



Chapter 1

A Profile of Marshalltown

A strategic improvement program for downtown Marshalltown should be investment and market-based. This involves an understanding of the current and evolving characteristics of the population served by the district. This section describes key demographic issues in areas related to downtown Marshalltown, reviewing:

- **POPULATION AND HOUSEHOLD CHARACTERISTICS**
- **AGE COMPOSITION AND MIGRATION PATTERNS**
- **RACE AND ETHNICITY CHARACTERISTICS**

POPULATION AND HOUSEHOLD CHARACTERISTICS

Marshalltown's population increased during every decade of the 20th century except for the 1980s. While the city's population rebounded during the 1990s, it had fewer residents in 2000 than in 1970 or 1980.

The factors contributing to population change in a region are twofold:

1. Natural Change (births and deaths). Excluding migration, experiencing a larger number of births than deaths causes a community's population to increase. A community with a younger population (particularly of people in child-bearing or family formation years) will experience a higher number of births per 1,000 residents. In Iowa, births have exceeded deaths by a slight margin in recent decades. As a result, many parts of the state have experienced only nominal changes in population.

2. Migration Patterns. Over time residents of a community may move away while others move in. If more people move into a community than leave, its population will increase. Considerable out-migration occurred during the 1980s, particularly in rural parts of the state. The 1990s was the first decade in the 20th century during which more people entered Iowa than left.

Table 1.1 displays population trends in Marshalltown throughout the 20th century. In 2000, the city had 26,009 residents, representing a 3.3% gain over its 1990 population of 25,178. Like many similarly sized Iowa communities, Marshalltown experienced large population gains during the 1950s and 1960s as a result of industrial expansion. The city reached its highest population in 1980, with 26,938 residents. The 1980s was the only decade during which Marshalltown lost residents. While the city's population rebounded somewhat by 2000, it did not reach its 1970 or 1980 level.

TABLE 1.1: Population Trends, Marshalltown, 1900-2000

Year	Population	% Change
1900	11,544	-
1910	13,374	15.90%
1920	15,731	17.60%
1930	17,373	10.40%
1940	19,240	10.70%
1950	19,821	3.00%
1960	22,521	13.60%
1970	26,219	16.40%
1980	26,938	2.70%
1990	25,178	-6.50%
2000	26,009	3.30%

Source: State Library of Iowa



Marshalltown's population trends resemble those of similarly sized Iowa communities.

Table 1.2 displays population trends in Marshalltown and comparable Iowa communities. Like Marshalltown, most other mid-size cities, including Fort Dodge, Mason City, Newton, Ottumwa, and Waterloo, grew substantially between 1940 and 1970. Except for Ames and Iowa City, both of which contain large universities, most of those Iowa communities, including Marshalltown, have experienced stable or slowly declining populations since 1980. Although the state's population increased by just over 5% during the 1990s, the greatest population increases occurred in and around three of the state's major metropolitan areas. The Des Moines and Iowa City metropolitan areas grew by about 16% during the decade, and Cedar Rapids by about 13%. This trend reflects Iowa's transition from a rural state to an increasingly urban one. While smaller Iowa communities in or near metropolitan areas typically experienced growth, non-metropolitan communities away from those metro centers lost population.

About 10% of Marshalltown's population and households reside in the neighborhoods surrounding downtown.

Table 1.3 displays population and household characteristics for the downtown neighborhood, defined as 5th Street, Grant Street, Bromley Street, 5th Avenue, and Linn Creek, compared with the city as a whole. Downtown is home to about 9.5% of the city's population and about 10% of its households.

TABLE 1.2: Population Trends, 1940-2000

	1940	1950	1960	1970	1980	1990	2000	% Change 1940-60	% Change 1960-80	% Change 1980- 2000
Marshalltown	19,240	19,821	22,521	26,219	26,938	25,178	26,009	17.10%	19.60%	-3.40%
Ames	12,555	22,898	27,003	39,505	45,775	47,198	50,731	115.10%	69.50%	10.80%
Fort Dodge	22,904	25,115	28,399	31,263	29,423	25,894	25,136	24.00%	3.60%	-14.60%
Iowa City	17,182	27,212	33,443	46,850	50,508	59,735	62,220	94.60%	51.00%	23.20%
Mason City	27,080	27,980	30,642	30,379	30,144	29,040	29,172	13.20%	-1.60%	-3.20%
Newton	10,462	11,723	15,381	15,619	15,292	14,799	15,579	47.00%	-0.60%	1.90%
Ottumwa	31,570	33,631	33,871	29,610	27,381	24,488	24,998	7.30%	-19.20%	-8.70%
Waterloo	51,743	65,198	71,755	75,533	75,985	66,467	68,747	38.70%	5.90%	-9.50%
State of Iowa	2,538,268	2,621,073	2,757,537	2,824,376	2,913,808	2,776,755	2,926,324	8.60%	5.70%	0.40%

