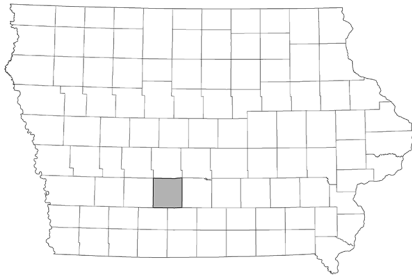


Data for Decision Makers



Winterset, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Winterset is 5,353. Between 2010 and 2020 the population increased by 3.1%. The City of Winterset is in Madison County. Madison County saw a 5.5% population increase between 2010 and 2020.

Madison County Cities - Total Population¹

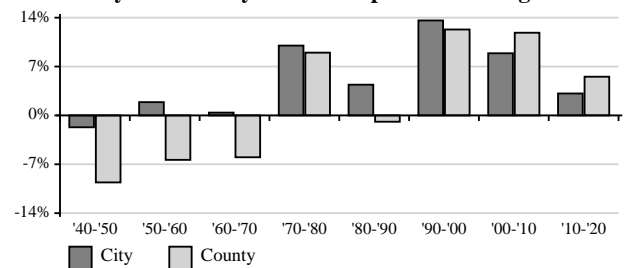
City	2000	2010	2020
Winterset	4,768	5,190	5,353
Male Total	2,210	2,418	2,542
Female Total	2,558	2,772	2,811
Bevington [†]	58	63	57
Earlham	1,298	1,450	1,410
East Peru	153	125	115
Macksburg	142	113	97
Patterson	126	130	176
St. Charles	619	653	640
Truro	427	485	509
Madison County Total	14,019	15,679	16,548
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
Bevington	-13.4%	8.6%	-9.5%
Earlham	12.2%	11.7%	-2.8%
East Peru	15.9%	-18.3%	-8.0%
Patterson	-1.6%	3.2%	35.4%
St. Charles	15.3%	5.5%	-2.0%
Winterset	13.6%	8.9%	3.1%
Madison County	12.3%	11.8%	5.5%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



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Demographic Profile

Winterset, Iowa

Winterset's population is predominantly White. The City of Winterset, compared to Madison 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 2010.³

Percentage of Population by Race/Hispanic Origin¹

Race Groups	City		County	
	2010	2020	2010	2020
One race only	99.3%	95.8%	99.1%	96.0%
White	98.1%	94.3%	98.1%	94.3%
White alone, not Hispanic	96.6%	93.3%	97.2%	93.7%
Black or African American	0.2%	0.2%	0.3%	0.3%
Asian	0.4%	0.6%	0.3%	0.5%
American Indian or Alaska Native	0.2%	0.1%	0.2%	0.2%
Hawaiian or Pacific Islander	0.0%	0.1%	0.0%	0.1%
Other	0.4%	0.5%	0.2%	0.6%
Two or more races	0.7%	4.2%	0.9%	4.0%
Hispanic origin ^a	2.0%	2.7%	1.3%	1.9%

^a Hispanics can be of any race.

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

	City		County	
	2010	2020	2010	2020
Total households	2,062	2,231	6,025	6,436
Family households ^{a,b}	64.8%	60.7%	73.2%	70.7%
Married couple family ^b	51.5%	47.6%	62.3%	59.9%
With own children	23.3%	18.6%	26.7%	23.5%
Other family ^c	13.3%	13.1%	10.9%	10.7%
Male householder ^c	3.3%	3.8%	3.6%	3.9%
With own children	2.2%	1.9%	2.2%	2.0%
Female householder ^c	9.9%	9.4%	7.3%	6.8%
With own children	6.0%	5.4%	4.7%	4.0%
Nonfamily households ^d	35.2%	39.3%	26.8%	29.3%
Male living alone	10.6%	12.4%	10.3%	11.2%
Female living alone	21.0%	21.2%	12.7%	13.3%

