



Market Profile

Market Profile
 205 S Elm St, Marcus, IA 51035
 Rings: 5, 15, 25 miles radii

Latitude: 42.819666
 Longitude: -95.803987

	5 miles	15 miles	25 miles
Population Summary			
2000 Total Population	1,915	15,821	53,466
2000 Group Quarters	54	418	2,199
2010 Total Population	1,649	14,536	51,706
2015 Total Population	1,553	13,975	50,730
2010-2015 Annual Rate	-1.19%	-0.78%	-0.38%
Household Summary			
2000 Households	756	6,360	20,258
2000 Average Household Size	2.46	2.42	2.53
2010 Households	665	5,979	19,920
2010 Average Household Size	2.41	2.37	2.49
2015 Households	628	5,770	19,603
2015 Average Household Size	2.40	2.36	2.48
2010-2015 Annual Rate	-1.14%	-0.71%	-0.32%
2000 Families	513	4,318	14,389
2000 Average Family Size	3.05	3.00	3.06
2010 Families	442	4,001	13,987
2010 Average Family Size	2.99	2.92	3.00
2015 Families	413	3,831	13,669
2015 Average Family Size	2.98	2.91	2.99
2010-2015 Annual Rate	-1.35%	-0.87%	-0.46%
Housing Unit Summary			
2000 Housing Units	834	6,850	21,727
Owner Occupied Housing Units	74.0%	70.2%	71.8%
Renter Occupied Housing Units	16.4%	22.5%	21.5%
Vacant Housing Units	9.6%	7.3%	6.7%
2010 Housing Units	805	6,883	22,588
Owner Occupied Housing Units	67.1%	65.6%	67.8%
Renter Occupied Housing Units	15.5%	21.3%	20.4%
Vacant Housing Units	17.4%	13.1%	11.8%
2015 Housing Units	791	6,845	22,773
Owner Occupied Housing Units	64.1%	63.6%	66.3%
Renter Occupied Housing Units	15.3%	20.7%	19.8%
Vacant Housing Units	20.6%	15.7%	13.9%
Median Household Income			
2000	\$37,570	\$35,700	\$37,830
2010	\$43,861	\$44,179	\$46,452
2015	\$48,982	\$51,079	\$52,629
Median Home Value			
2000	\$63,603	\$64,581	\$75,147
2010	\$83,962	\$85,081	\$101,100
2015	\$95,000	\$95,597	\$110,865
Per Capita Income			
2000	\$18,625	\$17,735	\$17,740
2010	\$22,087	\$21,864	\$21,714
2015	\$24,214	\$24,337	\$24,187
Median Age			
2000	42.4	40.7	38.1
2010	45.6	43.0	39.6
2015	46.4	43.3	39.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Income			
Household Income Base	771	6,384	20,204
<\$15,000	15.8%	15.1%	13.9%
\$15,000 - \$24,999	14.1%	17.1%	15.1%
\$25,000 - \$34,999	14.3%	16.4%	16.2%
\$35,000 - \$49,999	24.0%	20.8%	21.2%
\$50,000 - \$74,999	22.8%	19.4%	21.4%
\$75,000 - \$99,999	4.0%	6.6%	7.1%
\$100,000 - \$149,999	2.5%	3.2%	3.5%
\$150,000 - \$199,999	1.3%	0.5%	0.6%
\$200,000+	1.2%	0.8%	1.0%
Average Household Income	\$44,367	\$43,285	\$45,710
2010 Households by Income			
Household Income Base	665	5,978	19,920
<\$15,000	11.3%	10.4%	9.7%
\$15,000 - \$24,999	11.1%	12.4%	11.3%
\$25,000 - \$34,999	13.1%	13.8%	12.4%
\$35,000 - \$49,999	22.4%	20.5%	21.0%
\$50,000 - \$74,999	25.9%	23.8%	25.4%
\$75,000 - \$99,999	8.3%	11.0%	11.4%
\$100,000 - \$149,999	4.8%	6.2%	6.7%
\$150,000 - \$199,999	2.1%	1.1%	1.1%
\$200,000+	1.1%	0.8%	1.1%
Average Household Income	\$52,131	\$52,341	\$54,641
