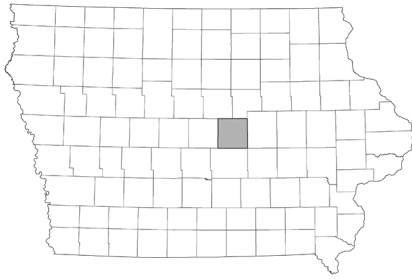


# Data for Decision Makers



## Marshalltown, Iowa City Profile

report created: 12/17/2024

### Population profile

The 2020 population for Marshalltown is 27,591. Between 2010 and 2020 the population increased by 0.1%. The City of Marshalltown is in Marshall County. Marshall County saw a 1.3% population decrease between 2010 and 2020.

Marshall County Cities - Total Population<sup>1</sup>

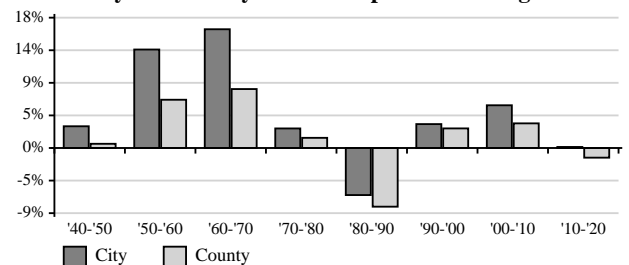
City	2000	2010	2020
<b>Marshalltown</b>	<b>26,009</b>	<b>27,552</b>	<b>27,591</b>
Male Total	12,870	13,730	13,861
Female Total	13,139	13,822	13,730
Albion	592	505	448
Clemons	148	148	140
Ferguson	126	126	97
Gilman	600	509	542
Haverhill	170	173	165
Laurel	266	239	220
Le Grand <sup>†</sup>	883	938	905
Liscomb	272	301	291
Melbourne	794	830	786
Rhodes	294	305	271
St. Anthony	109	102	76
State Center	1,349	1,468	1,391
Marshall County Total	39,311	40,648	40,105
State of Iowa Total	2,926,324	3,046,355	3,190,369

<sup>†</sup>City is located in multiple counties, total population is provided.

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
Albion	1.2%	-14.7%	-11.3%
Ferguson	-24.1%	0.0%	-23.0%
Haverhill	18.1%	1.8%	-4.6%
Laurel	-1.8%	-10.2%	-7.9%
Le Grand	3.4%	6.2%	-3.5%
Marshalltown	3.3%	5.9%	0.1%
Marshall County	2.7%	3.4%	-1.3%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change<sup>1</sup>



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## Demographic Profile

## Marshalltown, Iowa

Marshalltown's population is predominantly White. The City of Marshalltown, compared to Marshall County, had a higher percentage of young people (17 or younger) and a lower percentage of older people (65 and older) in 2020. New household relationship categories were reported for 2020 that are not comparable with 2010.<sup>3</sup>

**Percentage of Population by Race/Hispanic Origin<sup>1</sup>**

Race Groups	City		County	
	2010	2020	2010	2020
One race only	97.4%	88.4%	98.0%	90.8%
White	84.8%	64.8%	88.7%	73.8%
White alone, not Hispanic	70.3%	57.6%	78.2%	68.4%
Black or African American	2.2%	2.7%	1.7%	2.0%
Asian	1.7%	5.3%	1.3%	3.8%
American Indian or Alaska Native	0.6%	1.1%	0.5%	0.8%
Hawaiian or Pacific Islander	0.2%	0.1%	0.1%	0.1%
Other	7.9%	14.4%	5.6%	10.3%
Two or more races	2.6%	11.6%	2.0%	9.2%
Hispanic origin <sup>a</sup>	24.1%	31.3%	17.3%	22.8%

<sup>a</sup> Hispanics can be of any race.

