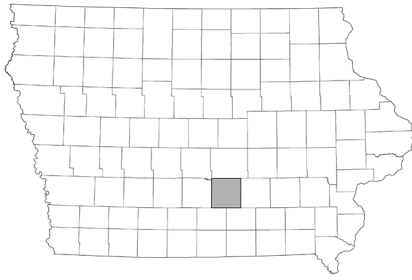


Data for Decision Makers



Pleasantville, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Pleasantville is 1,676. Between 2010 and 2020 the population decreased by 1.1%. The City of Pleasantville is in Marion County. Marion County saw a 0.3% population increase between 2010 and 2020.

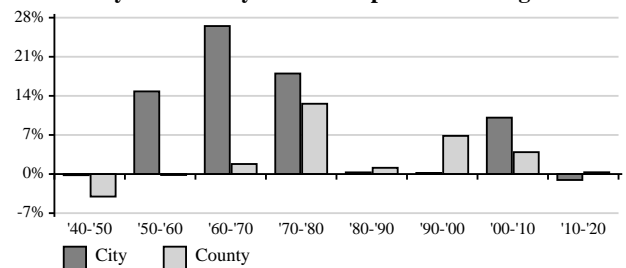
Marion County Cities - Total Population¹

City	2000	2010	2020
Pleasantville	1,539	1,694	1,676
Male Total	740	835	821
Female Total	799	859	855
Bussey	450	422	387
Hamilton	144	130	119
Harvey	277	235	236
Knoxville	7,731	7,313	7,595
Marysville	54	66	44
Melcher-Dallas	1,298	1,288	1,195
Pella	9,832	10,352	10,464
Swan	121	72	76
Marion County Total	32,052	33,309	33,414
State of Iowa Total	2,926,324	3,046,355	3,190,369

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
Hartford	-1.2%	1.6%	-4.9%
Knoxville	-6.1%	-5.4%	3.9%
Runnells	15.0%	44.0%	-9.9%
Sandyville	3.4%	-16.4%	13.7%
Swan	59.2%	-40.5%	5.6%
Pleasantville	0.2%	10.1%	-1.1%
Marion County	6.8%	3.9%	0.3%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



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

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Demographic Profile

Pleasantville, Iowa

Pleasantville's population is predominantly White. The City of Pleasantville, compared to Marion 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 Origin¹

Race Groups	City		County	
	2010	2020	2010	2020
One race only	99.2%	95.2%	99.0%	96.2%
White	97.8%	93.7%	96.7%	93.2%
White alone, not Hispanic	96.4%	93.0%	95.6%	92.5%
Black or African American	0.3%	1.0%	0.7%	0.9%
Asian	0.7%	0.3%	1.1%	1.2%
American Indian or Alaska Native	0.1%	0.1%	0.2%	0.2%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.1%
Other	0.4%	0.1%	0.3%	0.6%
Two or more races	0.8%	4.8%	1.0%	3.8%
Hispanic origin ^a	1.7%	2.3%	1.6%	2.1%

^a Hispanics can be of any race.

Households by Family or Nonfamily Type^{1,3}

	City		County	
	2010	2020	2010	2020
Total households	674	677	12,723	13,145
Family households ^{a,b}	63.2%	61.3%	69.7%	68.0%
Married couple family ^b	46.7%	48.8%	58.5%	55.6%
With own children	22.7%	21.7%	23.5%	20.4%
Other family ^c	16.5%	16.5%	11.2%	12.3%
Male householder ^c	5.0%	5.3%	3.5%	4.5%
With own children	3.4%	4.0%	2.2%	2.6%
Female householder ^c	11.4%	11.2%	7.7%	7.8%
With own children	8.0%	5.6%	5.3%	4.3%
Nonfamily households ^d	36.8%	38.7%	30.3%	32.0%
Male living alone	12.9%	14.2%	11.9%	12.8%
Female living alone	19.0%	18.6%	14.4%	14.9%

Households by Couple or Non-couple Type^{1,3}

	City		County	
	2010	2020	2010	2020
Total households	674	677	12,723	13,145
Married couple ^b	46.7%	48.8%	58.5%	55.6%
Cohabiting couple ^{b,f}	NA ^e	7.8%	NA ^e	5.6%
Male householder ^g	NA ^e	18.8%	NA ^e	17.0%
Female householder ^g	NA ^e	29.0%	NA ^e	21.8%

