Market Profile

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 Summary			
2000 Total Population	18,026	26,431	36,706
2010 Total Population	18,682	27,911	38,134
2020 Total Population	18,379	27,859	37,956
2020 Group Quarters	595	1,121	1,331
2025 Total Population	18,131	27,600	37,580
2020-2025 Annual Rate	-0.27%	-0.19%	-0.20%
2020 Total Daytime Population	22,860	32,810	39,615
Workers	12,257	16,861	18,615
Residents	10,603	15,949	21,000
Household Summary			
2000 Households	7,030	10,336	14,344
2000 Average Household Size	2.47	2.44	2.47
2010 Households	6,913	10,481	14,547
2010 Average Household Size	2.61	2.55	2.53
2020 Households	6,707	10,365	14,385
2020 Average Household Size	2.65	2.58	2.55
2025 Households	6,591	10,237	14,206
2025 Average Household Size	2.66	2.59	2.55
2020-2025 Annual Rate	-0.35%	-0.25%	-0.25%
2010 Families	4,291	6,756	9,719
2010 Average Family Size	3.32	3.17	3.08
2020 Families	4,079	6,562	9,447
2020 Average Family Size	3.39	3.22	3.12
2025 Families	3,986	6,450	9,283
2025 Average Family Size	3.40	3.23	3.13
2020-2025 Annual Rate	-0.46%	-0.34%	-0.35%
Housing Unit Summary			
2000 Housing Units	7,549	11,017	15,265
Owner Occupied Housing Units	61.9%	65.9%	69.0%
Renter Occupied Housing Units	31.2%	27.9%	25.0%
Vacant Housing Units	6.9%	6.2%	6.0%
2010 Housing Units	7,555	11,321	15,723
Owner Occupied Housing Units	59.0%	63.5%	67.2%
Renter Occupied Housing Units	32.5%	29.1%	25.4%
Vacant Housing Units	8.5%	7.4%	7.5%
2020 Housing Units	7,403	11,293	15,692
Owner Occupied Housing Units	54.9%	59.6%	63.4%
Renter Occupied Housing Units	35.7%	32.1%	28.3%
Vacant Housing Units	9.4%	8.2%	8.3%
2025 Housing Units	7,425	11,337	15,751
Owner Occupied Housing Units	54.3%	59.1%	62.8%
Renter Occupied Housing Units	34.5%	31.1%	27.4%
Vacant Housing Units	11.2%	9.7%	9.8%
Median Household Income			
2020	$46,825	$51,067	$53,533
2025	$48,358	$51,962	$55,017
Median Home Value			
2020	$91,821	$105,945	$113,859
2025	$94,078	$111,859	$122,080
Per Capita Income			
2020	$20,986	$24,174	$25,676
2025	$22,285	$25,640	$27,449
Median Age			
2010	35.1	37.5	39.1
2020	36.1	38.4	40.1
2025	36.8	38.8	40.6

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

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2020 Households by Income			
Household Income Base	6,707	10,365	14,385
<$15,000	11.3%	9.7%	8.8%
$15,000 - $24,999	12.4%	11.2%	10.1%
$25,000 - $34,999	11.0%	10.2%	9.7%
$35,000 - $49,999	18.3%	17.4%	16.7%
$50,000 - $74,999	23.4%	22.7%	22.6%
$75,000 - $99,999	12.7%	13.3%	14.1%
$100,000 - $149,999	7.6%	10.4%	12.1%
$150,000 - $199,999	2.3%	2.8%	3.6%
$200,000+	1.0%	2.4%	2.3%
Average Household Income	$56,959	$64,760	$67,757
2025 Households by Income			
Household Income Base	6,591	10,237	14,206
<$15,000	10.5%	9.1%	8.1%
$15,000 - $24,999	11.6%	10.5%	9.4%
$25,000 - $34,999	10.8%	10.1%	9.4%
$35,000 - $49,999	18.6%	17.6%	16.7%
$50,000 - $74,999	23.6%	22.6%	22.4%
$75,000 - $99,999	12.9%	13.3%	14.2%
$100,000 - $149,999	8.4%	11.1%	13.2%
$150,000 - $199,999	2.6%	3.2%	4.2%
$200,000+	1.0%	2.5%	2.4%
Average Household Income	$60,703	$68,907	$72,632
2020 Owner Occupied Housing Units by Value			
Total	4,065	6,736	9,947
<$50,000	14.4%	11.6%	11.0%
$50,000 - $99,999	42.6%	35.4%	32.0%
$100,000 - $149,999	26.2%	25.3%	25.1%
$150,000 - $199,999	8.6%	12.0%	13.5%
$200,000 - $249,999	3.1%	7.1%	7.4%
$250,000 - $299,999	1.9%	2.6%	3.6%
$300,000 - $399,999	1.4%	4.0%	5.0%
$400,000 - $499,999	0.1%	0.7%	0.8%
$500,000 - $749,999	0.4%	0.4%	0.7%
$750,000 - $999,999	0.0%	0.0%	0.0%
$1,000,000 - $1,499,999	0.9%	0.8%	0.6%
$1,500,000 - $1,999,999	0.0%	0.0%	0.2%
$2,000,000 +	0.2%	0.1%	0.1%
Average Home Value	$120,448	$138,344	$146,033
2025 Owner Occupied Housing Units by Value			
Total	4,030	6,705	9,886
<$50,000	13.7%	10.9%	10.0%
$50,000 - $99,999	41.2%	33.5%	29.7%
$100,000 - $149,999	25.7%	23.9%	23.5%
$150,000 - $199,999	8.9%	12.1%	13.6%
$200,000 - $249,999	3.7%	7.8%	8.4%
$250,000 - $299,999	2.7%	3.4%	4.7%
$300,000 - $399,999	2.1%	5.8%	7.1%
$400,000 - $499,999	0.2%	1.0%	1.1%
$500,000 - $749,999	0.6%	0.6%	1.0%
$750,000 - $999,999	0.0%	0.0%	0.0%
$1,000,000 - $1,499,999	0.9%	0.9%	0.6%
$1,500,000 - $1,999,999	0.0%	0.0%	0.2%
$2,000,000 +	0.3%	0.2%	0.1%
Average Home Value	$127,840	$149,053	$159,045

