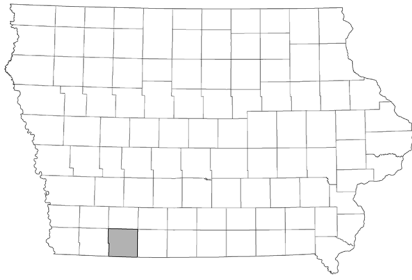


# Data for Decision Makers



## New Market, Iowa City Profile

report created: 12/17/2024

### Population profile

The 2020 population for New Market is 385. Between 2010 and 2020 the population decreased by 7.2%. The City of New Market is in Taylor County. Taylor County saw a 6.7% population decrease between 2010 and 2020.

**Taylor County Cities - Total Population<sup>1</sup>**

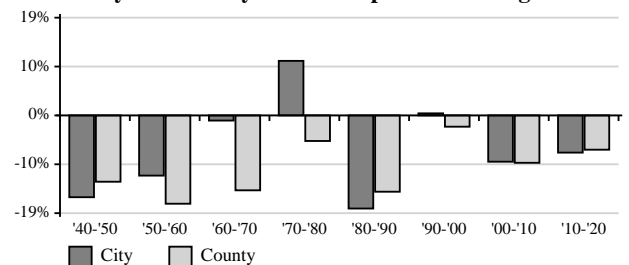
City	2000	2010	2020
<b>New Market</b>	<b>456</b>	<b>415</b>	<b>385</b>
Male Total	223	200	185
Female Total	233	215	200
Bedford	1,620	1,440	1,508
Blockton	192	192	125
Clearfield <sup>†</sup>	371	363	278
Conway	63	41	17
Gravity	218	188	154
Lenox <sup>†</sup>	1,401	1,407	1,339
Sharpsburg	98	89	72
Taylor County Total	6,958	6,317	5,896
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
Bedford	6.0%	-11.1%	4.7%
Clarinda	11.5%	-2.1%	-3.6%
Gravity	0.0%	-13.8%	-18.1%
Hepburn	-4.9%	-41.0%	13.0%
Shambaugh	-1.1%	1.6%	-16.8%
New Market	0.4%	-9.0%	-7.2%
Taylor County	-2.2%	9.2%	-6.7%
State of Iowa	5.4%	4.1%	4.7%

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



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## Demographic Profile

## New Market, Iowa

New Market's population is predominantly White. The City of New Market, compared to Taylor County, had a lower percentage of young people (17 or younger) and a higher 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	98.6%	97.9%	99.1%	95.8%
White	98.1%	95.8%	96.1%	91.8%
White alone, not Hispanic	97.8%	95.8%	93.0%	90.0%
Black or African American	0.0%	0.0%	0.2%	0.0%
Asian	0.2%	1.3%	0.3%	0.3%
American Indian or Alaska Native	0.2%	0.0%	0.1%	0.3%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.1%
Other	0.0%	0.8%	2.3%	3.3%
Two or more races	1.4%	2.1%	0.9%	4.2%
Hispanic origin <sup>a</sup>	0.2%	0.5%	5.8%	6.8%

<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	190	192	2,679	2,506
Family households <sup>a,b</sup>	61.6%	65.0%	65.2%	64.5%
Married couple family <sup>b</sup>	45.8%	46.1%	54.6%	51.8%
With own children	14.7%	13.0%	18.4%	17.0%
Other family <sup>c</sup>	15.8%	13.5%	10.6%	12.7%
Male householder <sup>c</sup>	6.3%	4.2%	3.9%	4.7%
With own children	5.8%	3.1%	2.8%	2.9%
Female householder <sup>c</sup>	9.5%	9.4%	6.7%	8.0%
With own children	6.8%	5.7%	4.0%	5.1%
Nonfamily households <sup>d</sup>	38.4%	35.0%	34.8%	35.5%
Male living alone	14.7%	16.1%	14.3%	14.3%
Female living alone	18.4%	18.8%	15.4%	16.6%

