



# Market Profile

Johnson County, IA  
Johnson County, IA (19103)  
Geography: County

Jeff Edberg, CCIM, SIOR

	Johnson Count...
<b>Population Summary</b>	
2000 Total Population	111,006
2010 Total Population	130,882
2019 Total Population	154,377
2019 Group Quarters	8,617
2024 Total Population	167,244
2019-2024 Annual Rate	1.61%
2019 Total Daytime Population	163,714
Workers	93,908
Residents	69,806
<b>Household Summary</b>	
2000 Households	44,080
2000 Average Household Size	2.34
2010 Households	52,715
2010 Average Household Size	2.33
2019 Households	62,004
2019 Average Household Size	2.35
2024 Households	67,309
2024 Average Household Size	2.36
2019-2024 Annual Rate	1.66%
2010 Families	27,883
2010 Average Family Size	2.96
2019 Families	32,067
2019 Average Family Size	2.99
2024 Families	34,554
2024 Average Family Size	3.00
2019-2024 Annual Rate	1.51%
<b>Housing Unit Summary</b>	
2000 Housing Units	45,831
Owner Occupied Housing Units	54.5%
Renter Occupied Housing Units	41.7%
Vacant Housing Units	3.8%
2010 Housing Units	55,967
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	38.3%
Vacant Housing Units	5.8%
2019 Housing Units	65,802
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	34.6%
Vacant Housing Units	5.8%
2024 Housing Units	71,199
Owner Occupied Housing Units	60.8%
Renter Occupied Housing Units	33.8%
Vacant Housing Units	5.5%
<b>Median Household Income</b>	
2019	\$63,078
2024	\$74,606
<b>Median Home Value</b>	
2019	\$241,793
2024	\$287,782
<b>Per Capita Income</b>	
2019	\$35,129
2024	\$40,754
<b>Median Age</b>	
2010	29.4
2019	30.9
2024	31.3

**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.



# Market Profile

Johnson County, IA  
 Johnson County, IA (19103)  
 Geography: County

Jeff Edberg, CCIM, SIOR

	Johnson Count...
<b>2019 Households by Income</b>	
Household Income Base	62,004
<\$15,000	10.7%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	7.6%
\$200,000+	6.7%
Average Household Income	\$86,775
<b>2024 Households by Income</b>	
Household Income Base	67,309
<\$15,000	8.1%
\$15,000 - \$24,999	8.1%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	10.4%
\$200,000+	7.9%
Average Household Income	\$100,628
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	39,212
<\$50,000	4.9%
\$50,000 - \$99,999	4.3%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	17.2%
\$200,000 - \$249,999	15.6%
\$250,000 - \$299,999	12.6%
\$300,000 - \$399,999	18.9%
\$400,000 - \$499,999	7.9%
\$500,000 - \$749,999	6.0%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.3%
Average Home Value	\$282,001
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	43,272
<\$50,000	3.1%
\$50,000 - \$99,999	2.6%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	13.0%
\$200,000 - \$249,999	14.1%
\$250,000 - \$299,999	13.8%
\$300,000 - \$399,999	25.0%
\$400,000 - \$499,999	10.9%
\$500,000 - \$749,999	8.2%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.3%
Average Home Value	\$321,569

**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.



# Market Profile

Johnson County, IA  
Johnson County, IA (19103)  
Geography: County

Jeff Edberg, CCIM, SIOR

		Johnson Count...
<b>2010 Population by Age</b>		
Total		130,882
0 - 4		6.2%
5 - 9		5.6%
10 - 14		5.1%
15 - 24		24.4%
25 - 34		17.2%
35 - 44		11.4%
45 - 54		11.6%
55 - 64		10.0%
65 - 74		4.7%
75 - 84		2.7%
85 +		1.2%
18 +		80.2%
<b>2019 Population by Age</b>		
Total		154,377
0 - 4		5.6%
5 - 9		5.2%
10 - 14		5.1%
15 - 24		23.6%
25 - 34		16.7%
35 - 44		11.6%
45 - 54		10.0%
55 - 64		10.3%
65 - 74		7.4%
75 - 84		3.1%
85 +		1.4%
18 +		81.2%
<b>2024 Population by Age</b>		
Total		167,244
0 - 4		5.7%
5 - 9		5.1%
10 - 14		4.9%
15 - 24		23.1%
25 - 34		16.8%
35 - 44		11.7%
45 - 54		9.6%
55 - 64		9.6%
65 - 74		8.1%
75 - 84		4.1%
85 +		1.5%
18 +		81.5%
<b>2010 Population by Sex</b>		
Males		65,462
Females		65,420
<b>2019 Population by Sex</b>		
Males		77,455
Females		76,922
<b>2024 Population by Sex</b>		
Males		83,741
Females		83,503