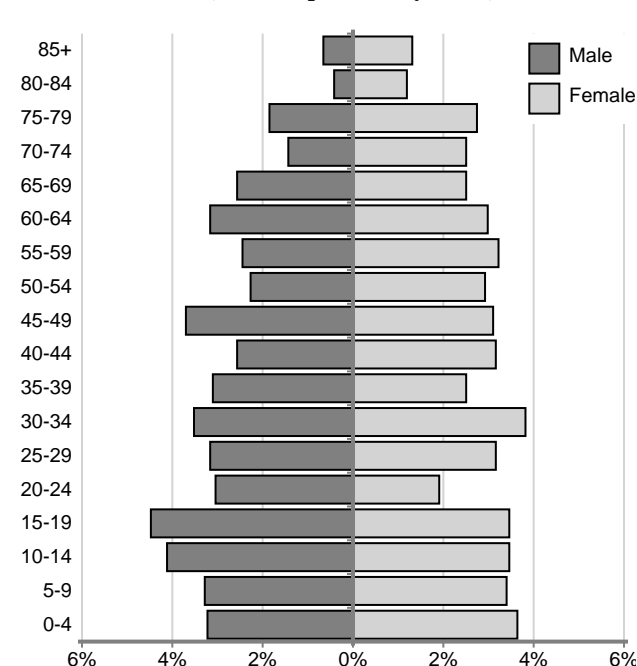
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder has an unmarried partner. ^gFor 2020 no spouse or partner present, but relatives, nonrelatives may be present or householder may be living alone.

Percentage of Population by Age¹

Age Groups	City		County	
	2010	2020	2010	2020
17 or younger	27.7%	26.3%	25.1%	23.3%
0 - 4	6.9%	6.9%	6.7%	5.7%
5 - 9	8.6%	6.7%	6.9%	6.2%
10 - 14	8.1%	7.6%	7.1%	7.3%
15 - 17	4.1%	5.1%	4.4%	4.1%
18 - 24	8.4%	7.8%	10.2%	9.3%
25 - 44	25.6%	24.9%	22.6%	22%
45 - 64	22.7%	23.8%	26.5%	25.7%
65 or older	15.6%	17.2%	15.6%	19.6%
65 - 84	12.4%	15.2%	13.1%	16.7%
85 or older	3.2%	2.0%	2.5%	2.9%
Median ⁴ Age (years)	36	36.7	38.6	41.1
Age Dependency ^{a, 5}	76.4	77.0	68.6	75.3
Old-Age	27.5	30.4	26.3	34.4
Child	48.9	46.5	42.3	40.9

^aAge Dependency Ratio

Pleasantville, Iowa Population Pyramid,^a 2020¹



^aEach bar represents the percentage that an age-sex group comprises of the total population.

Socioeconomic Profile

Pleasantville, Iowa

The median household income in Pleasantville is less than the median household income of Marion County. The median value of owner-occupied housing units is lower in Pleasantville than for Marion County. There is a lower percentage of vacant housing units in Pleasantville than there is for Marion County. Many housing units in Pleasantville were built between 1960 to 1979. There is a lower percentage of individuals 25 and older with a Bachelor's degree or higher in Pleasantville compared to Marion County.

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	750	+/- 128	13,310	+/- 227
Less than \$34,999	24.5%	+/- 4.0%	20.3%	+/- 2.3%
\$35,000 To \$49,999	12.0%	+/- 4.6%	10.7%	+/- 1.6%
\$50,000 To \$99,999	37.2%	+/- 3.6%	35.2%	+/- 2.2%
\$100,000 Or More	26.3%	+/- 3.5%	33.7%	+/- 2.2%
Median ⁴ Household Income	\$66,534	+/- \$7,640	\$74,193	+/- \$3,055
Median Family Income	\$86,806	+/- \$17,950	\$90,188	+/- \$3,449
Per Capita Income	\$31,925	+/- \$3,107	\$38,168	+/- \$2,335

Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	1,196	+/-194	22,248	+/-76
High School Graduate or Higher	94.6%	+/-2.4%	94.1%	+/-1.2%
Bachelor's Degree or Higher	24.5%	+/-7.0%	31.7%	+/-2.4%

*MOE = the margin of error for American Community Survey estimates² 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.

