



Date: 01/04/12

Current Geography Selection: (3 Selected) 3,5,15 mile radii:
Marshalltown S C

Your title for this geography: Marshalltown S C

Lat: 42.044000 **Long:** -92.932300

City: Marshalltown **Pop:** 25,267

County: Marshall County **Pop:** 39,325

Zip: 50158 **Pop:** 30,182

Demographic Snapshot Comparison Report

Marshalltown S C

	3 Miles:	5 Miles:	15 Miles:
Population: 2011A			
Total Population	28,369	30,221	45,745
Female Population	50.4%	50.4%	50.5%
Male Population	49.6%	49.6%	49.5%
Population Density	1,003	385	65
Population Median Age	39.4	39.5	40.1
Total Employees	18,538	20,227	23,778
Total Establishments	1,073	1,174	1,707
Population Growth 2000-2010	0.0%	0.0%	0.0%
Population Growth 2000-2016	16.0%	15.4%	11.2%
Income: 2011A			
Average Household Income	\$55,325	\$56,259	\$59,043
Median Household Income	\$42,652	\$44,097	\$47,831
Per Capita Income	\$20,643	\$21,000	\$22,478
Avg Income Growth 2000-2010	NA	NA	NA
Avg Income Growth 2000-2016	38.5%	39.2%	44.4%
Households: 2011A			
Households	10,427	11,098	17,210
Average Household Size	2.6	2.6	2.6
Hhld Growth 2000-2016	-0.3%	-0.5%	-1.5%
Hhld Growth 2011A-2016	7.6%	7.6%	6.4%
Housing Units: 2011A			
Owner Occupied Units	10,427	11,098	17,210
% Owner Occupied Units	66.2%	67.1%	69.3%
% Renter Occupied Units	26.3%	25.5%	22.7%
% Vacant Housing Units	7.5%	7.4%	8.0%
Owner Occ Housing Growth 2000-2010	44.3%	42.5%	36.4%
Owner Occ Housing Growth 2000-2016	1.6%	1.5%	0.1%
Owner Occ Housing Growth 2011A-2016	-1.4%	-1.4%	-2.1%
Occ Housing Growth 2000-2010	1.4%	1.3%	1.1%
Occ Housing Growth 2010-2016	-1.7%	-1.8%	-2.6%

	3 Miles:	5 Miles:	15 Miles:
Occ Housing Growth 2011A-2016	-1.5%	-1.5%	-2.1%
Race and Ethnicity: 2011A			
% American Indian or Alaska Native Population	0.6%	0.6%	1.1%
% Asian Population	1.7%	1.6%	1.2%
% Black Population	2.2%	2.1%	1.5%
% Hawaiian or Pacific Islander Population	0.2%	0.2%	0.1%
% Multirace Population	2.3%	2.2%	1.9%
% Other Race Population	8.1%	7.7%	5.4%
% White Population	85.0%	85.7%	88.9%
% Hispanic Population	25.5%	24.3%	17.2%
% Non Hispanic Population	74.5%	75.7%	82.8%

**Census 2010 income data has not yet been released*

Current year data is for the year **2011**, 5 year projected data is for the year **2016**. More About Our Data.
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