2015 Households by Income			
Household Income Base	626	5,769	19,603
<\$15,000	10.5%	9.9%	9.2%
\$15,000 - \$24,999	9.3%	10.6%	9.5%
\$25,000 - \$34,999	10.1%	10.9%	9.6%
\$35,000 - \$49,999	21.1%	16.9%	17.2%
\$50,000 - \$74,999	28.6%	26.8%	28.5%
\$75,000 - \$99,999	9.4%	12.6%	12.8%
\$100,000 - \$149,999	7.0%	9.7%	10.3%
\$150,000 - \$199,999	2.9%	1.5%	1.5%
\$200,000+	1.1%	1.0%	1.4%
Average Household Income	\$56,988	\$57,983	\$60,595
2000 Owner Occupied Housing Units by Value			
Total	623	4,827	15,548
<\$50,000	37.7%	33.3%	27.2%
\$50,000 - \$99,999	40.4%	44.3%	43.3%
\$100,000 - \$149,999	15.1%	13.7%	18.0%
\$150,000 - \$199,999	4.2%	4.4%	5.8%
\$200,000 - \$299,999	1.1%	2.5%	3.7%
\$300,000 - \$499,999	0.6%	1.4%	1.6%
\$500,000 - \$999,999	0.8%	0.5%	0.4%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$78,192	\$81,362	\$91,501
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	103	1,317	4,114
With Cash Rent	82.5%	88.5%	88.5%
No Cash Rent	17.5%	11.5%	11.5%
Median Rent	\$249	\$273	\$292
Average Rent	\$260	\$294	\$311

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Age			
Total	1,913	15,821	53,462
0 - 4	5.0%	5.7%	6.3%
5 - 9	6.3%	7.0%	7.0%
10 - 14	7.8%	7.9%	7.9%
15 - 24	11.0%	12.1%	14.6%
25 - 34	9.0%	9.3%	9.9%
35 - 44	15.1%	14.8%	14.9%
45 - 54	12.3%	13.9%	13.0%
55 - 64	9.5%	9.5%	8.6%
65 - 74	11.3%	9.4%	8.5%
75 - 84	8.3%	7.4%	6.5%
85 +	4.3%	3.0%	2.7%
18 +	75.8%	74.0%	73.4%
2010 Population by Age			
Total	1,650	14,533	51,705
0 - 4	5.3%	5.8%	6.4%
5 - 9	5.7%	6.3%	6.7%
10 - 14	6.0%	6.7%	6.9%
15 - 24	11.1%	12.1%	13.8%
25 - 34	9.9%	10.4%	11.4%
35 - 44	11.2%	11.1%	11.0%
45 - 54	15.7%	15.2%	14.9%
55 - 64	12.8%	13.8%	12.5%
65 - 74	9.0%	8.5%	7.3%
75 - 84	8.6%	6.7%	5.9%
85 +	4.7%	3.6%	3.2%
18 +	78.7%	76.5%	75.6%
2015 Population by Age			
Total	1,552	13,974	50,731
0 - 4	5.1%	5.6%	6.2%
5 - 9	5.6%	6.1%	6.5%
10 - 14	6.4%	7.0%	7.3%
15 - 24	10.2%	11.6%	13.6%
25 - 34	10.5%	10.8%	11.2%
35 - 44	10.4%	10.7%	11.2%
45 - 54	13.2%	12.7%	12.2%
55 - 64	15.7%	15.4%	14.5%
65 - 74	10.5%	10.3%	8.7%
75 - 84	7.6%	6.2%	5.4%
85 +	4.8%	3.5%	3.2%
18 +	78.9%	76.8%	75.7%
2000 Population by Sex			
Males	48.7%	49.4%	49.2%
Females	51.3%	50.6%	50.8%
2010 Population by Sex			
Males	49.5%	49.9%	49.5%
Females	50.5%	50.1%	50.5%
2015 Population by Sex			
Males	49.4%	50.1%	49.7%
Females	50.6%	49.9%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Race/Ethnicity			
Total	1,915	15,822	53,467
White Alone	98.7%	98.5%	98.2%
Black Alone	0.1%	0.3%	0.3%
American Indian Alone	0.2%	0.2%	0.1%
Asian or Pacific Islander Alone	0.4%	0.4%	0.5%
Some Other Race Alone	0.1%	0.3%	0.5%
Two or More Races	0.5%	0.4%	0.5%
Hispanic Origin	0.4%	0.9%	1.3%
Diversity Index	3.2	4.7	6.1
2010 Population by Race/Ethnicity			
Total	1,650	14,536	51,706
White Alone	98.5%	98.3%	97.8%
Black Alone	0.1%	0.3%	0.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.5%	0.4%	0.5%
