



Executive Summary

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 5, 10, 20 minute radii

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

	5 minutes	10 minutes	20 minutes
Population			
2000 Population	18,026	26,431	36,706
2010 Population	18,682	27,911	38,134
2020 Population	18,379	27,859	37,956
2025 Population	18,131	27,600	37,580
2000-2010 Annual Rate	0.36%	0.55%	0.38%
2010-2020 Annual Rate	-0.16%	-0.02%	-0.05%
2020-2025 Annual Rate	-0.27%	-0.19%	-0.20%
2020 Male Population	50.4%	50.1%	50.4%
2020 Female Population	49.6%	49.9%	49.6%
2020 Median Age	36.1	38.4	40.1

In the identified area, the current year population is 37,956. In 2010, the Census count in the area was 38,134. The rate of change since 2010 was -0.05% annually. The five-year projection for the population in the area is 37,580 representing a change of -0.20% annually from 2020 to 2025. Currently, the population is 50.4% male and 49.6% female.

Median Age

The median age in this area is 36.1, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	77.2%	79.6%	83.3%
2020 Black Alone	3.3%	2.9%	2.4%
2020 American Indian/Alaska Native Alone	1.0%	0.9%	1.0%
2020 Asian Alone	1.2%	1.9%	1.5%
2020 Pacific Islander Alone	0.4%	0.3%	0.3%
2020 Other Race	13.0%	11.0%	8.5%
2020 Two or More Races	4.0%	3.4%	2.9%
2020 Hispanic Origin (Any Race)	39.1%	32.6%	25.5%

Persons of Hispanic origin represent 25.5% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 56.9 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	49	65	69
2000 Households	7,030	10,336	14,344
2010 Households	6,913	10,481	14,547
2020 Total Households	6,707	10,365	14,385
2025 Total Households	6,591	10,237	14,206
2000-2010 Annual Rate	-0.17%	0.14%	0.14%
2010-2020 Annual Rate	-0.29%	-0.11%	-0.11%
2020-2025 Annual Rate	-0.35%	-0.25%	-0.25%
2020 Average Household Size	2.65	2.58	2.55

The household count in this area has changed from 14,547 in 2010 to 14,385 in the current year, a change of -0.11% annually. The five-year projection of households is 14,206, a change of -0.25% annually from the current year total. Average household size is currently 2.55, compared to 2.53 in the year 2010. The number of families in the current year is 9,447 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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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Mortgage Income			
2020 Percent of Income for Mortgage	8.2%	8.7%	8.9%
Median Household Income			
2020 Median Household Income	\$46,825	\$51,067	\$53,533
2025 Median Household Income	\$48,358	\$51,962	\$55,017
2020-2025 Annual Rate	0.65%	0.35%	0.55%
Average Household Income			
2020 Average Household Income	\$56,959	\$64,760	\$67,757
2025 Average Household Income	\$60,703	\$68,907	\$72,632
2020-2025 Annual Rate	1.28%	1.25%	1.40%
Per Capita Income			
2020 Per Capita Income	\$20,986	\$24,174	\$25,676
2025 Per Capita Income	\$22,285	\$25,640	\$27,449
2020-2025 Annual Rate	1.21%	1.18%	1.34%

Households by Income

Current median household income is \$53,533 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$55,017 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$67,757 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$72,632 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$25,676 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$27,449 in five years, compared to \$37,691 for all U.S. households

Housing			
2020 Housing Affordability Index	239	226	225
2000 Total Housing Units	7,549	11,017	15,265
2000 Owner Occupied Housing Units	4,676	7,262	10,526
2000 Renter Occupied Housing Units	2,354	3,074	3,818
2000 Vacant Housing Units	519	681	921
2010 Total Housing Units	7,555	11,321	15,723
2010 Owner Occupied Housing Units	4,457	7,190	10,560
2010 Renter Occupied Housing Units	2,456	3,291	3,987
2010 Vacant Housing Units	642	840	1,176
2020 Total Housing Units	7,403	11,293	15,692
2020 Owner Occupied Housing Units	4,065	6,736	9,947
2020 Renter Occupied Housing Units	2,642	3,628	4,438
2020 Vacant Housing Units	696	928	1,307
2025 Total Housing Units	7,425	11,337	15,751
2025 Owner Occupied Housing Units	4,030	6,705	9,886
2025 Renter Occupied Housing Units	2,561	3,531	4,319
2025 Vacant Housing Units	834	1,100	1,545

Currently, 63.4% of the 15,692 housing units in the area are owner occupied; 28.3%, renter occupied; and 8.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 15,723 housing units in the area - 67.2% owner occupied, 25.4% renter occupied, and 7.5% vacant. The annual rate of change in housing units since 2010 is -0.09%. Median home value in the area is \$113,859, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.40% annually to \$122,080.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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