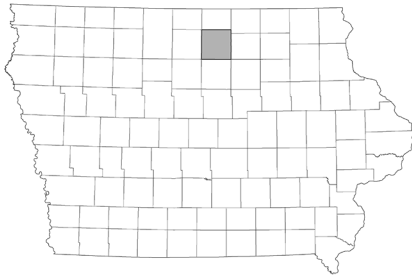# Data for Decision Makers

Mason City, Iowa
City Profile

report created: 12/17/2024

Population profile

The 2020 population for Mason City is 27,338. Between 2010 and 2020 the population decreased by 2.6%. The City of Mason City is in Cerro Gordo County. Cerro Gordo County saw a 2.3% population decrease between 2010 and 2020.
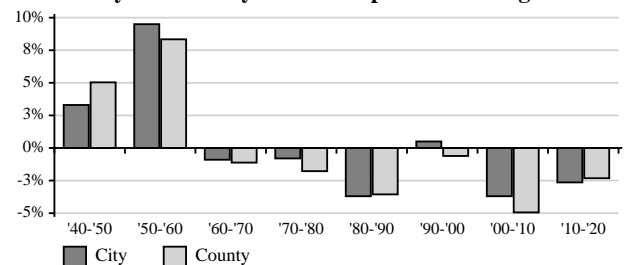
Cerro Gordo County Cities - Total Population[1]

City	2000	2010	2020
Mason City	**29,172**	**28,079**	**27,338**
Male Total	13,817	13,536	13,194
Female Total	15,355	14,543	14,144
Clear Lake	8,161	7,777	7,687
Dougherty	80	58	62
Meservey	252	256	222
Nora Springs[†]	1,532	1,431	1,369
Plymouth	429	382	375
Rock Falls	170	155	150
Rockwell	989	1,039	1,071
Swaledale	174	165	144
Thornton	422	422	400
Ventura	670	717	711
Cerro Gordo County Total	46,447	44,151	43,127
State of Iowa Total	2,926,324	3,046,355	3,190,369

[†]*City is located in multiple counties, total population is provided.*

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
Clear Lake	-0.3%	-4.7%	-1.2%
Manly	-0.5%	-1.4%	-5.1%
Nora Springs	1.8%	-6.6%	-4.3%
Plymouth	-5.3%	-11.0%	-1.8%
Rock Falls	30.8%	-8.8%	-3.2%
Mason City	0.5%	-3.7%	-2.6%
Cerro Gordo County	-0.6%	4.9%	-2.3%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change[1]

Regional Director
Sarah Merrifield
601 S Illinois Ave.
Mason City, IA 50401
merrifie@iastate.edu
651-751-8112

County Office
Sarah DeBour
601 S Illinois Ave.
Mason City, IA 50401
sdebour@iastate.edu
641-423-0844

https://indicators.extension.iastate.edu

IOWA STATE UNIVERSITY
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Mason City's population is predominantly White. The City of Mason City, compared to Cerro Gordo 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.[3]

Percentage of Population by Race/Hispanic Origin[1]

	City		County	
Race Groups	2010	2020	2010	2020
One race only	98.1%	94.3%	98.4%	95.0%
White	93.8%	87.0%	95.0%	89.5%
White alone, not Hispanic	90.6%	84.7%	92.6%	87.7%
Black or African American	1.8%	2.9%	1.3%	2.2%
Asian	0.9%	1.5%	0.9%	1.2%
American Indian or Alaska Native	0.3%	0.5%	0.2%	0.3%
Hawaiian or Pacific Islander	0.0%	0.5%	0.0%	0.3%
Other	1.3%	1.9%	0.9%	1.4%
Two or more races	1.9%	5.7%	1.6%	5.0%
Hispanic origin[a]	5.1%	6.7%	3.8%	5.2%

[a] *Hispanics can be of any race.*

Households by Family or Nonfamily Type[1,3]

	City		County	
	2010	2020	2010	2020
Total households	12,366	12,271	19,350	19,224
Family households[a,b]	58.3%	55.8%	60.9%	58.8%
Married couple family[b]	43.2%	51.2%	47.6%	45.1%
With own children	15.5%	12.5%	16.3%	13.6%
Other family[c]	15.1%	15.6%	13.3%	13.7%
Male householder[c]	4.3%	4.6%	4.0%	4.4%
With own children	2.7%	2.7%	2.5%	2.5%
Female householder[c]	10.8%	11.0%	9.4%	9.4%
With own children	6.6%	6.5%	5.7%	5.4%
Nonfamily households[d]	41.7%	44.2%	39.1%	41.2%
Male living alone	14.7%	16.9%	14.3%	15.8%
Female living alone	20.3%	20.6%	18.7%	19.2%

Households by Couple or Non-couple Type[1,3]