Some Other Race Alone	0.1%	0.4%	0.6%
Two or More Races	0.5%	0.5%	0.5%
Hispanic Origin	0.5%	1.1%	1.7%
Diversity Index	3.7	5.5	7.4
2015 Population by Race/Ethnicity			
Total	1,554	13,975	50,730
White Alone	98.5%	98.2%	97.7%
Black Alone	0.1%	0.3%	0.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.5%	0.4%	0.5%
Some Other Race Alone	0.1%	0.4%	0.7%
Two or More Races	0.6%	0.5%	0.6%
Hispanic Origin	0.5%	1.2%	1.9%
Diversity Index	4.0	5.9	8.0
2000 Population 3+ by School Enrollment			
Total	1,881	15,293	51,425
Enrolled in Nursery/Preschool	1.1%	1.9%	2.0%
Enrolled in Kindergarten	1.5%	1.2%	1.4%
Enrolled in Grade 1-8	12.3%	12.9%	12.9%
Enrolled in Grade 9-12	7.8%	7.7%	7.6%
Enrolled in College	1.6%	1.3%	4.2%
Enrolled in Grad/Prof School	0.3%	0.2%	0.4%
Not Enrolled in School	75.5%	74.8%	71.6%
2010 Population 25+ by Educational Attainment			
Total	1,186	10,050	34,222
Less Than 9th Grade	4.4%	4.2%	4.8%
9th to 12th Grade, No Diploma	5.2%	5.7%	4.9%
High School Graduate	41.4%	40.2%	36.8%
Some College, No Degree	22.1%	22.4%	22.2%
Associate Degree	8.9%	9.9%	9.5%
Bachelor's Degree	13.9%	13.2%	16.4%
Graduate/Professional Degree	4.0%	4.4%	5.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2010 Population 15+ by Marital Status			
Total	1,369	11,804	41,361
Never Married	21.0%	22.8%	25.0%
Married	61.2%	60.5%	61.2%
Widowed	11.0%	8.9%	7.2%
Divorced	6.7%	7.8%	6.6%
2000 Population 16+ by Employment Status			
Total	1,535	12,282	41,094
In Labor Force	63.6%	66.1%	67.6%
Civilian Employed	61.6%	63.9%	65.9%
Civilian Unemployed	1.8%	2.1%	1.7%
In Armed Forces	0.1%	0.1%	0.1%
Not In Labor Force	36.4%	33.9%	32.4%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	96.1%	95.1%	95.6%
Civilian Unemployed	3.9%	4.9%	4.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	95.6%	96.1%
Civilian Unemployed	3.6%	4.4%	3.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	797	6,272	21,214
Own Children < 6 Only	4.5%	5.4%	6.4%
Employed/in Armed Forces	3.8%	4.2%	4.9%
Unemployed	0.1%	0.2%	0.1%
Not in Labor Force	0.6%	1.0%	1.4%
Own Children <6 and 6-17 Only	5.6%	6.7%	6.9%
Employed/in Armed Forces	4.4%	5.4%	5.3%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	1.3%	1.2%	1.6%
Own Children 6-17 Only	15.8%	17.4%	17.7%
Employed/in Armed Forces	13.3%	15.9%	15.6%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	2.5%	1.3%	1.9%
No Own Children < 18	74.0%	70.5%	69.1%
Employed/in Armed Forces	33.4%	32.7%	34.2%
Unemployed	1.1%	1.1%	0.7%
Not in Labor Force	39.5%	36.7%	34.2%
2010 Employed Population 16+ by Industry			
Total	907	8,008	28,451
Agriculture/Mining	10.1%	10.0%	8.8%
Construction	6.3%	6.5%	5.9%
Manufacturing	12.5%	13.7%	13.4%
Wholesale Trade	5.6%	4.7%	4.0%
Retail Trade	11.8%	11.8%	11.4%
Transportation/Utilities	3.5%	4.6%	4.4%
Information	1.0%	1.0%	1.2%
Finance/Insurance/Real Estate	2.8%	2.6%	3.6%
Services	44.3%	42.3%	45.0%
