



## Housing Profile

Marshalltown, Iowa  
2-98 N Center St, Marshalltown, Iowa, 50158  
Drive Time: 5 minute radius

Iowa Downtown Resource Center  
Latitude: 42.04920  
Longitude: -92.91293

Population		Households	
2010 Total Population	18,682	2020 Median Household Income	\$46,825
2020 Total Population	18,379	2025 Median Household Income	\$48,358
2025 Total Population	18,131	2020-2025 Annual Rate	0.65%
2020-2025 Annual Rate	-0.27%		

Housing Units by Occupancy Status and Tenure	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	7,555	100.0%	7,403	100.0%	7,425	100.0%
Occupied	6,913	91.5%	6,707	90.6%	6,591	88.8%
Owner	4,457	59.0%	4,065	54.9%	4,030	54.3%
Renter	2,456	32.5%	2,642	35.7%	2,561	34.5%
Vacant	642	8.5%	696	9.4%	834	11.2%

Owner Occupied Housing Units by Value	2020		2025	
	Number	Percent	Number	Percent
Total	4,064	100.0%	4,031	100.0%
<\$50,000	585	14.4%	553	13.7%
\$50,000-\$99,999	1,730	42.6%	1,659	41.2%
\$100,000-\$149,999	1,067	26.3%	1,036	25.7%
\$150,000-\$199,999	351	8.6%	359	8.9%
\$200,000-\$249,999	128	3.1%	148	3.7%
\$250,000-\$299,999	79	1.9%	107	2.7%
\$300,000-\$399,999	56	1.4%	86	2.1%
\$400,000-\$499,999	6	0.1%	9	0.2%
\$500,000-\$749,999	16	0.4%	25	0.6%
\$750,000-\$999,999	0	0.0%	0	0.0%
\$1,000,000-\$1,499,999	36	0.9%	38	0.9%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	10	0.2%	11	0.3%

Median Value	\$91,821	\$94,078
Average Value	\$120,448	\$127,840

Census 2010 Housing Units	Number	Percent
Total	7,555	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	7,467	98.8%
Rural Housing Units	88	1.2%

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

February 12, 2021



## Housing Profile

Marshalltown, Iowa  
2-98 N Center St, Marshalltown, Iowa, 50158  
Drive Time: 5 minute radius

Iowa Downtown Resource Center  
Latitude: 42.04920  
Longitude: -92.91293

### Census 2010 Owner Occupied Housing Units by Mortgage Status

	Number	Percent
Total	4,457	100.0%
Owned with a Mortgage/Loan	2,839	63.7%
Owned Free and Clear	1,618	36.3%

### Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	654	100.0%
For Rent	230	35.2%
Rented- Not Occupied	12	1.8%
For Sale Only	115	17.6%
Sold - Not Occupied	28	4.3%
Seasonal/Recreational/Occasional Use	25	3.8%
For Migrant Workers	0	0.0%
Other Vacant	244	37.3%

### Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	6,915	4,458	64.5%
15-24	424	112	26.4%
25-34	1,148	570	49.7%
35-44	1,105	676	61.2%
45-54	1,336	881	65.9%
55-64	1,202	920	76.5%
65-74	741	597	80.6%
75-84	614	484	78.8%
85+	345	218	63.2%

### Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	6,911	4,456	64.5%
White Alone	6,139	4,085	66.5%
Black/African American Alone	164	42	25.6%
American Indian/Alaska Native	29	10	34.5%
Asian Alone	65	25	38.5%
Pacific Islander Alone	13	4	30.8%
Other Race Alone	389	244	62.7%
Two or More Races	112	46	41.1%
Hispanic Origin	1,143	671	58.7%

### Census 2010 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	6,913	4,457	64.5%
1-Person	2,158	1,121	51.9%
2-Person	2,145	1,584	73.8%
3-Person	849	555	65.4%
4-Person	780	520	66.7%
5-Person	488	338	69.3%
6-Person	273	181	66.3%
7+ Person	220	158	71.8%

### 2020 Housing Affordability

Housing Affordability Index	239
Percent of Income for Mortgage	8.2%

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

February 12, 2021



## Housing Profile

Marshalltown, Iowa  
2-98 N Center St, Marshalltown, Iowa, 50158  
Drive Time: 10 minute radius

