55.0%
Widowed	3.9%	3.6%	4.7%
Divorced	10.9%	8.4%	10.9%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	97.4%	97.3%	95.4%
Civilian Unemployed	2.6%	2.7%	4.6%
2014 Employed Population 16+ by Industry			
Total	1,788	55,022	287,551
Agriculture/Mining	2.9%	1.3%	1.1%
Construction	9.6%	5.3%	5.9%
Manufacturing	7.3%	6.6%	8.0%
Wholesale Trade	3.2%	3.3%	2.7%
Retail Trade	9.2%	11.0%	10.4%
Transportation/Utilities	6.1%	3.9%	4.2%
Information	1.5%	2.0%	2.2%
Finance/Insurance/Real Estate	15.2%	21.7%	18.1%
Services	39.4%	41.1%	43.5%
Public Administration	5.5%	3.8%	3.9%
2014 Employed Population 16+ by Occupation			
Total	1,786	55,022	287,551
White Collar	69.9%	76.1%	67.6%
Management/Business/Financial	22.1%	24.1%	18.2%
Professional	24.0%	25.1%	22.2%
Sales	9.6%	12.2%	10.9%
Administrative Support	14.1%	14.7%	16.3%
Services	11.6%	11.7%	15.6%
Blue Collar	18.5%	12.2%	16.8%
Farming/Forestry/Fishing	1.1%	0.3%	0.4%
Construction/Extraction	4.0%	3.1%	4.3%
Installation/Maintenance/Repair	2.9%	1.8%	2.4%
Production	4.5%	3.4%	4.9%
Transportation/Material Moving	5.9%	3.6%	4.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,057	33,146	200,757
Households with 1 Person	17.9%	20.3%	27.9%
Households with 2+ People	82.1%	79.7%	72.1%
Family Households	77.4%	74.4%	63.5%
Husband-wife Families	66.9%	64.6%	48.8%
With Related Children	33.1%	33.4%	23.2%
Other Family (No Spouse Present)	10.5%	9.8%	14.7%
Other Family with Male Householder	3.1%	3.0%	4.2%
With Related Children	2.3%	2.0%	2.7%
Other Family with Female Householder	7.4%	6.8%	10.5%
With Related Children	4.9%	4.9%	7.3%
Nonfamily Households	4.7%	5.2%	8.6%
All Households with Children	40.6%	40.6%	33.6%
Multigenerational Households	1.4%	1.5%	2.4%
Unmarried Partner Households	6.0%	4.9%	7.4%
Male-female	5.2%	4.4%	6.7%
Same-sex	0.8%	0.5%	0.7%
2010 Households by Size			
Total	1,058	33,144	200,756
1 Person Household	17.9%	20.3%	27.9%
2 Person Household	38.2%	35.1%	33.9%
3 Person Household	16.2%	16.5%	15.3%
4 Person Household	17.2%	18.1%	13.5%
5 Person Household	7.8%	7.4%	6.0%
6 Person Household	2.0%	1.9%	2.1%
7 + Person Household	0.8%	0.6%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	1,057	33,145	200,757
Owner Occupied	84.5%	83.2%	68.8%
Owned with a Mortgage/Loan	65.3%	68.1%	53.1%
Owned Free and Clear	19.1%	15.1%	15.6%
Renter Occupied	15.5%	16.8%	31.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.