Source: State Library of Iowa



TABLE 1.3: Population and Household Characteristics, 2000

	Population	Number of Households
Downtown Neighborhood	2,482	1,023
City of Marshalltown	26,009	10,175

Source: U.S. Census Bureau

AGE COMPOSITION AND MIGRATION PATTERNS

Marshalltown experienced in-migration during the 1990s, particularly among young families and seniors.

Population trends can be analyzed by comparing a community's expected population (based solely on predicted changes in births and deaths) with the actual outcome of the 2000 Census. Table 1.4 summarizes the results of such an analysis for Marshalltown. These estimates are based on the following assumptions:

- A cohort-survival forecast method is used to forecast population. This method "ages" a five-year age range of people (the cohort) by computing how many will survive into the next five-year period. The cohort survival rates used were developed by the National Center for Health Statistics.
- Estimated birth and death rates for the population developed by the U.S. Bureau of the Census.

As shown in Table 1.4, the cohort-survival forecast methodology indicates that, without migration, Marshalltown's population would have naturally increased by only 30 people, or 0.1%, between 1990 and 2000. However, the 2000 Census indicates that the total

TABLE 1.4: Predicted and Actual Population Change, Marshalltown

	1990	2000	Change	%
Predicted Population (based on survival, birth, and death rates)	25,178	25,208	30	0.10%
Actual Population	25,178	26,009	831	3.30%
Predicted Male Population	12,201	12,193	-8	-0.10%
Actual Male Population	12,201	12,870	669	5.50%
Predicted Female Population	12,977	13,014	37	0.30%
Actual Female Population	12,977	13,139	162	1.20%

Source: U.S. Census Bureau, RDG Planning & Design



population increased by 831 people, or 3.3%, between 1990 and 2000. The difference between the two growth rates is the result of net in-migration to the city. The difference, 801, represents a net in-migration rate for the decade of about 3.2%. Hispanic immigrants comprised a large segment of this in-migration population—a characteristic discussed later in this chapter.

Table 1.5 compares predicted and actual population change for each age group in Marshalltown. The predicted population indicates how many people would be in each age group in 2000 if the area had not experienced in- or out-migration. The variance percentage indicates the accuracy of the prediction, or whether people in a particular age group were more likely than others to move in or out of the city.

The analysis shows that Marshalltown's 2000 population displayed considerable net in-migration of young children and young adults between the ages of 30 and 34. The city also experienced in-migration of older adults age 65 and over. Several age groups displayed

TABLE 1.5: Predicted and Actual Age Cohort Change, Marshalltown

Age Group	1990 Actual	2000 Predicted	2000 Actual	Actual Minus Predicted	% Variance (Actual/Predicted)
Under 5	1,641	1,386	1,746	360	26.00%
5-9	1,760	1,475	1,726	251	17.00%
10-14	1,726	1,637	1,784	147	9.00%
15-19	1,646	1,755	1,855	100	5.70%
20-24	1,483	1,715	1,572	-143	-8.40%
25-29	1,766	1,632	1,610	-22	-1.30%
30-34	1,888	1,470	1,597	127	8.70%
35-39	1,915	1,749	1,727	-22	-1.20%
40-44	1,763	1,865	1,831	-34	-1.80%
45-49	1,478	1,881	1,882	1	0.00%
50-54	1,148	1,713	1,690	-23	-1.30%
55-59	1,090	1,408	1,324	-84	-5.90%
60-64	1,238	1,058	1,078	20	1.90%
65-69	1,314	957	1,038	81	8.50%
70-74	1,117	1,011	1,079	68	6.70%
75-80	893	962	1,042	80	8.40%
80-84	646	702	708	6	0.80%
85+	666	833	720	-113	-13.60%
Total	25,178	25,208	26,009	801	3.20%

Source: U.S. Census Bureau, RDG Planning & Design

negative migration patterns, including middle-aged adults between the ages of 35 and 59. The city also experienced net out-migration among young adults between the ages of 20 and 29—a common trend among communities without a college or university.