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

	City		County	
	2010	2020	2010	2020
Total households	190	192	2,679	2,506
Married couple <sup>b</sup>	45.8%	46.1%	54.6%	51.8%
Cohabiting couple <sup>b,f</sup>	NA <sup>e</sup>	8.3%	NA <sup>e</sup>	6.4%
Male householder <sup>g</sup>	NA <sup>e</sup>	19.3%	NA <sup>e</sup>	18.2%
Female householder <sup>g</sup>	NA <sup>e</sup>	24.0%	NA <sup>e</sup>	23.7%

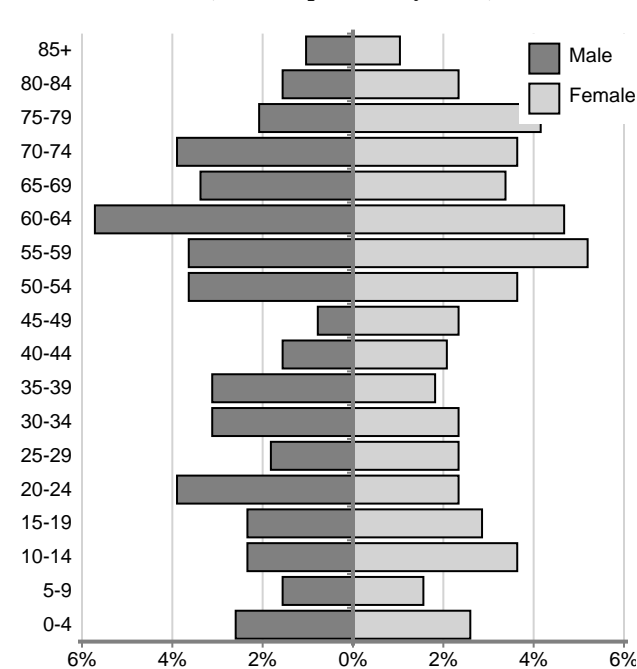
<sup>a</sup>Householder and at least one other person related to the householder. <sup>b</sup>For 2020 includes same-sex couples. <sup>c</sup>No spouse present, but at least one relative present. <sup>d</sup>In 2010 included same-sex couples whether married or not (if no relatives present). <sup>e</sup>2010 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	22.9%	18.2%	23.4%	23.4%
0 - 4	5.8%	5.2%	5.9%	6.0%
5 - 9	6.3%	3.1%	6.5%	7.0%
10 - 14	7.2%	6.0%	6.7%	6.7%
15 - 17	3.6%	3.9%	4.3%	3.7%
18 - 24	7.5%	7.5%	6.0%	6.4%
25 - 44	23.6%	18.2%	21.0%	21.4%
45 - 64	27.2%	29.6%	28.6%	24.7%
65 or older	18.8%	26.5%	21.0%	24.1%
65 - 84	15.4%	24.4%	16.8%	20.4%
85 or older	3.4%	2.1%	4.2%	3.6%
Median <sup>4</sup> Age (years)	41.8	52.5	44.6	43.5
Age Dependency <sup>a, 5</sup>	71.5	80.8	79.9	90.5
Old-Age	32.2	47.9	37.8	45.9
Child	39.3	32.9	42.1	44.6

<sup>a</sup>Age Dependency Ratio

**New Market, 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

## New Market, Iowa

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

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

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	174	+/- 36	2,442	+/- 82
Less than \$34,999	31.5%	+/- 4.5%	25.1%	+/- 2.6%
\$35,000 To \$49,999	16.1%	+/- 8.7%	13.2%	+/- 2.5%
\$50,000 To \$99,999	35.1%	+/- 4.0%	35.1%	+/- 2.4%
\$100,000 Or More	17.1%	+/- 3.5%	26.6%	+/- 2.8%
Median <sup>4</sup> Household Income	\$53,333	+/- \$10,157	\$65,926	+/- \$5,781
Median Family Income	\$68,750	+/- \$19,473	\$76,854	+/- \$2,621
Per Capita Income	\$30,768	+/- \$5,005	\$33,092	+/- \$2,206

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

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	288	+/-60	4,110	+/-58
High School Graduate or Higher	90.6%	+/-5.1%	91%	+/-1.6%
Bachelor's Degree or Higher	10.1%	+/-4.1%	15.5%	+/-2.3%

\*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.