Iowa Downtown Resource Center  
Latitude: 42.04920  
Longitude: -92.91293

Population		Households	
2010 Total Population	27,911	2020 Median Household Income	\$51,067
2020 Total Population	27,859	2025 Median Household Income	\$51,962
2025 Total Population	27,600	2020-2025 Annual Rate	0.35%
2020-2025 Annual Rate	-0.19%		

Housing Units by Occupancy Status and Tenure	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	11,321	100.0%	11,293	100.0%	11,337	100.0%
Occupied	10,481	92.6%	10,364	91.8%	10,236	90.3%
Owner	7,190	63.5%	6,736	59.6%	6,705	59.1%
Renter	3,291	29.1%	3,628	32.1%	3,531	31.1%
Vacant	840	7.4%	928	8.2%	1,100	9.7%

Owner Occupied Housing Units by Value	2020		2025	
	Number	Percent	Number	Percent
Total	6,735	100.0%	6,703	100.0%
<\$50,000	782	11.6%	729	10.9%
\$50,000-\$99,999	2,383	35.4%	2,243	33.5%
\$100,000-\$149,999	1,703	25.3%	1,600	23.9%
\$150,000-\$199,999	810	12.0%	810	12.1%
\$200,000-\$249,999	476	7.1%	525	7.8%
\$250,000-\$299,999	176	2.6%	230	3.4%
\$300,000-\$399,999	267	4.0%	390	5.8%
\$400,000-\$499,999	47	0.7%	67	1.0%
\$500,000-\$749,999	24	0.4%	39	0.6%
\$750,000-\$999,999	0	0.0%	0	0.0%
\$1,000,000-\$1,499,999	57	0.8%	59	0.9%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	10	0.1%	11	0.2%

Median Value	\$105,945	\$111,859
Average Value	\$138,344	\$149,053

Census 2010 Housing Units	Number	Percent
Total	11,321	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	10,785	95.3%
Rural Housing Units	536	4.7%

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

February 12, 2021



## Housing Profile

Marshalltown, Iowa  
2-98 N Center St, Marshalltown, Iowa, 50158  
Drive Time: 10 minute radius

Iowa Downtown Resource Center  
Latitude: 42.04920  
Longitude: -92.91293

### Census 2010 Owner Occupied Housing Units by Mortgage Status

	Number	Percent
Total	7,190	100.0%
Owned with a Mortgage/Loan	4,543	63.2%
Owned Free and Clear	2,647	36.8%

### Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	848	100.0%
For Rent	270	31.8%
Rented- Not Occupied	20	2.4%
For Sale Only	188	22.2%
Sold - Not Occupied	46	5.4%
Seasonal/Recreational/Occasional Use	46	5.4%
For Migrant Workers	0	0.0%
Other Vacant	278	32.8%

### Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	10,481	7,191	68.6%
15-24	603	154	25.5%
25-34	1,614	836	51.8%
35-44	1,590	1,052	66.2%
45-54	1,985	1,420	71.5%
55-64	1,930	1,573	81.5%
65-74	1,239	1,041	84.0%
75-84	982	785	79.9%
85+	538	330	61.3%

### Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	10,481	7,190	68.6%
White Alone	9,472	6,708	70.8%
Black/African American Alone	197	55	27.9%
American Indian/Alaska Native	40	13	32.5%
Asian Alone	136	46	33.8%
Pacific Islander Alone	14	4	28.6%
Other Race Alone	481	303	63.0%
Two or More Races	141	61	43.3%
Hispanic Origin	1,401	835	59.6%

### Census 2010 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	10,483	7,192	68.6%
1-Person	3,092	1,685	54.5%
2-Person	3,578	2,815	78.7%
3-Person	1,283	889	69.3%
4-Person	1,204	853	70.8%
5-Person	688	504	73.3%
6-Person	360	245	68.1%
7+ Person	278	201	72.3%

### 2020 Housing Affordability

Housing Affordability Index	226
Percent of Income for Mortgage	8.7%

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

February 12, 2021



## Housing Profile

Marshalltown, Iowa  
2-98 N Center St, Marshalltown, Iowa, 50158  
Drive Time: 20 minute radius