A more in-depth analysis examines the age groups that accounted for the largest share of Marshalltown’s population change during the 1990s. This helps to predict what the city’s population may look like if current trends continue into the future. In addition, it helps determine development needs in the city and provides a foundation for the market analyses discussed later in this plan.

Table 1.6 illustrates changes in the age distribution of Marshalltown’s population between 1990 and 2000 while Figure 1.1 presents this data graphically. Young adults and children comprised a large and increasing proportion of the city’s population in both 1990 and 2000, while middle aged and older adults made up smaller proportions. The city’s population aged somewhat during the 1990s. Those 45 to 59 years old made up the fastest growing share of the total population. However, this is attributable to the aging of the “baby boom” generation, as these age groups experienced out-migration from

TABLE 1.6: Age Composition as Percent of Total Population, Marshalltown

Age Group	1990 Population	2000 Population	Change 1990-2000	% of Total 1990	% of Total 2000
Under 5	1,641	1,746	105	7%	7%
5-9	1,760	1,726	-34	7%	7%
10-14	1,726	1,784	58	7%	7%
15-19	1,646	1,855	209	7%	7%
20-24	1,483	1,572	89	6%	6%
25-29	1,766	1,610	-156	7%	6%
30-34	1,888	1,597	-291	7%	6%
35-39	1,915	1,727	-188	8%	7%
40-44	1,763	1,831	68	7%	7%
45-49	1,478	1,882	404	6%	7%
50-54	1,148	1,690	542	5%	6%
55-59	1,090	1,324	234	4%	5%
60-64	1,238	1,078	-160	5%	4%
65-69	1,314	1,038	-276	5%	4%
70-74	1,117	1,079	-38	4%	4%
75-80	893	1,042	149	4%	4%
80-84	646	708	62	3%	3%
85+	666	720	54	3%	3%

Source: U.S. Census Bureau, RDG Planning & Design

Marshalltown during the decade.

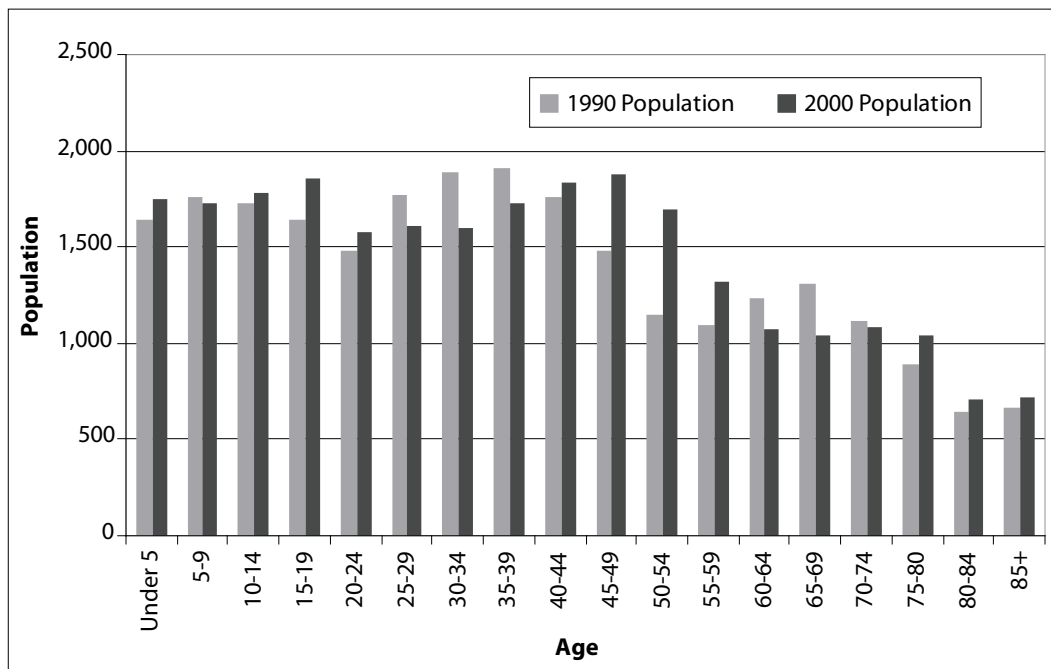
POPULATION PROJECTIONS

It is projected that Marshalltown will have about 28,300 residents by 2025, representing an average increase of slightly below 100 residents per year.