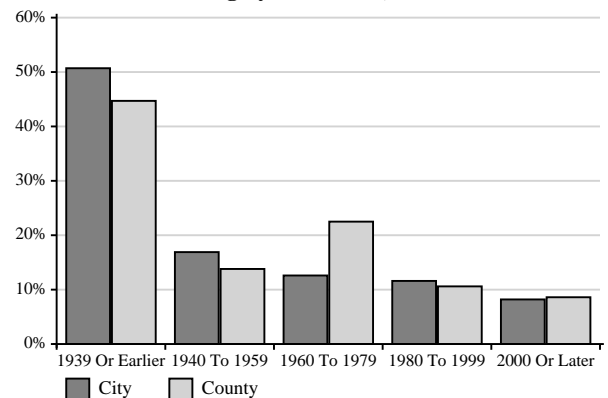
\*\*MOE is high, use county estimate.

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

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	207	+/- 39	2,908	+/- 37
Vacant	15.9%	+/- 10.7%	16.0%	+/- 2.6%
Occupied	84.1%	+/- 10.7%	84.0%	+/- 2.6%
Occupied <sup>a</sup>	174	+/- 36	2,442	+/- 82
Owner	79.9%	+/- 10.2%	78.8%	+/- 3.1%
Renter	20.1%	+/- 10.2%	21.2%	+/- 3.1%
Rent <sup>b</sup>	\$**	+/- \$**	\$636	+/- \$63
Value <sup>c</sup>	\$75,000	+/- \$20,401	\$104,500	+/- \$7,752

<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 New Market 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 28.2% 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	202	+/- 48	2,951	+/- 121
Management, business, science, and arts	23.3%	+/- 8.3%	31.0%	+/- 3.6%
Service	**%	+/- **%	16.8%	+/- 3.0%
Sales and office	18.3%	+/- 8.0%	13.7%	+/- 2.2%
Natural resources, construction, and maintenance	16.8%	+/- 7.9%	15.2%	+/- 3.4%
Production, transportation, and material moving	28.2%	+/- 12.5%	23.2%	+/- 3.3%

## Socioeconomic Profile

## New Market, Iowa

New Market has the same proportion of the population age 16 or older in the labor force than Taylor 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 New Market tend to be lower than the median earnings for Taylor 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>	222	+/- 49	3,327	+/- 110
Median Earnings	\$31,500	+/- \$31	\$36,862	+/- \$3,154
Female	\$**	+/- \$**	\$32,770	+/- \$3,116
Female, full time <sup>b</sup>	\$45,000	+/- \$5,822	\$39,735	+/- \$2,600
Male	\$33,036	+/- \$9,516	\$41,294	+/- \$1,959
Male, full time <sup>b</sup>	\$52,614	+/- \$9,053	\$51,677	+/- \$3,493

<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>	370	+/-76	5,809	+/-19
With a disability <sup>b</sup>	8.6%	+/-3.2%	12.8%	+/-1.6%
With Health Insurance	87.3%	+/-9.3%	93.3%	+/-2.2%
With Private <sup>c</sup> Coverage	52.7%	+/-9.3%	70.6%	+/-3.3%
With Public <sup>d</sup> Coverage	53.0%	+/-9.9%	40.8%	+/-2.7%
No Health Insurance	**%	+/-**%	6.7%	+/-2.2%

<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+	324	+/- 62	4,728	+/- 52
in labor force	64.5%	+/- 9.6%	64.5%	+/- 2.1%
not in labor force	35.5%	+/- 9.6%	35.5%	+/- 2.1%
Civilian labor force	209	+/- 49	3,049	+/- 115
Unemployed	3.3%	+/- 4.9%	3.2%	+/- 1.5%

\*\*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>	370	+/-76	5,806	+/-20
Below poverty	**%	+/-**%	8.5%	+/-1.9%
17 and under	**%	+/-**%	6.2%	+/-3%
18 - 64	**%	+/-**%	9.1%	+/-2.6%
65+	**%	+/-**%	9.6%	+/-3.3%
All Families	**%	+/-**%	4.4%	+/-1.6%
with children	**%	+/-**%	6.4%	+/-3.1%
Married Couple	**%	+/-**%	2.9%	+/-1.3%
with children	**%	+/-**%	**%	+/-**%
Female HH <sup>b</sup>	**%	+/-**%	**%	+/-**%
with children	**%	+/-**%	**%	+/-**%

<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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