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	18,683	27,913	38,135
0 - 4	8.2%	7.7%	7.1%
5 - 9	7.6%	7.1%	6.9%
10 - 14	7.2%	6.8%	7.0%
15 - 24	13.9%	13.5%	13.0%
25 - 34	13.0%	12.1%	11.5%
35 - 44	11.2%	10.8%	11.2%
45 - 54	12.8%	13.0%	13.8%
55 - 64	11.2%	12.2%	12.8%
65 - 74	6.6%	7.5%	8.0%
75 - 84	5.3%	5.8%	5.7%
85 +	2.9%	3.3%	3.0%
18 +	72.7%	74.0%	74.5%
2020 Population by Age			
Total	18,379	27,860	37,957
0 - 4	7.5%	7.0%	6.5%
5 - 9	7.3%	6.9%	6.5%
10 - 14	7.0%	6.6%	6.5%
15 - 24	12.8%	12.3%	12.0%
25 - 34	14.0%	13.3%	12.7%
35 - 44	11.1%	10.8%	10.8%
45 - 54	10.7%	10.6%	11.3%
55 - 64	12.0%	12.7%	13.5%
65 - 74	9.1%	10.3%	10.9%
75 - 84	5.3%	6.1%	6.1%
85 +	3.0%	3.5%	3.2%
18 +	74.3%	75.7%	76.7%
2025 Population by Age			
Total	18,133	27,599	37,579
0 - 4	7.5%	7.0%	6.5%
5 - 9	7.3%	6.9%	6.6%
10 - 14	7.0%	6.9%	6.6%
15 - 24	12.7%	12.0%	11.5%
25 - 34	13.3%	12.7%	12.4%
35 - 44	11.6%	11.3%	11.3%
45 - 54	10.5%	10.3%	10.7%
55 - 64	11.1%	11.5%	12.2%
65 - 74	9.8%	10.8%	11.6%
75 - 84	6.3%	7.2%	7.4%
85 +	2.9%	3.4%	3.2%
18 +	74.2%	75.4%	76.5%
2010 Population by Sex			
Males	9,381	13,914	19,126
Females	9,301	13,997	19,008
2020 Population by Sex			
Males	9,259	13,967	19,114
Females	9,120	13,892	18,842
2025 Population by Sex			
Males	9,146	13,881	18,965
Females	8,985	13,719	18,615

