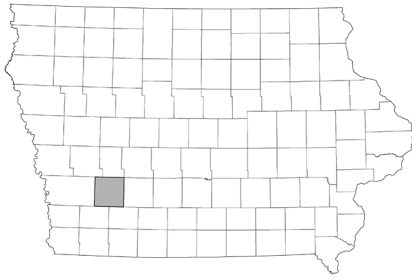


Data for Decision Makers



Massena, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Massena is 359. Between 2010 and 2020 the population increased by 1.1%. The City of Massena is in Cass County. Cass County saw a 5.9% population decrease between 2010 and 2020.

Cass County Cities - Total Population¹

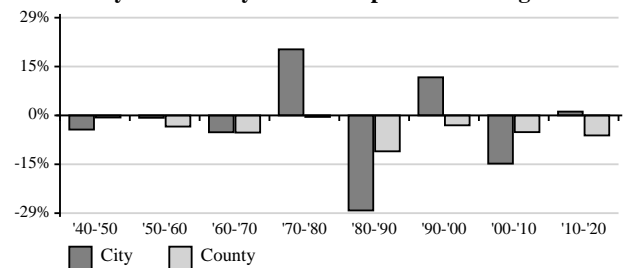
City	2000	2010	2020
Massena	414	355	359
Male Total	204	179	188
Female Total	210	176	171
Anita	1,049	972	963
Atlantic	7,257	7,112	6,792
Cumberland	281	262	251
Griswold	1,039	1,036	994
Lewis	438	433	357
Marne	149	120	110
Wiota	149	116	91
Cass County Total	14,684	13,956	13,127
State of Iowa Total	2,926,324	3,046,355	3,190,369

¹City is located in multiple counties, total population is provided.

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
Anita	-1.8%	-7.3%	-0.9%
Bridgewater	-14.8%	2.2%	-18.7%
Cumberland	-4.7%	-6.8%	-4.2%
Fontanelle	-2.8%	-2.9%	0.6%
Wiota	-6.9%	-22.1%	-21.6%
Massena	11.3%	-14.3%	1.1%
Cass County	-2.9%	5%	-5.9%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



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Demographic Profile

Massena, Iowa

Massena's population is predominantly White. The City of Massena, compared to Cass 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	100.0%	95.3%	99.4%	96.7%
White	99.4%	93.3%	97.7%	94.6%
White alone, not Hispanic	96.9%	93.3%	96.7%	93.8%
Black or African American	0.3%	0.0%	0.3%	0.2%
Asian	0.0%	0.8%	0.2%	0.3%
American Indian or Alaska Native	0.0%	0.0%	0.2%	0.2%
Hawaiian or Pacific Islander	0.0%	0.3%	0.3%	0.6%
Other	0.3%	0.8%	0.7%	0.9%
Two or more races	0.0%	4.7%	0.6%	3.3%
Hispanic origin ^a	2.8%	0.8%	1.8%	2.3%

^a Hispanics can be of any race.

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

	City		County	
	2010	2020	2010	2020
Total households	161	150	5,980	5,818
Family households ^{a,b}	60.2%	65.9%	65.0%	60.7%
Married couple family ^b	50.3%	46.7%	52.8%	48.1%
With own children	16.8%	22.0%	17.2%	15.5%
Other family ^c	9.9%	12.0%	12.1%	12.7%
Male householder ^c	0.6%	7.3%	3.9%	4.6%
With own children	0.6%	4.7%	2.4%	2.7%
Female householder ^c	9.3%	4.7%	8.3%	8.0%
With own children	5.6%	0.7%	5.5%	4.8%
Nonfamily households ^d	39.8%	34.1%	35.0%	39.3%
Male living alone	16.8%	16.7%	12.9%	15.3%
Female living alone	18.0%	21.3%	17.6%	19.2%

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

	City		County	
	2010	2020	2010	2020
Total households	161	150	5,980	5,818
Married couple ^b	50.3%	46.7%	52.8%	48.1%
Cohabiting couple ^{b,f}	NA ^e	6.7%	NA ^e	6.7%
Male householder ^g	NA ^e	20.0%	NA ^e	19.0%
Female householder ^g	NA ^e	25.3%	NA ^e	26.2%