**Households by Family or Nonfamily Type<sup>1,3</sup>**

	City		County	
	2010	2020	2010	2020
Total households	10,335	10,275	15,538	15,358
Family households <sup>a,b</sup>	64.1%	55.3%	67.3%	66.2%
Married couple family <sup>b</sup>	47.1%	41.3%	52.1%	50.3%
With own children	18.8%	19.0%	19.7%	18.9%
Other family <sup>c</sup>	17.1%	18.4%	15.2%	15.9%
Male householder <sup>c</sup>	5.2%	6.2%	4.9%	5.6%
With own children	2.9%	3.5%	2.8%	3.0%
Female householder <sup>c</sup>	11.9%	12.2%	10.3%	10.3%
With own children	8.0%	7.7%	6.7%	6.4%
Nonfamily households <sup>d</sup>	35.9%	44.7%	32.7%	33.8%
Male living alone	12.1%	13.6%	12.0%	13.6%
Female living alone	17.6%	16.7%	15.2%	15.0%

**Households by Couple or Non-couple Type<sup>1,3</sup>**

	City		County	
	2010	2020	2010	2020
Total households	10,335	10,275	15,538	15,358
Married couple <sup>b</sup>	47.1%	41.3%	52.1%	50.3%
Cohabiting couple <sup>b,f</sup>	NA <sup>e</sup>	7.0%	NA <sup>e</sup>	6.7%
Male householder <sup>g</sup>	NA <sup>e</sup>	19.5%	NA <sup>e</sup>	18.9%
Female householder <sup>g</sup>	NA <sup>e</sup>	27.7%	NA <sup>e</sup>	24.1%

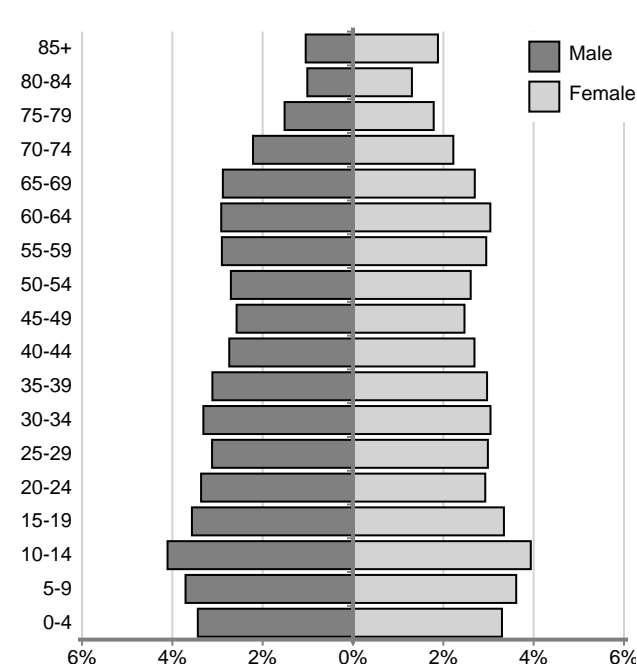
<sup>a</sup>Householder and at least one other person related to the householder. <sup>b</sup>For 2020 includes same-sex couples. <sup>c</sup>No spouse present, but at least one relative present. <sup>d</sup>In 2010 included same-sex couples whether married or not (if no relatives present). <sup>e</sup>2010 not comparable with 2020. <sup>f</sup>For 2020 householder has an unmarried partner. <sup>g</sup>For 2020 no spouse or partner present, but relatives, nonrelatives may be present or householder may be living alone.

**Percentage of Population by Age<sup>1</sup>**

Age Groups	City		County	
	2010	2020	2010	2020
17 or younger	26.1%	26.4%	25.3%	25.2%
0 - 4	7.8%	6.7%	7.1%	6.3%
5 - 9	7.2%	7.3%	6.9%	7.0%
10 - 14	6.8%	8.0%	6.9%	7.6%
15 - 17	4.3%	4.4%	4.4%	4.3%
18 - 24	9.3%	8.8%	8.3%	8%
25 - 44	23%	24%	22.7%	23.1%
45 - 64	24.9%	22.2%	27.2%	24.3%
65 or older	16.7%	18.6%	16.4%	19.3%
65 - 84	13.3%	15.6%	13.5%	16.7%
85 or older	3.4%	2.9%	2.9%	2.7%
Median <sup>4</sup> Age (years)	37.3	36.7	39.6	39.2
Age Dependency <sup>a, 5</sup>	74.8	81.8	71.6	80.3
Old-Age	29.2	33.8	28.2	34.8
Child	45.6	48.0	43.5	45.5

<sup>a</sup>Age Dependency Ratio

**Marshalltown, Iowa Population Pyramid, <sup>a</sup> 2020<sup>1</sup>**



<sup>a</sup>Each bar represents the percentage that an age-sex group comprises of the total population.

