

# MAIN STREET MARSHALLTOWN

## MARSHALLTOWN, IOWA



## MARKET SNAPSHOT

Esri 2020

Marshalltown Iowa, a Main Street Iowa program, is taking a proactive approach to planning for the future prosperity of the traditional downtown business district.

The efforts of the Marshalltown Main Street organization and its partners, along with investments made by the public and private sectors, are working to heighten the appeal of the downtown district among consumers, investors and entrepreneurs. Moving forward, it will be critical for the community to capitalize upon and leverage these investments and ongoing Marshalltown marketing efforts to position the downtown as a local economic engine and center for commerce.

This Market Snapshot, prepared as part of a more comprehensive technical assistance service provided by Main Street Iowa, highlights and summarizes demographic, lifestyle and retail data, characteristics and trends in the marketplace. The information, along with market insights gained through local survey data, provides groundwork, benchmarks and a basis for important decision-making processes that will help guide future business development strategies.



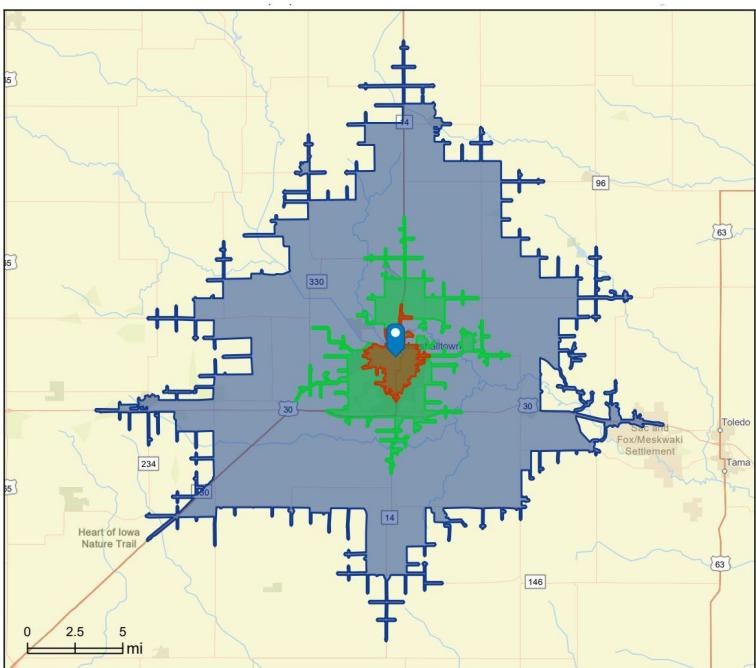
### Marshalltown is a Main Street Iowa community.

*The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on their unique identity, assets and character of their historic commercial district.*

### MARSHALLTOWN DRIVE TIME MARKET

## DEMOGRAPHIC FAST FACTS

Esri 2020



### 27,859

10 MINUTE DRIVE TIME | 2020  
2020—25 GROWTH: -0.19%



POPULATION

Population	5 Min	10 Min	20 Min
2020 Estimate	18,379	27,859	37,956
Growth (2020-25)	-0.27%	-0.19%	-0.20%

i Est. State Pop Growth (2020-25) .52%

### 32,810

10 MINUTE DRIVE TIME | 2020



DAYTIME POP

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	22,860	32,810	39,615
Workers	12,257	16,861	18,615

Daytime Population | 5 Min | 10 Min | 20 Min

Total Daytime Pop | 22,860 | 32,810 | 39,615

Workers | 12,257 | 16,861 | 18,615

### 10,365

10 MINUTE DRIVE TIME | 2020  
2020—25 GROWTH: -0.25%



HOUSEHOLDS

Households	5 Min	10 Min	20 Min
2020 Estimate	6,707	10,365	14,385
HH Growth (2020-25)	-0.35%	-0.25%	0.25%

i Est. State HH Growth (2020-25) .52%

### \$51,067

10 MINUTE DRIVE TIME | 2020  
2020—25 GROWTH: 0.35%



MEDIAN HH INCOME

Median HH Income	5 Min	10 Min	20 Min
2020 Estimate	\$46,825	\$51,067	\$53,533
Growth (2020-25)	0.65%	0.35%	0.55%

Median HH Income | 5 Min | 10 Min | 20 Min

2020 Estimate | \$46,825 | \$51,067 | \$53,533

Growth (2020-25) | 0.65% | 0.35% | 0.55%

i 2020 State: \$59,343 | 2020-25 Growth: 1.2%

Source: [Esri Market Profile](#) | 2.21

# MARSHALLTOWN DRIVE TIME MARKET



HOUSING UNITS

## 2020 HOUSING UNITS SUMMARY

Housing Units	5 Min	10 Min	20 Min
2020 Estimate	7,403	11,321	15,723
- Owner Occupied	54.9%	59.6%	63.4%
- Renter Occupied	35.7%	32.1%	28.3%
- Vacant	9.4%	8.2%	8.3%
Estimated State Percent Vacant (2020)			9.5%



Estimated State Percent Vacant (2020)



TENURE AND MORTGAGE

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

2010 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	64.5%	68.6%	72.6%
— With Mortgage	41.1%	43.3%	45.1%
— Free and Clear	23.4%	25.3%	27.5%
Renter Occupied	35.5%	31.4%	27.4%



DIVERSITY

## 2020 DIVERSITY INDEX

Drive Time Households	5 Min	10 Min	20 Min
2020 Diversity Index	68.8	64.5	56.9

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



**\$20,986**

PER CAPITA INCOME  
5 MINUTES | 2020



**36.1**

MEDIAN AGE  
5 MINUTES | 2020



**87.1 %**

2020 EMPLOYED  
5 MIN. CIVILIAN POP 16+

10 Minutes	\$24,174	10 Minutes	38.4	10 Minutes	88.3%
20 Minutes	\$25,676	20 Minutes	40.1	20 Minutes	89.0%
State	\$31,912	State	39.1	State	88.1%



## 2020 EMPLOYMENT BY OCCUPATION

2020 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	7,913	12,105	17,117
- White Collar	35.0%	41.8%	45.0%
- Services	20.1%	17.7%	16.7%
- Blue Collar	45.0%	40.5%	38.3%

Source: [Esri Market Profile](#) | 2.21

# MARSHALLTOWN | IOWA

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments).