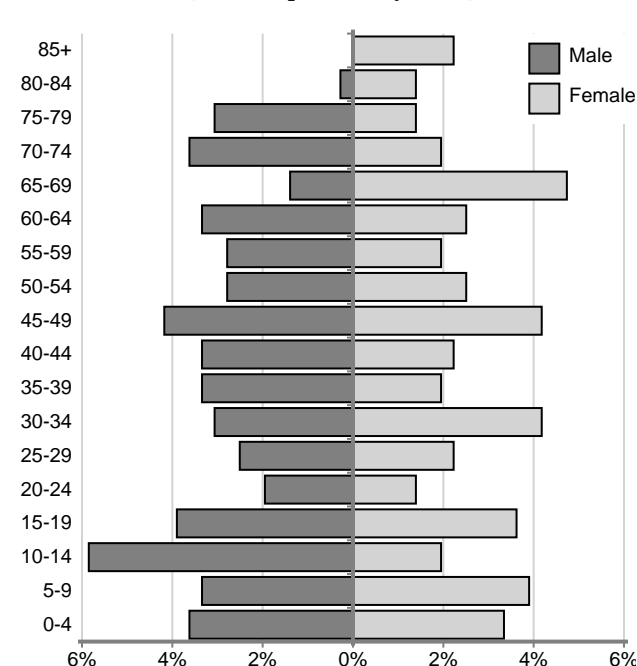
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder 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	24.2%	27.9%	22.8%	22%
0 - 4	6.2%	7.0%	6.6%	5.3%
5 - 9	6.8%	7.2%	6.1%	6.0%
10 - 14	7.6%	7.8%	6.1%	6.7%
15 - 17	3.6%	5.9%	4.0%	4%
18 - 24	5.6%	4.9%	6.4%	6%
25 - 44	20.6%	22.8%	20.6%	21.1%
45 - 64	30.1%	24.2%	29.2%	26.6%
65 or older	19.4%	20.1%	21.0%	24.1%
65 - 84	17.1%	17.9%	17.5%	20.9%
85 or older	2.3%	2.2%	3.5%	3.2%
Median ⁴ Age (years)	44.3	39.9	45.1	45.5
Age Dependency ^{a, 5}	77.4	92.5	77.9	85.8
Old-Age	34.5	38.7	37.4	44.9
Child	43.0	53.8	40.6	41.0

^aAge Dependency Ratio

Massena, Iowa Population Pyramid,^a 2020¹



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

Socioeconomic Profile

Massena, Iowa

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

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	159	+/- 47	5,771	+/- 164
Less than \$34,999	29.5%	+/- 5.1%	31.6%	+/- 2.8%
\$35,000 To \$49,999	11.3%	+/- 8.0%	10.8%	+/- 2.4%
\$50,000 To \$99,999	33.3%	+/- 4.1%	29.9%	+/- 2.3%
\$100,000 Or More	25.7%	+/- 5.9%	27.6%	+/- 2.5%
Median ⁴ Household Income	\$63,393	+/- \$21,535	\$60,815	+/- \$6,215
Median Family Income	\$82,000	+/- \$25,207	\$83,435	+/- \$5,268
Per Capita Income	\$31,202	+/- \$7,119	\$36,219	+/- \$2,902

Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	264	+/-84	9,380	+/-42
High School Graduate or Higher	98.1%	+/-2.5%	91.2%	+/-1.8%
Bachelor's Degree or Higher	22.0%	+/-9.5%	20.9%	+/-2.8%

*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.