## Socioeconomic Profile

## Marshalltown, Iowa

The median household income in Marshalltown is less than the median household income of Marshall County. The median value of owner-occupied housing units is lower in Marshalltown than for Marshall County. There is a lower percentage of vacant housing units in Marshalltown than there is for Marshall County. Many housing units in Marshalltown were built prior to 1940. There is a lower percentage of individuals 25 and older with a Bachelor's degree or higher in Marshalltown compared to Marshall County.

**Median Household and Per Capita Income, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	9,984	+/- 281	15,288	+/- 293
Less than \$34,999	27.4%	+/- 2.8%	24.3%	+/- 2.3%
\$35,000 To \$49,999	13.0%	+/- 2.3%	11.7%	+/- 1.7%
\$50,000 To \$99,999	32.9%	+/- 2.3%	33.7%	+/- 2.0%
\$100,000 Or More	26.7%	+/- 2.4%	30.4%	+/- 2.0%
Median <sup>4</sup> Household Income	\$65,000	+/- \$4,147	\$70,828	+/- \$2,981
Median Family Income	\$80,154	+/- \$6,916	\$85,665	+/- \$4,694
Per Capita Income	\$27,718	+/- \$1,379	\$31,486	+/- \$1,140

**Educational Attainment, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	17,390	+/-279	26,441	+/-71
High School Graduate or Higher	79.6%	+/-2.5%	85.2%	+/-1.7%
Bachelor's Degree or Higher	19.2%	+/-2.5%	21%	+/-2%

\*MOE = the margin of error for American Community Survey estimates<sup>2</sup> which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

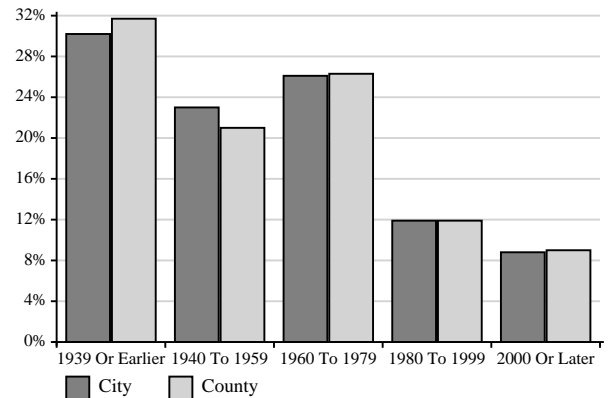
\*\*MOE is high, use county estimate.

**Housing Characteristics, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	10,926	+/- 207	16,795	+/- 38
Vacant	8.6%	+/- 2.2%	9.0%	+/- 1.7%
Occupied	91.4%	+/- 2.2%	91.0%	+/- 1.7%
Occupied <sup>a</sup>	9,984	+/- 281	15,288	+/- 293
Owner	67.3%	+/- 3.5%	73.5%	+/- 2.4%
Renter	32.7%	+/- 3.5%	26.5%	+/- 2.4%
Rent <sup>b</sup>	\$832	+/- \$37	\$832	+/- \$31
Value <sup>c</sup>	\$109,800	+/- \$10,301	\$125,900	+/- \$7,086

<sup>a</sup>Occupied Units, <sup>b</sup>Median gross rent of renter-occupied units, <sup>c</sup>Median value of owner-occupied units

**Percent Housing by Year Built, 2018-2022<sup>2</sup>**



In Marshalltown there is a higher percentage of workers in production, transportation, and material moving occupations than any other occupation category. The production, transportation, and material moving occupation category makes up 28.1% of occupations of the civilian employed population in the city.

**Occupation of the Civilian Employed Population, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	12,853	+/- 458	19,554	+/- 454
Management, business, science, and arts	26.6%	+/- 2.7%	30.4%	+/- 2.2%
Service	17.1%	+/- 2.7%	15.9%	+/- 1.9%
Sales and office	16.5%	+/- 2.7%	17.1%	+/- 1.6%
Natural resources, construction, and maintenance	11.7%	+/- 2.5%	11.5%	+/- 1.8%
Production, transportation, and material moving	28.1%	+/- 3.7%	25.1%	+/- 2.6%

## Socioeconomic Profile

## Marshalltown, Iowa

Marshalltown has a lower proportion of the population age 16 or older in the labor force than Marshall County. A portion of those who are not in the labor force are people who are retired. Earnings data are provided for the population 16 and over who have earnings. Median earnings in Marshalltown tend to be lower than the median earnings for Marshall County. Families with children tend to have a higher rate of poverty than families without children.