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2010 Population by Race/Ethnicity			
Total	18,683	27,911	38,135
White Alone	83.2%	85.1%	88.0%
Black Alone	2.5%	2.2%	1.8%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	1.2%	1.7%	1.3%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	9.3%	7.8%	6.0%
Two or More Races	3.0%	2.6%	2.1%
Hispanic Origin	28.7%	23.6%	18.2%
Diversity Index	59.1	53.7	45.6
2020 Population by Race/Ethnicity			
Total	18,378	27,858	37,957
White Alone	77.2%	79.6%	83.3%
Black Alone	3.3%	2.9%	2.4%
American Indian Alone	1.0%	0.9%	1.0%
Asian Alone	1.2%	1.9%	1.5%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	13.0%	11.0%	8.5%
Two or More Races	4.0%	3.4%	2.9%
Hispanic Origin	39.1%	32.6%	25.5%
Diversity Index	68.8	64.5	56.9
2025 Population by Race/Ethnicity			
Total	18,131	27,600	37,579
White Alone	74.3%	76.8%	81.0%
Black Alone	3.8%	3.4%	2.9%
American Indian Alone	1.2%	1.1%	1.2%
Asian Alone	1.3%	2.0%	1.6%
Pacific Islander Alone	0.5%	0.4%	0.3%
Some Other Race Alone	14.4%	12.4%	9.6%
Two or More Races	4.5%	3.9%	3.4%
Hispanic Origin	44.1%	37.1%	29.2%
Diversity Index	71.9	68.4	61.5
2010 Population by Relationship and Household Type			
Total	18,682	27,911	38,134
In Households	96.7%	95.8%	96.4%
In Family Households	79.4%	79.6%	81.1%
Householder	23.1%	24.2%	25.4%
Spouse	16.1%	17.9%	19.5%
Child	32.6%	30.8%	30.3%
Other relative	4.5%	3.9%	3.3%
Nonrelative	3.1%	2.7%	2.5%
In Nonfamily Households	17.3%	16.3%	15.3%
In Group Quarters	3.3%	4.2%	3.6%
Institutionalized Population	3.0%	3.7%	3.2%
Noninstitutionalized Population	0.3%	0.5%	0.4%

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	12,015	18,730	25,997
Less than 9th Grade	14.9%	12.1%	9.5%
9th - 12th Grade, No Diploma	8.8%	8.3%	7.1%
High School Graduate	29.4%	27.5%	29.3%
GED/Alternative Credential	4.6%	4.1%	4.0%
Some College, No Degree	18.8%	19.9%	20.5%
Associate Degree	8.4%	8.6%	10.0%
Bachelor's Degree	10.7%	13.2%	13.9%
Graduate/Professional Degree	4.4%	6.2%	5.7%
2020 Population 15+ by Marital Status			
Total	14,370	22,145	30,565
Never Married	32.0%	30.4%	28.4%
Married	47.8%	50.2%	52.8%
Widowed	6.4%	7.4%	7.2%
Divorced	13.7%	12.0%	11.6%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,080	13,712	19,238
Population 16+ Employed	87.1%	88.3%	89.0%
Population 16+ Unemployment rate	12.9%	11.7%	11.0%
Population 16-24 Employed	15.6%	15.2%	14.5%
Population 16-24 Unemployment rate	20.1%	18.7%	17.6%
Population 25-54 Employed	62.8%	61.3%	60.4%
Population 25-54 Unemployment rate	12.2%	11.1%	10.4%
Population 55-64 Employed	16.6%	18.2%	19.1%
Population 55-64 Unemployment rate	8.4%	8.1%	8.0%
Population 65+ Employed	5.0%	5.3%	6.0%
Population 65+ Unemployment rate	10.2%	9.5%	9.3%
2020 Employed Population 16+ by Industry			
Total	7,913	12,104	17,117
Agriculture/Mining	1.7%	2.1%	2.8%
Construction	9.0%	8.5%	7.9%
Manufacturing	35.7%	31.4%	29.2%
Wholesale Trade	1.4%	2.1%	2.2%
Retail Trade	7.2%	8.8%	9.1%
Transportation/Utilities	5.3%	5.2%	5.6%
Information	0.9%	1.0%	1.0%
Finance/Insurance/Real Estate	2.9%	2.9%	3.5%
Services	35.0%	37.0%	36.7%
Public Administration	0.9%	1.1%	2.0%
2020 Employed Population 16+ by Occupation			
Total	7,913	12,105	17,117
White Collar	35.0%	41.8%	45.0%
Management/Business/Financial	7.4%	8.9%	10.1%
Professional	10.7%	14.6%	15.5%
Sales	6.3%	8.1%	8.1%
Administrative Support	10.5%	10.2%	11.3%
Services	20.1%	17.7%	16.7%
Blue Collar	45.0%	40.5%	38.3%
Farming/Forestry/Fishing	1.3%	1.2%	1.2%
Construction/Extraction	7.0%	6.8%	6.3%
Installation/Maintenance/Repair	3.1%	2.8%	2.9%
Production	22.5%	19.4%	17.7%
Transportation/Material Moving	11.1%	10.3%	10.2%