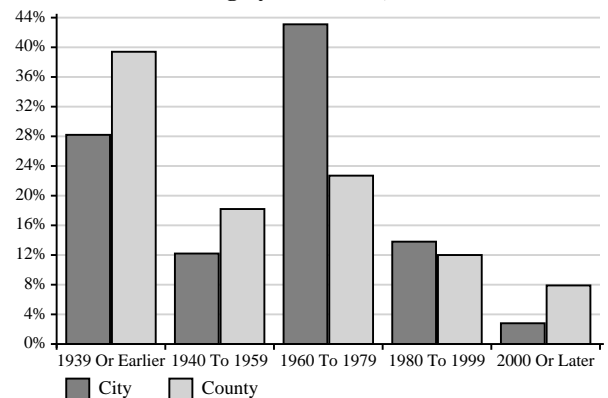
**MOE is high, use county estimate.

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	181	+/- 48	6,403	+/- 28
Vacant	12.2%	+/- 8.0%	9.9%	+/- 2.5%
Occupied	87.8%	+/- 8.0%	90.1%	+/- 2.5%
Occupied ^a	159	+/- 47	5,771	+/- 164
Owner	67.3%	+/- 14.0%	72.9%	+/- 2.7%
Renter	32.7%	+/- 14.0%	27.1%	+/- 2.7%
Rent ^b	\$567	+/- \$64	\$699	+/- \$81
Value ^c	\$93,800	+/- \$16,287	\$127,400	+/- \$10,799

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

Percent Housing by Year Built, 2018-2022²



In Massena there is a higher percentage of workers in natural resources, construction, and maintenance occupations than any other occupation category. The production, transportation, and material moving occupation category makes up **% 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	177	+/- 60	6,520	+/- 243
Management, business, science, and arts	24.9%	+/- 9.2%	34.0%	+/- 3.4%
Service	**%	+/- **%	15.6%	+/- 3.1%
Sales and office	**%	+/- **%	22.5%	+/- 3.0%
Natural resources, construction, and maintenance	33.3%	+/- 12.0%	10.8%	+/- 1.6%
Production, transportation, and material moving	**%	+/- **%	17.1%	+/- 2.6%

Socioeconomic Profile

Massena, Iowa

Massena has a lower proportion of the population age 16 or older in the labor force than Cass 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 Massena tend to be higher than the median earnings for Cass 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	222	+/- 73	7,072	+/- 222
Median Earnings	\$43,000	+/- \$43	\$36,692	+/- \$2,200
Female	\$42,813	+/- \$18,947	\$29,242	+/- \$1,745
Female, full time ^b	\$45,000	+/- \$10,291	\$40,134	+/- \$3,173
Male	\$43,173	+/- \$9,739	\$43,218	+/- \$3,756
Male, full time ^b	\$**	+/- \$**	\$54,502	+/- \$3,494

^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	390	+/-121	12,877	+/-24
With a disability ^b	11.8%	+/-5.2%	14.9%	+/-1.7%
With Health Insurance	86.4%	+/-11.4%	95.8%	+/-1.0%
With Private ^c Coverage	69.0%	+/-15.8%	63.4%	+/-2.9%
With Public ^d Coverage	41.8%	+/-13.0%	48.0%	+/-2.8%
No Health Insurance	**%	+/-**%	4.2%	+/-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+	310	+/- 97	10,636	+/- 82
in labor force	60.3%	+/- 11.9%	62.2%	+/- 2.3%
not in labor force	39.7%	+/- 11.9%	37.8%	+/- 2.3%
Civilian labor force	187	+/- 63	6,612	+/- 236
Unemployed	5.3%	+/- 6.8%	1.4%	+/- 0.7%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	390	+/-121	12,858	+/-28
Below poverty	**%	+/-**%	15.3%	+/-2.5%
17 and under	**%	+/-**%	24.0%	+/-6.6%
18 - 64	**%	+/-**%	13.6%	+/-2.2%
65+	**%	+/-**%	10.9%	+/-3.1%
All Families	**%	+/-**%	11.3%	+/-2.5%
with children	**%	+/-**%	18.2%	+/-5.8%
Married Couple	**%	+/-**%	4.8%	+/-2.2%
with children	**%	+/-**%	**%	+/-**%
Female HH ^b	**%	+/-**%	41.0%	+/-13.7%
with children	**%	+/-**%	46.1%	+/-18.3%

^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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