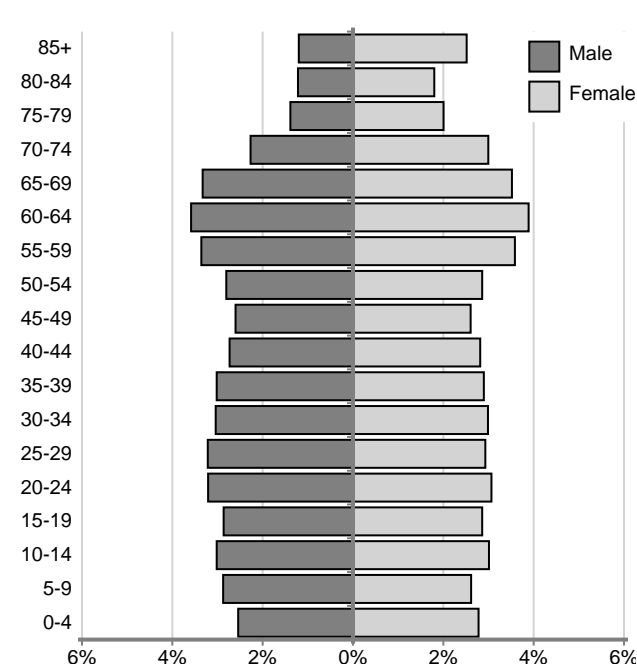|	City		County	
	2010	2020	2010	2020
Total households	12,366	12,271	19,350	19,224
Married couple[b]	43.2%	51.2%	47.6%	45.1%
Cohabiting couple[b,f]	NA[e]	8.0%	NA[e]	7.3%
Male householder [g]	NA[e]	21.3%	NA[e]	19.9%
Female householder [g]	NA[e]	30.6%	NA[e]	27.7%

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

Percentage of Population by Age[1]

	City		County	
Age Groups	2010	2020	2010	2020
17 or younger	21.9%	20.3%	21.5%	20.2%
0 - 4	6.2%	5.3%	5.8%	5.1%
5 - 9	5.9%	5.5%	5.6%	5.6%
10 - 14	6.1%	6.0%	6.2%	6.1%
15 - 17	3.7%	3.5%	3.9%	3.4%
18 - 24	9.7%	8.5%	8.4%	7.5%
25 - 44	23.1%	23.5%	22.1%	22.5%
45 - 64	28.2%	25.3%	30.1%	26.5%
65 or older	17.1%	22.2%	17.9%	23.3%
65 - 84	14.1%	18.5%	14.9%	19.8%
85 or older	3%	3.7%	3.0%	3.5%
Median[4] Age (years)	40.9	42.7	43.3	44.7
Age Dependency[a,5]	63.9	74.2	65.0	77.0
Old-Age	28.0	38.7	29.5	41.2
Child	35.9	35.4	35.5	35.8

[a]*Age Dependency Ratio*

Mason City, Iowa Population Pyramid,[a] 2020[1]

[a]*Each bar represents the percentage that an age-sex group comprises of the total population.*

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

Median Household and Per Capita Income, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	12,728	+/- 300	19,450	+/- 330
Less than $34,999	26.0%	+/- 2.5%	25.4%	+/- 2.2%
$35,000 To $49,999	15.1%	+/- 2.7%	14.0%	+/- 1.9%
$50,000 To $99,999	35.1%	+/- 2.3%	33.2%	+/- 1.9%
$100,000 Or More	23.8%	+/- 2.3%	27.4%	+/- 2.0%
Median[4] Household Income	$60,786	+/- $2,991	$63,149	+/- $2,092
Median Family Income	$78,092	+/- $6,673	$85,924	+/- $6,143
Per Capita Income	$35,089	+/- $1,861	$38,377	+/- $2,450

Housing Characteristics, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	14,123	+/- 256	22,651	+/- 60
Vacant	9.9%	+/- 2.1%	14.1%	+/- 1.4%
Occupied	90.1%	+/- 2.1%	85.9%	+/- 1.4%
Occupied[a]	12,728	+/- 300	19,450	+/- 330
Owner	67.9%	+/- 2.9%	71.6%	+/- 1.9%
Renter	32.1%	+/- 2.9%	28.4%	+/- 1.9%
Rent[b]	$841	+/- $26	$812	+/- $29
Value[c]	$125,500	+/-$6,247	$145,200	+/-$5,938

[a]*Occupied Units,* [b]*Median gross rent of renter-occupied units,* [c]*Median value of owner-occupied units*

Educational Attainment, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	19,572	+/-298	30,790	+/-145
High School Graduate or Higher	92.8%	+/-1.4%	93.7%	+/-1%
Bachelor's Degree or Higher	20.7%	+/-2.2%	24%	+/-1.7%