## Top Drive Time Area Esri Tapestry Segments



### Heartland Communities (6F) | #1 in 20 min

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,434	21.4%	1,827	17.6%	2,592	18.0%

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. They embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations.

Avg. HH Size: 2.39 Median Age: 42.3 Med. HH Income: \$42K

- Budget savvy consumers
- Residents prefer domestic trucks or SUVs.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- Most have high-speed internet access at home or on their cell phones.



### Hardscrabble Road (8G) | #1 in 5 Min. Drive

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,547	23.1%	1,547	14.9%	1,547	10.8%

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Avg. HH Size: 2.51 Median Age: 35.5 Med. HH Income: \$39K

- Homes are primarily single family or duplexes in older neighborhoods
- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance
- 70% have completed high school or some college
- Connected and comfortable with the Internet
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at:

Source: [Esri Community Tapestry Segmentation](#) | 2.21

Esri's Retail MarketPlace data provides a direct comparison between retail sales and consumer spending by industry. To capture a snapshot of an area's retail market place, a sales surplus or leakage, expressed in current dollars, is calculated to summarize the relationship between supply (retail sales by businesses) and demand (consumer spending by household). Deviations from potential sales, or demand, may reveal areas of opportunity in the trade area's retail sectors, keeping in mind any extenuating circumstances that may be driving the results.

## Calculating Sales Surplus/(Leakage) Estimates

Estimated Actual Sales — Potential Sales = Surplus/(Leakage)

### Example: Food Services & Drinking Places (NAICS 722)

Estimated Sales (Supply)	\$ 2,205,378
— Potential Sales (Demand)	\$2,772,252
= Surplus or (Leakage)	(\$566,874)

Esri estimates of actual sales reflect current dollars derived from receipts of businesses primarily engaged in selling merchandise. Potential sales is estimated by using Esri's consumer spending data, which provides estimated expenditures for more than 700 products and services that are consumed by U.S. households. The estimate of a trade area's, or drive time's, demand is based upon estimated expenditures by households within the defined trade area. The following table displays the total amount of estimated sales surplus or leakage for the three drive time geographies.

## MARSHALLTOWN DRIVE TIME AREAS

Sales Surplus & Leakage (\$MM)	5 Minutes	10 Minutes	20 Minutes
	Surplus/(Leakage)	Surplus/(Leakage)	Surplus/(Leakage)
Total Retail Trade (NAICS 44 – 45)	\$45.4	\$49.6	(\$56.5)
Total Food & Drink (NAICS 722)	(\$1.6)	\$4.3	(\$4.8)
Total (NAICS 44 – 45, 722)	\$43.8	\$53.8	(\$61.3)

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace.

Data Note: The polarity of surplus/leakage estimates shown in this document (as compared to those shown in source Esri reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential and Retail Sales. A positive value represents a surplus in retail sales, often indicating a market where customers are drawn in from outside the defined trade area.

Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as three industry groups within the Food Services & Drinking Places subsector. For more information on Retail MarketPlace data and to download the methodology statement visit: <http://doc.arcgis.com/en/esri-demographics/data/retail-marketplace.htm>

## PERFORMANCE BY CATEGORY

Sales gap factors provide an at-a-glance means of assessing the relative strength of various retail categories within a defined geography. The factor is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage). A positive value represents a surplus of retail sales and can be indicative of a market where customers are drawn in from outside the trade area. Categories showing the highest surplus factors may signal possible opportunities for expansion or the introduction of complementary product and service lines to build on market strengths or existing and evolving niche markets. Likewise, categories with negative value factors might offer an initial indication of gaps in the business mix and potential targets for expansion or recruitment.

### SALES GAP FACTORS | MARSHALLTOWN DRIVE TIME AREAS

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle & Parts Dealers	(4.3)	(2.5)	(20.8)
Furniture & Home Furnishings Stores	4.2	(3.8)	(20.0)
Electronics & Appliance Stores	(23.0)	(34.6)	(46.0)
Building Materials, Garden & Supply	(2.6)	9.0	(4.5)
Food & Beverage Stores	49.9	30.1	16.7
Health & Personal Care Stores	49.0	31.0	14.0
Gasoline Stations	(4.9)	(13.0)	(12.8)
Clothing and Clothing Accessories	(17.1)	(5.3)	(22.2)
Sporting Goods, Hobby, Book, Music	(22.6)	8.1	(3.5)
General Merchandise Stores	(63.5)	9.0	(10.3)
Miscellaneous Store Retailers	(42.2)	(39.9)	(51.1)
Nonstore Retailers	(27.0)	(49.9)	(61.8)
Food Services & Drinking Places	(5.6)	7.3	(6.5)

Source: [Esri Retail MarketPlace Profile](http://doc.arcgis.com/en/esri-demographics/data/retail-marketplace.htm) | 2.21

### Limitations and Disclaimers

Retail market analyses, their components (such as retail sales gap analyses) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, many factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and many other variables. The information in this document is intended to provide a foundation of information for making business development decisions, but it does not and cannot ensure business success.

As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, county, city, primary and third party sources is accurate and reliable.

Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.