Projecting the future size and makeup of Marshalltown’s population helps predict the future demographic character of the city and aids in planning for future demands for downtown development. Future population is often forecast by a cohort-survival method, using birth and death rates developed by the Bureau of the Census and cohort survival rates from the National Center for Health Statistics. Table 1.7 displays alternative population projections based on decennial migration rates of 2%, 4%, and 6%, annual growth rates of 0.25%, 0.5%, and 0.75%, and an annual residential absorption level of 40 units. During the 1990s, Marshalltown experienced a 3.2% migration rate and a 0.33% average annual growth rate. Also, the median number of housing units constructed in Marshalltown each year since 1990 is 50. To compensate for demolition of substandard units, the annual absorption rate used in this analysis is reduced to 40 units.

Assuming that trends experienced during the 1990s continue, Marshalltown will have about 28,300 residents by 2025, representing an average annual increase of just below 100 residents.

FIGURE 1.1: Age Composition, Marshalltown, 1990 and 2000



RACE AND ETHNICITY CHARACTERISTICS

Marshalltown's downtown neighborhood is more racially and ethnically diverse than the city as a whole.

Table 1.8 illustrates changes in the racial composition of downtown's population compared with the citywide and statewide populations. Overall, racial and ethnic minorities comprise a greater proportion of downtown's population than the city's and state's population. In particular, 28.6% of downtown residents are Hispanic, compared with 12.6% of city residents and 2.8% of state residents. The Census Bureau estimates a 2.85% undercount of Hispanics nationwide. The undercount was most prevalent among non-English speaking households, renters, undocumented immigrants, and mobile or complex households. Therefore, the city's actual Hispanic population may be slightly larger than Census data indicate.

Map 1.1 illustrates the geographic distribution of Marshalltown's Hispanic population. Neighborhoods immediately south, east, and north of downtown contain the city's

TABLE 1.7: Population Projections

	2000	2005	2010	2015	2020	2025	Change, 2000-2025	Average Annual Change
2% Migration Rate	26,009	26,086	26,263	26,526	26,805	26,949	940	38
4% Migration Rate	26,009	26,339	26,775	27,306	27,861	28,282	2,273	91
6% Migration Rate	26,009	26,592	27,290	28,098	28,943	29,662	3,653	146
0.25% Annual Growth	26,009	26,334	26,663	26,997	27,334	27,676	1,667	67
0.5% Annual Growth	26,009	26,659	27,326	28,009	28,709	29,427	3,418	137
0.75% Annual Growth	26,009	26,984	27,996	29,046	30,135	31,265	5,256	210
Annual Absorption of 40 Housing Units	26,009	26,375	26,741	27,107	27,473	27,839	1,830	73

Source: RDG Planning & Design

TABLE 1.8: Race and Ethnicity Characteristics, 2000

	White		Black		Asian		Hispanic	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Downtown Neighborhood	1,809	72.90%	84	3.40%	27	1.10%	709	28.60%
City of Marshalltown	22,574	86.80%	348	1.30%	271	1.00%	3,265	12.60%
State of Iowa	2,748,640	93.90%	61,853	2.10%	36,635	1.30%	82,473	2.80%