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2010 Households by Type			
Total	6,913	10,481	14,547
Households with 1 Person	31.2%	29.5%	27.7%
Households with 2+ People	68.8%	70.5%	72.3%
Family Households	62.1%	64.5%	66.8%
Husband-wife Families	43.3%	47.6%	51.3%
With Related Children	20.2%	20.3%	20.9%
Other Family (No Spouse Present)	18.8%	16.8%	15.5%
Other Family with Male Householder	5.9%	5.2%	4.9%
With Related Children	3.8%	3.4%	3.3%
Other Family with Female Householder	12.9%	11.7%	10.5%
With Related Children	9.5%	8.5%	7.7%
Nonfamily Households	6.7%	6.0%	5.5%
All Households with Children	34.2%	32.8%	32.4%
Multigenerational Households	4.2%	3.6%	3.2%
Unmarried Partner Households	8.4%	7.3%	6.9%
Male-female	8.0%	6.9%	6.6%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	6,913	10,481	14,547
1 Person Household	31.2%	29.5%	27.7%
2 Person Household	31.0%	34.1%	36.3%
3 Person Household	12.3%	12.2%	12.6%
4 Person Household	11.3%	11.5%	11.8%
5 Person Household	7.1%	6.6%	6.3%
6 Person Household	3.9%	3.4%	3.1%
7 + Person Household	3.2%	2.6%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	6,913	10,481	14,547
Owner Occupied	64.5%	68.6%	72.6%
Owned with a Mortgage/Loan	41.1%	43.3%	45.1%
Owned Free and Clear	23.4%	25.3%	27.5%
Renter Occupied	35.5%	31.4%	27.4%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	239	226	225
Percent of Income for Mortgage	8.2%	8.7%	8.9%
Wealth Index	49	65	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,555	11,321	15,723
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	98.8%	95.3%	69.5%
Rural Housing Units	1.2%	4.7%	30.5%
2010 Population By Urban/ Rural Status			
Total Population	18,682	27,911	38,134
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	98.7%	95.1%	70.4%
Rural Population	1.3%	4.9%	29.6%

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.	Hardscrabble Road (8G)	Midlife Constants (5E)	Heartland Communities (6F)
2.	Traditional Living (12B)	Heartland Communities (6F)	Midlife Constants (5E)
3.	Heartland Communities (6F)	Hardscrabble Road (8G)	Salt of the Earth (6B)
2020 Consumer Spending			
Apparel & Services: Total $	$9,269,817	$16,071,655	$23,059,263
Average Spent	$1,382.11	$1,550.57	$1,603.01
Spending Potential Index	64	72	75
Education: Total $	$7,050,378	$12,349,242	$17,457,345
Average Spent	$1,051.20	$1,191.44	$1,213.58
Spending Potential Index	59	67	68
Entertainment/Recreation: Total $	$14,475,537	$25,380,363	$37,624,853
Average Spent	$2,158.27	$2,448.66	$2,615.56
Spending Potential Index	66	75	81
Food at Home: Total $	$23,637,402	$41,147,249	$60,214,115
Average Spent	$3,524.29	$3,969.83	$4,185.90
Spending Potential Index	66	74	78
Food Away from Home: Total $	$16,134,270	$28,100,993	$40,424,257
Average Spent	$2,405.59	$2,711.14	$2,810.17
Spending Potential Index	64	72	75
Health Care: Total $	$26,695,426	$46,923,926	$69,703,295
Average Spent	$3,980.23	$4,527.15	$4,845.55
Spending Potential Index	69	79	84
HH Furnishings & Equipment: Total $	$9,575,386	$16,784,779	$24,354,443
Average Spent	$1,427.67	$1,619.37	$1,693.04
Spending Potential Index	65	74	77
Personal Care Products & Services: Total $	$4,044,434	$7,057,740	$10,203,603
Average Spent	$603.02	$680.92	$709.32
Spending Potential Index	66	74	77
Shelter: Total $	$79,517,265	$138,941,202	$199,829,575
Average Spent	$11,855.86	$13,404.84	$13,891.52
Spending Potential Index	61	69	72
Support Payments/Cash Contributions/Gifts in Kind: Total $	$10,021,896	$17,982,609	$26,823,795
Average Spent	$1,494.24	$1,734.94	$1,864.71
Spending Potential Index	64	74	80
Travel: Total $	$9,751,817	$17,426,245	$25,567,462
Average Spent	$1,453.98	$1,681.26	$1,777.37
Spending Potential Index	60	70	74
Vehicle Maintenance & Repairs: Total $	$5,305,256	$9,224,812	$13,552,902
Average Spent	$791.00	$890.00	$942.16
Spending Potential Index	68	77	81

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