*MOE = the margin of error for American Community Survey estimates[2] 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.
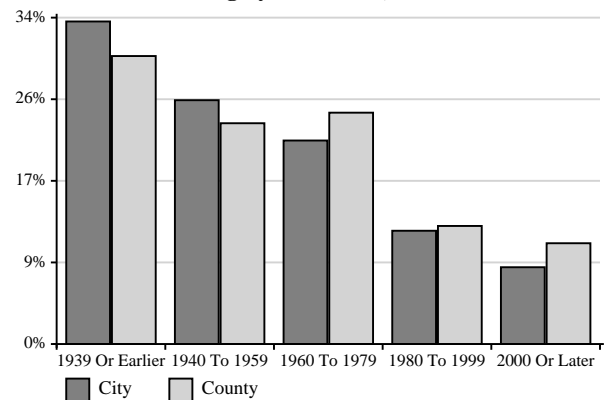***MOE is high, use county estimate.*

Percent Housing by Year Built, 2018-2022[2]

In Mason City there is a higher percentage of workers in management, business, science, and arts occupations than any other occupation category. The production, transportation, and material moving occupation category makes up 23.6% of occupations of the civilian employed population in the city.

Occupation of the Civilian Employed Population, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	14,244	+/- 530	21,989	+/- 595
Management, business, science, and arts	27.0%	+/- 2.5%	31.3%	+/- 2.4%
Service	20.6%	+/- 2.7%	19.0%	+/- 1.9%
Sales and office	21.0%	+/- 2.6%	20.9%	+/- 2.0%
Natural resources, construction, and maintenance	7.8%	+/- 1.9%	7.3%	+/- 1.4%
Production, transportation, and material moving	23.6%	+/- 2.6%	21.4%	+/- 1.9%

Mason City has a higher proportion of the population age 16 or older in the labor force than Cerro Gordo 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 Mason City tend to be lower than the median earnings for Cerro Gordo County. Families with children tend to have a higher rate of poverty than families without children.

Median Employment Earnings, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ [a]	15,564	+/- 544	24,096	+/- 576
Median Earnings	$36,762	+/- $36	$38,367	+/- $1,371
Female	$31,753	+/- $2,382	$32,522	+/- $1,910
Female, full time[b]	$42,457	+/- $5,786	$45,566	+/- $2,306
Male	$46,936	+/- $3,774	$47,847	+/- $2,443
Male, full time[b]	$59,184	+/- $3,444	$61,126	+/- $3,020

[a] with earnings, [b] year round, **MOE is high, use county estimate.

Employment Status, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	22,507	+/- 292	35,112	+/- 162
in labor force	65.6%	+/- 2.1%	64.6%	+/- 1.7%
not in labor force	34.4%	+/- 2.1%	35.4%	+/- 1.7%
Civilian labor force	14,738	+/- 492	22,661	+/- 581
Unemployed	3.4%	+/- 1.4%	3.0%	+/- 1.0%

**MOE is high, use county estimate.*

Individuals and Families Below Poverty Level, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population[a]	26,556	+/-39	42,118	+/-39
Below poverty	10.5%	+/-1.9%	9.3%	+/-1.4%
17 and under	14.1%	+/-5.6%	11.5%	+/-3.6%
18 - 64	10.4%	+/-2.0%	9.5%	+/-1.6%
65+	7.5%	+/-2.3%	6.8%	+/-1.6%
All Families	7.3%	+/-2.7%	5.5%	+/-1.7%
with children	**%	+/-**%	8.9%	+/-4.3%
Married Couple	**%	+/-**%	**%	+/-**%
with children	**%	+/-**%	**%	+/-**%
Female HH[b]	28.6%	+/-12.9%	24.6%	+/-10.3%
with children	**%	+/-**%	**%	+/-**%

[a] for whom poverty status is determined, [b] female householder, no husband present, **MOE is high, use county estimate.

Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population[a]	26,803	+/-37	42,374	+/-36
With a disability[b]	13.8%	+/-1.8%	13.9%	+/-1.3%
With Health Insurance	95.2%	+/-1.3%	95.9%	+/-0.9%
With Private[c] Coverage	69.4%	+/-2.7%	72.1%	+/-2.1%
With Public[d] Coverage	44.6%	+/-2.5%	43.1%	+/-1.9%
No Health Insurance	4.8%	+/-1.3%	4.1%	+/-0.9%

[a] Civilan Noninstitutionalized Population, [b] limitations of activities or inability for full participation, [c] provided by employer, union, bought by individual, and some miliary plans, [d] 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[2] 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.

This series was prepared by:

Christopher J. Seeger, Professor & Extension Specialist
Bailey Hanson, Data Analyst III & Extension Specialist
Sandra Burke, Research Scientist III & Extension Specialist
Jay Maxwell, Data Analyst I & Extension Specialist

For more information on these and other topics, please call the Extension and Outreach specialists listed on the cover page or visit the ISU Extension and Outreach Indicators website at https://indicators.extension.iastate.edu

Community and Economic Development   **Data for Decision Makers**