Source: U.S. Census Bureau



MAP 1.1: Geographic Distribution of Hispanic Population, Marshalltown, 2000

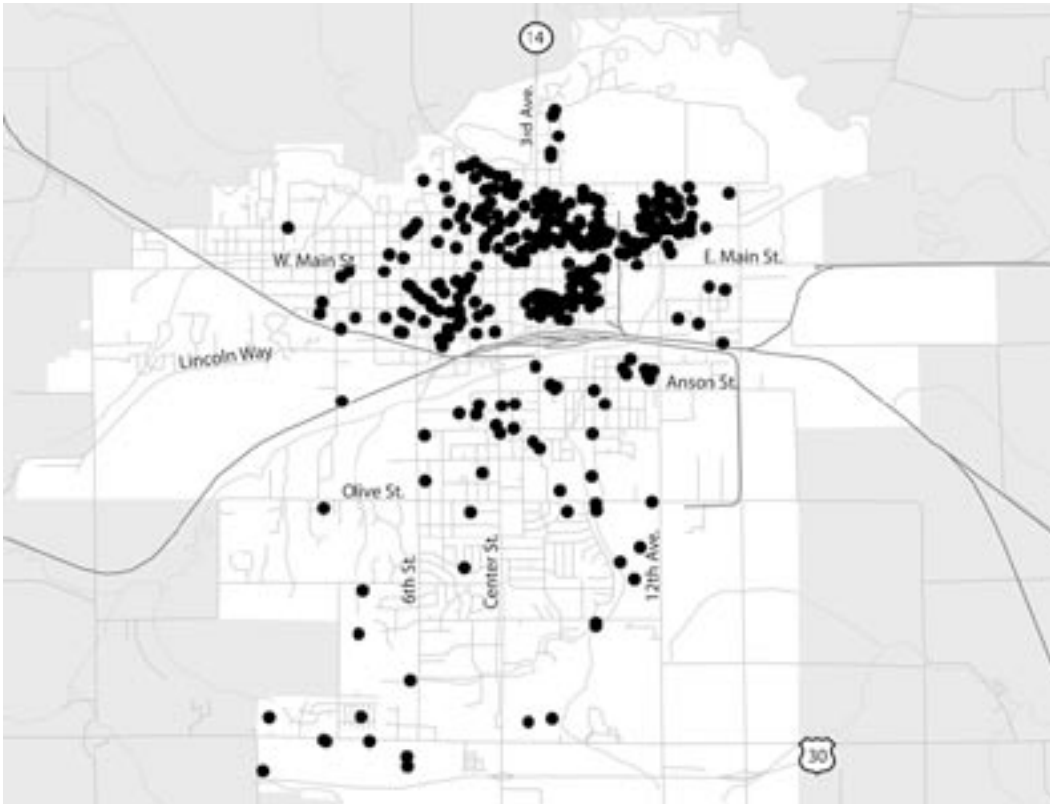


FIGURE 1.2: Age Composition, Hispanic Population, Marshalltown, 1990-2000

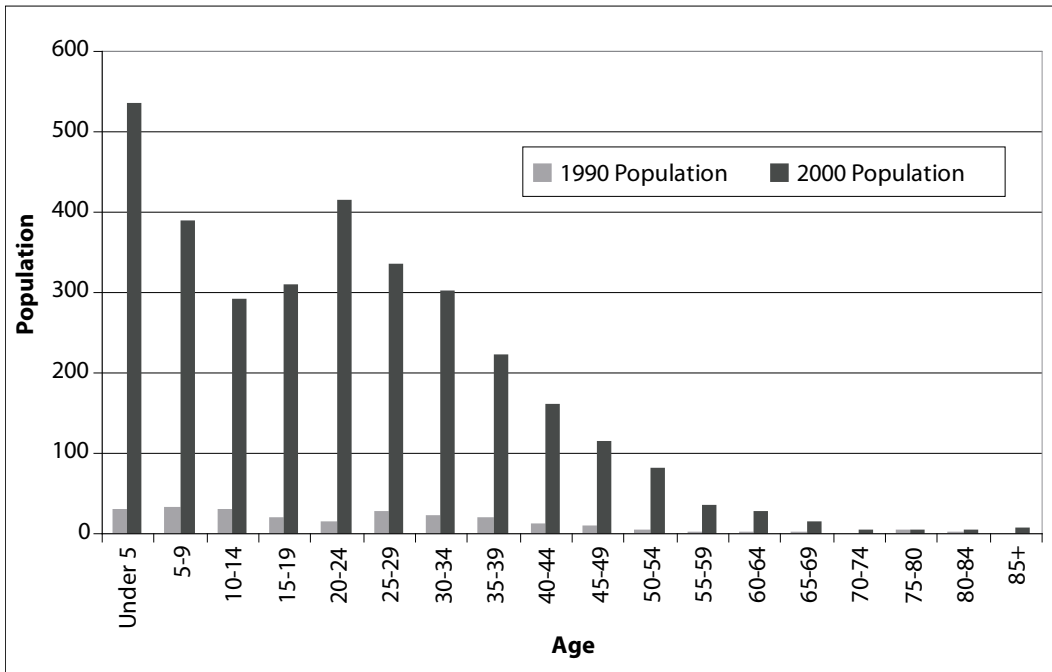


TABLE 1.9: Predicted and Actual Population Change, Hispanic Residents, Marshalltown

