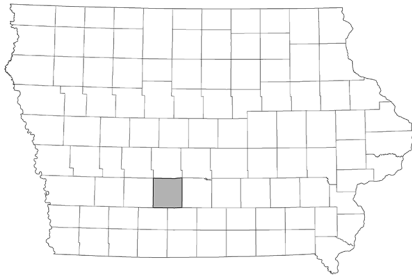# Winterset, Iowa
City Profile

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.

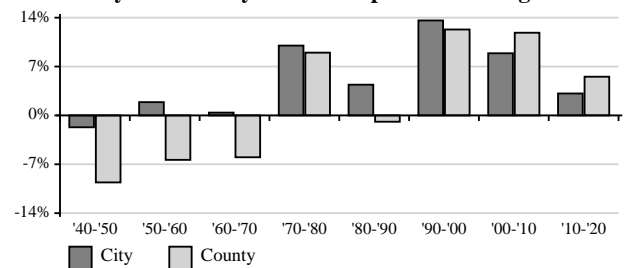### Madison County Cities - Total Population[1]

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 Change[1]

Legend: ■ City □ County

(Categories: '40-'50, '50-'60, '60-'70, '70-'80, '80-'90, '90-'00, '00-'10, '10-'20)

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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 Origin[1]

Race Groups	City 2010	City 2020	County 2010	County 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 2010	City 2020	County 2010	County 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]

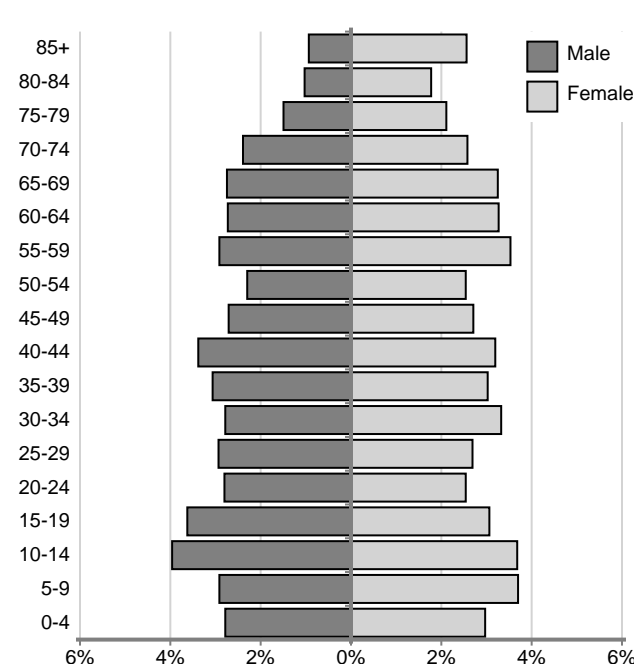|	City 2010	City 2020	County 2010	County 2020
Total households	2,062	2,231	6,025	6,436
Married couple[b]	51.5%	47.6%	62.3%	59.9%
Cohabiting couple[b,f]	NA[e]	7.0%	NA[e]	5.8%
Male householder[g]	NA[e]	16.3%	NA[e]	15.0%
Female householder[g]	NA[e]	29.1%	NA[e]	19.3%

[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]

Age Groups	City 2010	City 2020	County 2010	County 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

[a]Age Dependency Ratio

Winterset, 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 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, 2018-2022[2]

	City Estimate	City MOE*	County Estimate	County 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, 2018-2022[2]

	City Estimate	City MOE*	County Estimate	County 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

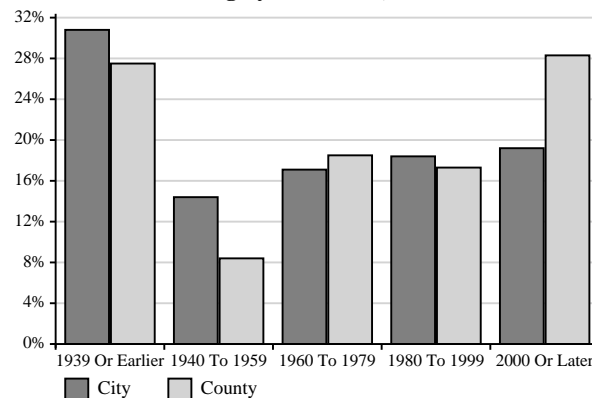[a]Occupied Units, [b]Median gross rent of renter-occupied units, [c]Median value of owner-occupied units

Educational Attainment, 2018-2022[2]

	City Estimate	City MOE*	County Estimate	County 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 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 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, 2018-2022[2]

	City Estimate	City MOE*	County Estimate	County 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%

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, 2018-2022[2]

	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.

Employment Status, 2018-2022[2]

	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.*

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

	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%

[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.

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

	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.

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