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



# Market Profile

Johnson County, IA  
 Johnson County, IA (19103)  
 Geography: County

Jeff Edberg, CCIM, SIOR

	Johnson Count...
<b>2010 Population by Race/Ethnicity</b>	
Total	130,882
White Alone	85.6%
Black Alone	4.8%
American Indian Alone	0.2%
Asian Alone	5.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	2.3%
Hispanic Origin	4.7%
Diversity Index	32.8
<b>2019 Population by Race/Ethnicity</b>	
Total	154,377
White Alone	79.7%
Black Alone	7.6%
American Indian Alone	0.3%
Asian Alone	7.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	2.8%
Hispanic Origin	5.9%
Diversity Index	42.6
<b>2024 Population by Race/Ethnicity</b>	
Total	167,244
White Alone	75.9%
Black Alone	9.6%
American Indian Alone	0.3%
Asian Alone	8.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	3.1%
Hispanic Origin	6.8%
Diversity Index	48.3
<b>2010 Population by Relationship and Household Type</b>	
Total	130,882
In Households	94.0%
In Family Households	64.8%
Householder	21.3%
Spouse	17.0%
Child	22.9%
Other relative	1.9%
Nonrelative	1.6%
In Nonfamily Households	29.2%
In Group Quarters	6.0%
Institutionalized Population	1.2%
Noninstitutionalized Population	4.8%

**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.



# Market Profile

Johnson County, IA  
 Johnson County, IA (19103)  
 Geography: County

Jeff Edberg, CCIM, SIOR

	Johnson Count...
<b>2019 Population 25+ by Educational Attainment</b>	
Total	93,632
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	2.1%
High School Graduate	13.0%
GED/Alternative Credential	2.2%
Some College, No Degree	16.8%
Associate Degree	8.7%
Bachelor's Degree	28.9%
Graduate/Professional Degree	25.9%
<b>2019 Population 15+ by Marital Status</b>	
Total	129,999
Never Married	44.5%
Married	44.9%
Widowed	3.2%
Divorced	7.4%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.9%
Civilian Unemployed (Unemployment Rate)	2.1%
<b>2019 Employed Population 16+ by Industry</b>	
Total	85,423
Agriculture/Mining	1.1%
Construction	4.9%
Manufacturing	8.0%
Wholesale Trade	1.6%
Retail Trade	9.9%
Transportation/Utilities	3.1%
Information	1.1%
Finance/Insurance/Real Estate	5.8%
Services	62.2%
Public Administration	2.3%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	85,423
White Collar	67.3%
Management/Business/Financial	14.1%
Professional	31.7%
Sales	9.6%
Administrative Support	11.9%
Services	18.4%
Blue Collar	14.3%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	3.3%
Installation/Maintenance/Repair	1.9%
Production	4.0%
Transportation/Material Moving	4.4%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	130,882
Population Inside Urbanized Area	81.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	18.5%

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



# Market Profile

Johnson County, IA  
 Johnson County, IA (19103)  
 Geography: County

Jeff Edberg, CCIM, SIOR

	Johnson Count...
<b>2010 Households by Type</b>	
Total	52,715
Households with 1 Person	30.3%
Households with 2+ People	69.7%
Family Households	52.9%
Husband-wife Families	42.3%
With Related Children	19.1%
Other Family (No Spouse Present)	10.6%
Other Family with Male Householder	3.1%
With Related Children	1.6%
Other Family with Female Householder	7.6%
With Related Children	5.0%
Nonfamily Households	16.8%
All Households with Children	26.1%
Multigenerational Households	1.1%
Unmarried Partner Households	7.6%
Male-female	6.6%
Same-sex	1.0%
<b>2010 Households by Size</b>	
Total	52,715
1 Person Household	30.3%
2 Person Household	35.8%
3 Person Household	15.0%
4 Person Household	11.8%
5 Person Household	4.8%
6 Person Household	1.5%
7 + Person Household	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	52,715
Owner Occupied	59.4%
Owned with a Mortgage/Loan	43.9%
Owned Free and Clear	15.5%
Renter Occupied	40.6%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	55,967
Housing Units Inside Urbanized Area	82.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	17.4%

**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.



# Market Profile

Johnson County, IA  
 Johnson County, IA (19103)  
 Geography: County

Jeff Edberg, CCIM, SIOR

## Johnson Count...

### Top 3 Tapestry Segments

1. Bright Young Professionals
2. In Style (5B)
3. College Towns (14B)

### 2019 Consumer Spending

Apparel & Services: Total \$	\$137,114,126
Average Spent	\$2,211.38
Spending Potential Index	103
Education: Total \$	\$101,763,266
Average Spent	\$1,641.24
Spending Potential Index	103
Entertainment/Recreation: Total \$	\$200,004,491
Average Spent	\$3,225.67
Spending Potential Index	99
Food at Home: Total \$	\$323,497,917
Average Spent	\$5,217.37
Spending Potential Index	101
Food Away from Home: Total \$	\$238,469,975
Average Spent	\$3,846.04
Spending Potential Index	105
Health Care: Total \$	\$355,698,757
Average Spent	\$5,736.71
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$133,899,394
Average Spent	\$2,159.53
Spending Potential Index	101
Personal Care Products & Services: Total \$	\$56,438,284
Average Spent	\$910.24
Spending Potential Index	103
Shelter: Total \$	\$1,165,239,093
Average Spent	\$18,792.97
Spending Potential Index	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$150,015,290
Average Spent	\$2,419.45
Spending Potential Index	98
Travel: Total \$	\$134,286,104
Average Spent	\$2,165.77
Spending Potential Index	97
Vehicle Maintenance & Repairs: Total \$	\$75,499,803
Average Spent	\$1,217.66
Spending Potential Index	106

**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.

September 01, 2019