**Median Employment Earnings, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ <sup>a</sup>	13,829	+/- 500	20,901	+/- 473
Median Earnings	\$37,373	+/- \$37	\$40,317	+/- \$1,545
Female	\$32,517	+/- \$2,781	\$34,473	+/- \$1,384
Female, full time <sup>b</sup>	\$40,632	+/- \$1,521	\$41,856	+/- \$1,318
Male	\$43,147	+/- \$1,747	\$46,074	+/- \$2,084
Male, full time <sup>b</sup>	\$49,375	+/- \$4,073	\$55,987	+/- \$3,225

<sup>a</sup> with earnings, <sup>b</sup> year round, \*\*MOE is high, use county estimate.

**Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population <sup>a</sup>	26,275	+/-57	38,697	+/-44
With a disability <sup>b</sup>	12.5%	+/-1.2%	11.5%	+/-0.9%
With Health Insurance	94.3%	+/-1.3%	94.7%	+/-1.1%
With Private <sup>c</sup> Coverage	63.5%	+/-3.3%	68.5%	+/-2.3%
With Public <sup>d</sup> Coverage	45.0%	+/-3.1%	40.5%	+/-2.1%
No Health Insurance	5.7%	+/-1.3%	5.3%	+/-1.1%

<sup>a</sup>Civilian Noninstitutionalized Population, <sup>b</sup>limitations of activities or inability for full participation, <sup>c</sup>provided by employer, union, bought by individual, and some military plans, <sup>d</sup>includes Medicare, Medicaid, VA Health Care, children's CHIP, and some state plans, \*\*MOE is high, use county estimate.

\*MOE = the margin of error for American Community Survey estimates<sup>2</sup> which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

**Employment Status, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	20,932	+/- 273	30,991	+/- 159
in labor force	65.9%	+/- 2.3%	66.8%	+/- 1.6%
not in labor force	34.1%	+/- 2.3%	33.2%	+/- 1.6%
Civilian labor force	13,787	+/- 520	20,708	+/- 480
Unemployed	6.8%	+/- 1.8%	5.6%	+/- 1.3%

\*\*MOE is high, use county estimate.

**Individuals and Families Below Poverty Level, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population <sup>a</sup>	26,097	+/-109	38,452	+/-104
Below poverty	14.3%	+/-2.4%	11.2%	+/-1.7%
17 and under	18.3%	+/-5.0%	15.2%	+/-4%
18 - 64	13.2%	+/-2.1%	10.4%	+/-1.5%
65+	10.8%	+/-4.0%	7.4%	+/-2.4%
All Families	12.0%	+/-2.9%	8.6%	+/-1.9%
with children	18.3%	+/-4.6%	14.4%	+/-3.5%
Married Couple	7.3%	+/-2.9%	5.0%	+/-1.8%
with children	11.5%	+/-5.0%	8.8%	+/-3.6%
Female HH <sup>b</sup>	44.0%	+/-11.7%	36.4%	+/-9.8%
with children	53.4%	+/-13.4%	44.8%	+/-11.2%

<sup>a</sup> for whom poverty status is determined, <sup>b</sup> female householder, no husband present, \*\*MOE is high, use county estimate.

### Notes and Source Information:

<sup>1</sup> U.S. Census Bureau; Decennial Censuses 1940 - 2020

<sup>2</sup> U.S. Census Bureau; American Community Survey 2018-2022

<sup>3</sup> For the 2020 Decennial Census, households are divided into subcategories by two different methods. One method (family or nonfamily) is based on the presence or absence of family relationships among the household members and the householder. Using family relationships (birth, marriage, or adoption) has been the usual way to classify households, and the data using this method has good comparability between 2010 and 2020. In 2020, the Census Bureau introduced an additional method to divide households into subcategories. This second method (couple or noncouple) is based on the presence or absence of a couple relationship for the householder. The relationship can be as a married spouse or as an unmarried partner and can be of the opposite or same sex. The 2020 data reported for the second method (except for married couples) does not have good comparability with data from 2010. For smaller towns, the couple or noncouple data are omitted in this profile.

<sup>4</sup> Median is the middle value of a distribution.

<sup>5</sup> The age dependency ratio compares, by age, those typically not in the labor force with those who typically are in the labor force. Old Age dependency is persons 65+ per 100 persons age 18-64. Child dependency is persons under age 18 per 100 persons age 18-64. The total age dependency ratio is persons under age 18 plus persons 65 or older per 100 persons age 18-64.

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