Iowa Downtown Resource Center  
Latitude: 42.04920  
Longitude: -92.91293

Population		Households	
2010 Total Population	38,134	2020 Median Household Income	\$53,533
2020 Total Population	37,956	2025 Median Household Income	\$55,017
2025 Total Population	37,580	2020-2025 Annual Rate	0.55%
2020-2025 Annual Rate	-0.20%		

Housing Units by Occupancy Status and Tenure	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	15,723	100.0%	15,692	100.0%	15,751	100.0%
Occupied	14,547	92.5%	14,385	91.7%	14,205	90.2%
Owner	10,560	67.2%	9,947	63.4%	9,886	62.8%
Renter	3,987	25.4%	4,438	28.3%	4,319	27.4%
Vacant	1,176	7.5%	1,307	8.3%	1,545	9.8%

Owner Occupied Housing Units by Value	2020		2025	
	Number	Percent	Number	Percent
Total	9,944	100.0%	9,887	100.0%
<\$50,000	1,094	11.0%	986	10.0%
\$50,000-\$99,999	3,187	32.0%	2,933	29.7%
\$100,000-\$149,999	2,493	25.1%	2,320	23.5%
\$150,000-\$199,999	1,343	13.5%	1,348	13.6%
\$200,000-\$249,999	739	7.4%	832	8.4%
\$250,000-\$299,999	360	3.6%	461	4.7%
\$300,000-\$399,999	500	5.0%	705	7.1%
\$400,000-\$499,999	78	0.8%	113	1.1%
\$500,000-\$749,999	66	0.7%	103	1.0%
\$750,000-\$999,999	0	0.0%	0	0.0%
\$1,000,000-\$1,499,999	59	0.6%	60	0.6%
\$1,500,000-\$1,999,999	15	0.2%	15	0.2%
\$2,000,000+	10	0.1%	11	0.1%

Median Value	\$113,859	\$122,080
Average Value	\$146,033	\$159,045

Census 2010 Housing Units	Number	Percent
Total	15,723	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	10,928	69.5%
Rural Housing Units	4,795	30.5%

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

February 12, 2021



## Housing Profile

Marshalltown, Iowa  
2-98 N Center St, Marshalltown, Iowa, 50158  
Drive Time: 20 minute radius

Iowa Downtown Resource Center  
Latitude: 42.04920  
Longitude: -92.91293

### Census 2010 Owner Occupied Housing Units by Mortgage Status

	Number	Percent
Total	10,560	100.0%
Owned with a Mortgage/Loan	6,565	62.2%
Owned Free and Clear	3,995	37.8%

### Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	1,184	100.0%
For Rent	340	28.7%
Rented- Not Occupied	30	2.5%
For Sale Only	243	20.5%
Sold - Not Occupied	65	5.5%
Seasonal/Recreational/Occasional Use	71	6.0%
For Migrant Workers	0	0.0%
Other Vacant	435	36.7%

### Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	14,548	10,560	72.6%
15-24	715	194	27.1%
25-34	2,070	1,130	54.6%
35-44	2,278	1,612	70.8%
45-54	2,847	2,167	76.1%
55-64	2,802	2,356	84.1%
65-74	1,804	1,556	86.3%
75-84	1,345	1,089	81.0%
85+	687	456	66.4%

### Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	14,549	10,561	72.6%
White Alone	13,444	10,014	74.5%
Black/African American Alone	202	58	28.7%
American Indian/Alaska Native	77	39	50.6%
Asian Alone	144	51	35.4%
Pacific Islander Alone	16	6	37.5%
Other Race Alone	504	318	63.1%
Two or More Races	162	75	46.3%
Hispanic Origin	1,474	884	60.0%

### Census 2010 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	14,546	10,559	72.6%
1-Person	4,023	2,357	58.6%
2-Person	5,284	4,321	81.8%
3-Person	1,831	1,344	73.4%
4-Person	1,716	1,289	75.1%
5-Person	920	692	75.2%
6-Person	447	315	70.5%
7+ Person	325	241	74.2%

### 2020 Housing Affordability

Housing Affordability Index	225
Percent of Income for Mortgage	8.9%

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

February 12, 2021