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

	City		County	
	2010	2020	2010	2020
Total households	2,062	2,231	6,025	6,436
Married couple ^b	51.5%	47.6%	62.3%	59.9%
Cohabiting couple ^{b,f}	NA ^e	7.0%	NA ^e	5.8%
Male householder ^g	NA ^e	16.3%	NA ^e	15.0%
Female householder ^g	NA ^e	29.1%	NA ^e	19.3%

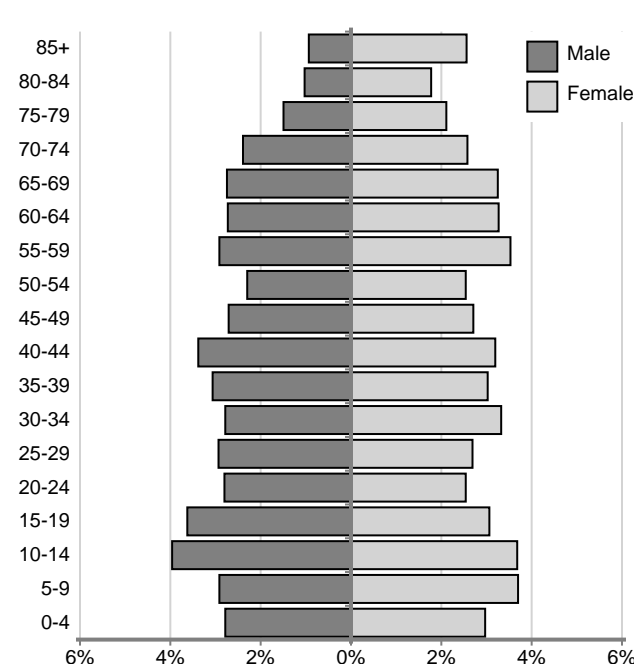
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder 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	26.8%	24.1%	27.2%	25.5%
0 - 4	8.1%	5.8%	7.0%	5.7%
5 - 9	8%	6.6%	7.8%	7.0%
10 - 14	7%	7.6%	7.9%	8.0%
15 - 17	3.7%	4.1%	4.5%	4.8%
18 - 24	6.4%	7.9%	5.7%	6.8%
25 - 44	24.3%	24.4%	24.5%	22.4%
45 - 64	23.9%	22.6%	27.8%	27.2%
65 or older	18.6%	20.9%	14.8%	18.1%
65 - 84	13.9%	17.4%	12.4%	16%
85 or older	4.7%	3.5%	2.4%	2.1%
Median ⁴ Age (years)	38.4	40.1	39.8	41.2
Age Dependency ^{a, 5}	83.3	82.0	72.4	77.3
Old-Age	34.1	38.1	25.5	32.1
Child	49.2	43.9	46.9	45.2

^aAge Dependency Ratio

Winterset, Iowa Population Pyramid,^a 2020¹



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

Socioeconomic Profile

Winterset, Iowa

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

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	2,227	+/- 144	6,475	+/- 174
Less than \$34,999	25.9%	+/- 3.9%	17.0%	+/- 2.5%
\$35,000 To \$49,999	14.1%	+/- 5.3%	9.9%	+/- 2.0%
\$50,000 To \$99,999	35.9%	+/- 3.5%	29.9%	+/- 2.4%
\$100,000 Or More	24.1%	+/- 3.4%	43.2%	+/- 2.6%
Median ⁴ Household Income	\$71,411	+/- \$9,687	\$88,110	+/- \$4,806
Median Family Income	\$82,206	+/- \$10,899	\$105,706	+/- \$5,875
Per Capita Income	\$32,191	+/- \$2,807	\$39,442	+/- \$1,344

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	2,354	+/- 132	6,953	+/- 31
Vacant	5.4%	+/- 4.9%	6.9%	+/- 2.4%
Occupied	94.6%	+/- 4.9%	93.1%	+/- 2.4%
Occupied ^a	2,227	+/- 144	6,475	+/- 174
Owner	71.4%	+/- 7.6%	82.4%	+/- 3.1%
Renter	28.6%	+/- 7.6%	17.6%	+/- 3.1%
Rent ^b	\$936	+/- \$173	\$932	+/- \$111
Value ^c	\$175,000	+/- \$13,690	\$230,500	+/- \$13,460