	1990	2000	Change	%
Predicted Population (based on survival, birth, and death rates)	248	279	31	12.60%
Actual Population	248	3,265	3,017	1216.50%
Predicted Male Population	124	138	14	11.60%
Actual Male Population	124	1,830	1,706	1375.80%
Predicted Female Population	124	141	17	13.60%
Actual Female Population	124	1,435	1,311	1057.30%

Source: U.S. Census Bureau

TABLE 1.10: Age Composition as Percent of Total Hispanic Population, Marshalltown

Age Group	1990 Population	2000 Population	Change 1990-2000	% of Total 1990	% of Total 2000
Under 5	31	537	506	13%	16%
5-9	33	389	356	13%	12%
10-14	31	292	261	13%	9%
15-19	21	309	288	8%	9%
20-24	16	416	400	6%	13%
25-29	29	335	306	12%	10%
30-34	22	302	280	9%	9%
35-39	20	223	203	8%	7%
40-44	14	162	148	6%	5%
45-49	10	115	105	4%	4%
50-54	4	82	78	2%	3%
55-59	2	37	35	1%	1%
60-64	2	28	26	1%	1%
65-69	3	15	12	1%	0%
70-74	1	6	5	0%	0%
75-80	6	5	-1	2%	0%
80-84	3	5	2	1%	0%
85+	0	7	7	0%	0%

Source: U.S. Census Bureau



greatest density of Hispanic residents. However, anecdotal evidence suggests that this population has dispersed since 2000 as more Hispanics become homeowners.

Nearly 3,000 Hispanics migrated into Marshalltown during the 1990s. These immigrants were disproportionately males and much younger than the city's overall population.

Table 1.9 compares Marshalltown's predicted Hispanic population with its actual 2000 population. This analysis assumes a higher birth rate among Hispanics than the overall population. The number of Hispanic residents in the city increased dramatically from 248 in 1990 to 3,265 in 2000, representing an increase of 3,017 and an in-migration of 2,989. Males comprise about 56% of the city's Hispanic population, compared with 50% for the total population.

Marshalltown's Hispanic population is much younger than its overall population.

The median age of Hispanic residents is 21.1, compared with 38.4 for all residents. Table 1.10 displays changes in the age distribution of Marshalltown's Hispanic population between 1990 and 2000. While persons age 19 and younger represent about 28% of the city's total population, they make up 47% of the Hispanic population. Marshalltown has very few Hispanic residents in older age groups. Figure 1.2 illustrates the age distribution of the city's Hispanic population.

Without Hispanic immigrants, the city's population would have decreased by 2,000 residents during the 1990's.

Table 1.11 compares predicted and actual population change for Marshalltown's non-Hispanic population. Without migration, Marshalltown's non-Hispanic population would have naturally increased (based on births and deaths) by only 5 people between 1990

TABLE 1.11: Predicted and Actual Population Change, Non-Hispanic Residents, Marshalltown