Public Administration	2.1%	2.8%	2.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation			
Total	906	8,004	28,449
White Collar	53.0%	52.6%	56.1%
Management/Business/Financial	15.0%	16.1%	15.5%
Professional	18.9%	17.6%	19.8%
Sales	9.9%	8.4%	9.8%
Administrative Support	9.2%	10.5%	11.1%
Services	17.9%	18.4%	18.2%
Blue Collar	29.1%	29.0%	25.7%
Farming/Forestry/Fishing	1.4%	1.9%	1.8%
Construction/Extraction	5.0%	5.1%	4.8%
Installation/Maintenance/Repair	5.4%	4.4%	4.4%
Production	8.2%	8.1%	7.4%
Transportation/Material Moving	9.2%	9.5%	7.4%
2000 Workers 16+ by Means of Transportation to Work			
Total	941	7,760	26,760
Drove Alone - Car, Truck, or Van	76.6%	75.4%	76.7%
Carpooled - Car, Truck, or Van	9.8%	10.0%	9.2%
Public Transportation	0.0%	0.2%	0.2%
Walked	4.9%	4.8%	5.5%
Other Means	1.2%	1.2%	0.9%
Worked at Home	7.5%	8.4%	7.4%
2000 Workers 16+ by Travel Time to Work			
Total	942	7,759	26,761
Did not Work at Home	92.5%	91.6%	92.6%
Less than 5 minutes	14.7%	10.1%	12.0%
5 to 9 minutes	16.9%	25.4%	27.3%
10 to 19 minutes	24.4%	28.4%	25.7%
20 to 24 minutes	10.6%	8.6%	7.4%
25 to 34 minutes	14.1%	10.3%	9.7%
35 to 44 minutes	4.4%	2.3%	3.6%
45 to 59 minutes	3.3%	3.4%	3.7%
60 to 89 minutes	3.6%	2.2%	1.7%
90 or more minutes	0.5%	0.9%	1.4%
Worked at Home	7.5%	8.4%	7.4%
Average Travel Time to Work (in min)	17.8	16.1	16.5
2000 Households by Vehicles Available			
Total	761	6,366	20,250
None	5.4%	5.1%	5.0%
1	25.8%	28.6%	26.8%
2	42.0%	41.8%	43.2%
3	19.9%	16.5%	16.9%
4	5.4%	5.5%	5.8%
5+	1.8%	2.4%	2.3%
Average Number of Vehicles Available	2.0	2.0	2.0

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2000 Households by Type			
Total	756	6,359	20,258
Family Households	67.9%	67.9%	71.0%
Married-couple Family	60.1%	58.7%	62.5%
With Related Children	24.9%	25.3%	28.3%
Other Family (No Spouse)	7.8%	9.2%	8.5%
With Related Children	4.8%	6.1%	5.8%
Nonfamily Households	32.1%	32.1%	29.0%
Householder Living Alone	29.1%	29.0%	26.0%
Householder Not Living Alone	3.0%	3.2%	3.0%
Households with Related Children	29.6%	31.4%	34.1%
Households with Persons 65+	37.8%	32.4%	30.0%
2000 Households by Size			
Total	756	6,360	20,258
1 Person Household	29.1%	29.0%	26.0%
2 Person Household	36.4%	36.3%	36.1%
3 Person Household	13.1%	12.7%	13.4%
4 Person Household	12.2%	12.1%	13.5%
5 Person Household	7.3%	6.8%	7.5%
6 Person Household	1.6%	2.4%	2.8%
7 + Person Household	0.4%	0.8%	0.8%
2000 Households by Year Householder Moved In			
Total	761	6,367	20,251
Moved in 1999 to March 2000	9.1%	11.2%	13.5%
Moved in 1995 to 1998	19.1%	21.4%	23.6%
Moved in 1990 to 1994	15.5%	16.4%	15.6%
Moved in 1980 to 1989	21.4%	19.7%	18.5%
Moved in 1970 to 1979	15.5%	15.0%	13.9%
Moved in 1969 or Earlier	19.4%	16.2%	14.9%
Median Year Householder Moved In	1987	1990	1991
2000 Housing Units by Units in Structure			
Total	839	6,855	21,709