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

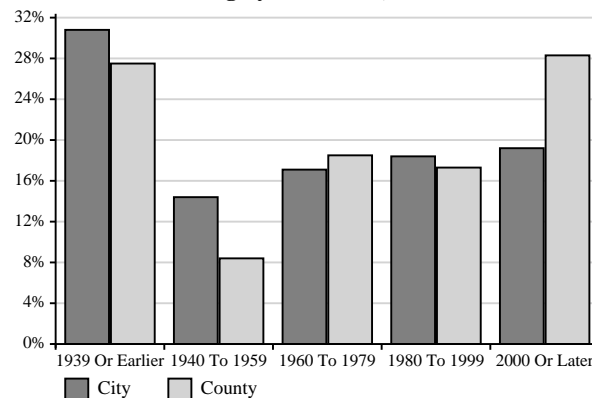
Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	3,548	+/-169	11,322	+/-131
High School Graduate or Higher	96.3%	+/-2.1%	97%	+/-0.9%
Bachelor's Degree or Higher	22.2%	+/-5.6%	25.8%	+/-3%

*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.

Percent Housing by Year Built, 2018-2022²



In Winterset 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 11.4% 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	2,792	+/- 212	9,055	+/- 287
Management, business, science, and arts	34.2%	+/- 6.2%	40.0%	+/- 3.2%
Service	13.9%	+/- 4.9%	11.7%	+/- 2.1%
Sales and office	21.8%	+/- 6.5%	22.0%	+/- 2.9%
Natural resources, construction, and maintenance	18.7%	+/- 6.1%	14.1%	+/- 2.3%
Production, transportation, and material moving	11.4%	+/- 4.8%	12.2%	+/- 2.3%

Socioeconomic Profile

Winterset, Iowa

Winterset has a lower proportion of the population age 16 or older in the labor force than Madison 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 Winterset tend to be lower than the median earnings for Madison 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	2,968	+/- 219	9,635	+/- 251
Median Earnings	\$45,027	+/- \$45	\$47,891	+/- \$2,453
Female	\$37,039	+/- \$10,142	\$37,026	+/- \$7,074
Female, full time ^b	\$52,237	+/- \$10,627	\$49,797	+/- \$3,528
Male	\$52,074	+/- \$6,685	\$55,894	+/- \$2,181
Male, full time ^b	\$56,613	+/- \$2,505	\$63,395	+/- \$5,611

^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	5,206	+/-22	16,428	+/-28
With a disability ^b	10.9%	+/-3.2%	9.3%	+/-1.3%
With Health Insurance	98.0%	+/-1.5%	96.5%	+/-1.2%
With Private ^c Coverage	74.7%	+/-4.9%	78.5%	+/-2.3%
With Public ^d Coverage	35.9%	+/-5.0%	32.2%	+/-2.1%
No Health Insurance	**%	+/-**%	3.5%	+/-1.2%

^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+	4,040	+/- 172	12,995	+/- 140
in labor force	69.9%	+/- 3.9%	71.5%	+/- 2.0%
not in labor force	30.1%	+/- 3.9%	28.5%	+/- 2.0%
Civilian labor force	2,824	+/- 210	9,265	+/- 270
Unemployed	1.1%	+/- 1.4%	2.3%	+/- 1.0%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	5,206	+/-22	16,411	+/-38
Below poverty	9.9%	+/-3.4%	6.1%	+/-1.4%
17 and under	**%	+/-**%	**%	+/-**%
18 - 64	8.4%	+/-2.9%	5.3%	+/-1.1%
65+	**%	+/-**%	**%	+/-**%
All Families	**%	+/-**%	3.2%	+/-1.2%
with children	**%	+/-**%	5.9%	+/-2.5%
Married Couple	**%	+/-**%	**%	+/-**%
with children	**%	+/-**%	**%	+/-**%
Female HH ^b	**%	+/-**%	24.3%	+/-11.1%
with children	**%	+/-**%	30.5%	+/-14.7%

^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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