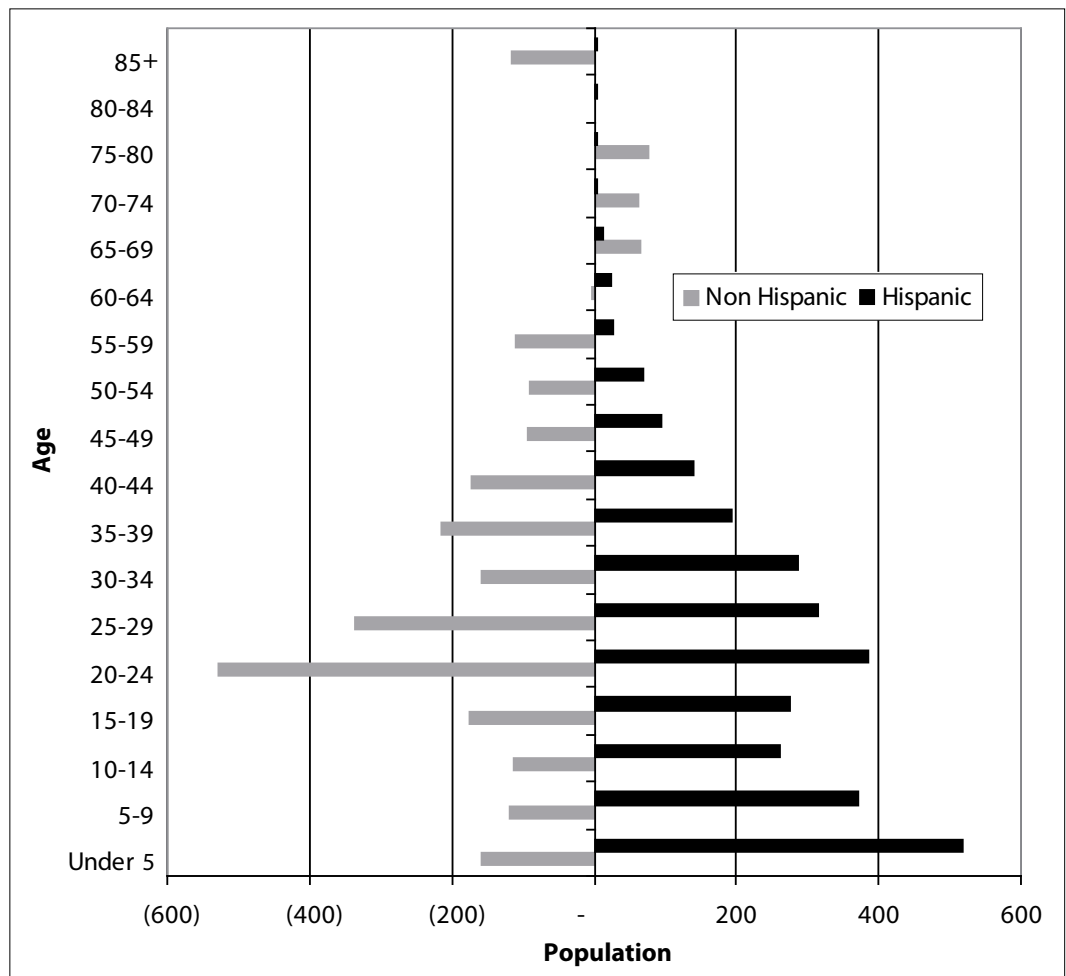
	1990	2000	Change	%
Predicted Population (based on survival and birth rates)	24,930	24,935	5	0.00%
Actual Population	24,930	22,744	-2,186	-8.80%
Predicted Male Population	12,077	12,058	-19	-0.20%
Actual Male Population	12,077	11,040	-1,037	-8.60%
Predicted Female Population	12,853	12,877	24	0.20%
Actual Female Population	12,853	11,704	-1,149	-8.90%

Source: U.S. Census Bureau

and 2000. However, the 2000 Census indicates that the population decreased by 2,186 people, representing a -8.8% migration rate among non-Hispanic residents.

Figure 1.3 shows population change by age group for Hispanic and non-Hispanic Marshalltown residents between 1990 and 2000. Nearly every age group experienced population increases among Hispanic residents and decreases among non-Hispanic residents. Population declines were most pronounced among non-Hispanic young adults and children and increases were most prominent among Hispanic young adults and young children.

Figure 1.3: Population Change Among Hispanic and Non-Hispanic Residents, Marshalltown, 1990-2000



Marshalltown's Hispanic residents generally reside in larger households and are more likely to live with non-relatives than the overall population.

Table 1.12 compares household characteristics for Hispanics and the total population of Marshalltown and the state of Iowa. Marshalltown's Hispanic households have an average size of 4.47, compared with 2.44 for the population as a whole. In addition, the city's average size for Hispanic households is much larger than the statewide average of 3.51. The percentage of non-family households, or those that do not include other individuals related to the householder by birth, marriage, or adoption, is lower for Hispanic residents than the total population—probably attributable to the small number of Hispanics living alone. However, households with a Hispanic householder are more likely to include individuals who are not related to the householder.

Marshalltown's changing population base and increasing diversity present important opportunities for its downtown. While rapid changes in ethnic composition can create challenges in a community, ethnic diversity can help produce an economic opportunity for downtown Marshalltown, by generating demand for new types of housing and retail businesses. Projected population growth in Marshalltown over the next 20 years also bodes well for downtown development. This plan strongly considers these factors in its strategic improvement program for the district.

TABLE 1.12: Household Characteristics, Marshalltown, 2000

	Average HH Size		% Non-Family HH		% Family HH with Non-Relatives	
	Hispanic Population	Total Population	Hispanic Population	Total Population	Hispanic Population	Total Population
City of Marshalltown	4.47	2.44	6.40%	17.30%	6.30%	2.90%
State of Iowa	3.51	2.46	11.00%	16.60%	5.90%	2.00%

Source: U.S. Census