1, Detached	91.9%	84.6%	83.5%
1, Attached	0.4%	0.9%	1.8%
2	1.5%	3.0%	2.2%
3 or 4	2.7%	2.9%	3.6%
5 to 9	0.5%	1.2%	1.7%
10 to 19	0.6%	1.9%	1.3%
20 +	0.0%	2.6%	2.1%
Mobile Home	2.4%	2.9%	3.7%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	841	6,855	21,706
1999 to March 2000	0.7%	0.9%	0.9%
1995 to 1998	1.4%	2.3%	4.0%
1990 to 1994	2.1%	2.3%	4.2%
1980 to 1989	6.8%	5.3%	6.5%
1970 to 1979	10.7%	11.9%	13.2%
1969 or Earlier	78.2%	77.2%	71.2%
Median Year Structure Built	1940	1947	1951

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Top 3 Tapestry Segments			
1.	Heartland Communities	Heartland Communities	Prairie Living
2.	Prairie Living	Prairie Living	Heartland Communities
3.	Salt of the Earth	Salt of the Earth	Salt of the Earth
2010 Consumer Spending			
Apparel & Services: Total \$	\$768,755	\$7,033,988	\$24,736,959
Average Spent	\$1,156.18	\$1,176.48	\$1,241.83
Spending Potential Index	48	49	52
Computers & Accessories: Total \$	\$105,383	\$958,846	\$3,378,622
Average Spent	\$158.49	\$160.37	\$169.61
Spending Potential Index	72	73	77
Education: Total \$	\$490,457	\$4,767,754	\$17,355,587
Average Spent	\$737.63	\$797.44	\$871.28
Spending Potential Index	60	65	71
Entertainment/Recreation: Total \$	\$1,765,640	\$15,705,017	\$54,092,594
Average Spent	\$2,655.46	\$2,626.77	\$2,715.53
Spending Potential Index	82	81	84
Food at Home: Total \$	\$2,467,346	\$21,769,101	\$74,497,547
Average Spent	\$3,710.80	\$3,641.03	\$3,739.89
Spending Potential Index	83	81	84
Food Away from Home: Total \$	\$1,567,966	\$14,208,928	\$49,605,983
Average Spent	\$2,358.16	\$2,376.54	\$2,490.30
Spending Potential Index	73	74	77
Health Care: Total \$	\$2,454,755	\$21,269,104	\$71,241,708
Average Spent	\$3,691.86	\$3,557.40	\$3,576.44
Spending Potential Index	99	95	96
HH Furnishings & Equipment: Total \$	\$908,950	\$8,182,233	\$28,442,030
Average Spent	\$1,367.03	\$1,368.53	\$1,427.83
Spending Potential Index	66	66	69
Investments: Total \$	\$1,169,030	\$10,207,231	\$34,246,231
Average Spent	\$1,758.18	\$1,707.23	\$1,719.21
Spending Potential Index	101	98	99
Retail Goods: Total \$	\$13,351,175	\$117,929,198	\$403,501,698
Average Spent	\$20,079.67	\$19,724.44	\$20,256.41
Spending Potential Index	81	79	81
Shelter: Total \$	\$6,333,059	\$59,577,622	\$214,012,219
Average Spent	\$9,524.68	\$9,964.75	\$10,743.75
Spending Potential Index	60	63	68
TV/Video/Audio: Total \$	\$640,998	\$5,738,481	\$19,832,099
Average Spent	\$964.04	\$959.80	\$995.60
Spending Potential Index	78	77	80
Travel: Total \$	\$840,321	\$7,787,499	\$27,619,649
Average Spent	\$1,263.81	\$1,302.51	\$1,386.55
Spending Potential Index	67	69	73
Vehicle Maintenance & Repairs: Total \$	\$502,484	\$4,480,925	\$15,453,981
Average Spent	\$755.72	\$749.47	\$775.81
Spending Potential Index	80	80	82

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.