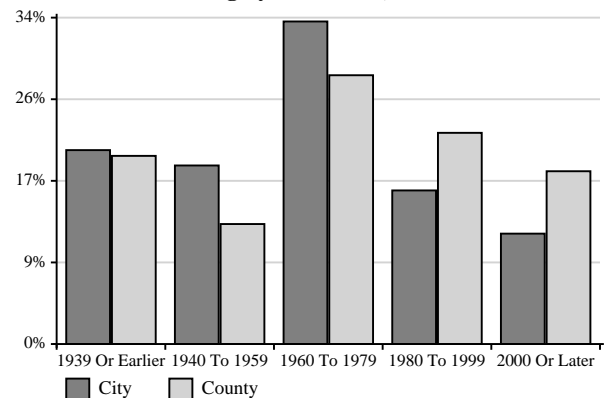
**MOE is high, use county estimate.

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	788	+/- 128	14,179	+/- 33
Vacant	4.8%	+/- 4.2%	6.1%	+/- 1.6%
Occupied	95.2%	+/- 4.2%	93.9%	+/- 1.6%
Occupied ^a	750	+/- 128	13,310	+/- 227
Owner	77.9%	+/- 7.2%	77.1%	+/- 2.4%
Renter	22.1%	+/- 7.2%	22.9%	+/- 2.4%
Rent ^b	\$752	+/- \$148	\$845	+/- \$30
Value ^c	\$161,300	+/- \$15,687	\$192,300	+/- \$10,109

^aOccupied Units, ^bMedian gross rent of renter-occupied units, ^cMedian value of owner-occupied units

Percent Housing by Year Built, 2018-2022²



In Pleasantville 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 13.2% of occupations of the civilian employed population in the city.

Occupation of the Civilian Employed Population, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	924	+/- 189	16,772	+/- 508
Management, business, science, and arts	38.7%	+/- 6.9%	38.5%	+/- 1.9%
Service	17.4%	+/- 6.1%	14.7%	+/- 1.8%
Sales and office	21.3%	+/- 5.7%	18.8%	+/- 1.8%
Natural resources, construction, and maintenance	9.3%	+/- 4.4%	8.4%	+/- 1.2%
Production, transportation, and material moving	13.2%	+/- 6.2%	19.6%	+/- 2.2%

Socioeconomic Profile

Pleasantville, Iowa

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

Median Employment Earnings, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ ^a	999	+/- 214	18,610	+/- 435
Median Earnings	\$45,597	+/- \$45	\$44,319	+/- \$2,326
Female	\$37,188	+/- \$13,282	\$32,782	+/- \$1,946
Female, full time ^b	\$53,103	+/- \$4,498	\$46,610	+/- \$1,285
Male	\$49,167	+/- \$6,575	\$52,843	+/- \$1,332
Male, full time ^b	\$67,153	+/- \$10,630	\$65,610	+/- \$4,822

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

Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population ^a	1,796	+/-338	33,169	+/-72
With a disability ^b	13.9%	+/-4.3%	13.5%	+/-1.2%
With Health Insurance	96.4%	+/-3.7%	96.6%	+/-1.0%
With Private ^c Coverage	76.4%	+/-6.2%	79.2%	+/-2.2%
With Public ^d Coverage	32.1%	+/-7.4%	33.7%	+/-1.9%
No Health Insurance	**%	+/-**%	3.4%	+/-1.0%

^aCivilian Noninstitutionalized Population, ^blimitations of activities or inability for full participation, ^cprovided by employer, union, bought by individual, and some military plans, ^dincludes 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 estimates² 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, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	1,378	+/- 237	26,517	+/- 103
in labor force	68.6%	+/- 5.5%	64.9%	+/- 1.8%
not in labor force	31.4%	+/- 5.5%	35.1%	+/- 1.8%
Civilian labor force	945	+/- 194	17,165	+/- 477
Unemployed	2.2%	+/- 2.5%	2.3%	+/- 0.8%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	1,794	+/-337	31,721	+/-157
Below poverty	**%	+/-**%	7.7%	+/-1.6%
17 and under	**%	+/-**%	8.1%	+/-3.1%
18 - 64	**%	+/-**%	7.5%	+/-1.5%
65+	**%	+/-**%	7.8%	+/-2.9%
All Families	**%	+/-**%	5.2%	+/-1.6%
with children	**%	+/-**%	8.4%	+/-3.0%
Married Couple	**%	+/-**%	**%	+/-**%
with children	**%	+/-**%	**%	+/-**%
Female HH ^b	**%	+/-**%	28.1%	+/-10.2%
with children	**%	+/-**%	32.7%	+/-12.1%

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

Notes and Source Information:

¹ U.S. Census Bureau; Decennial Censuses 1940 - 2020

² U.S. Census Bureau; American Community Survey 2018-2022

³ 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.

⁴ Median is the middle value of a distribution.

⁵ 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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