



Marshalltown, Iowa.

Current market data.

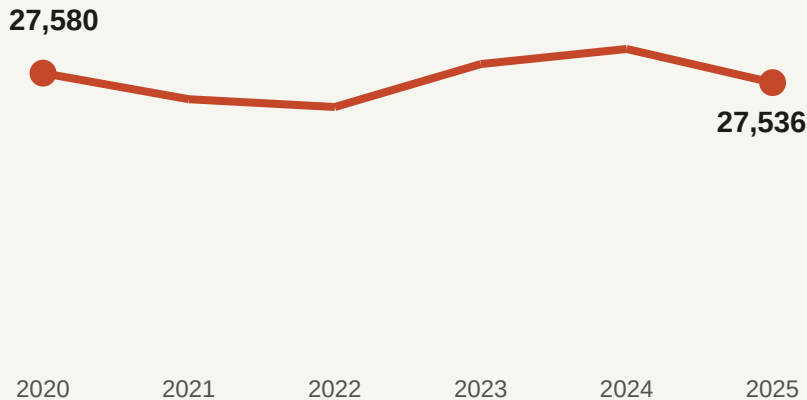
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**Steady. Within 1% of 2020,
every year since.**

27,536

people, the 17th-largest of Iowa's cities and towns.



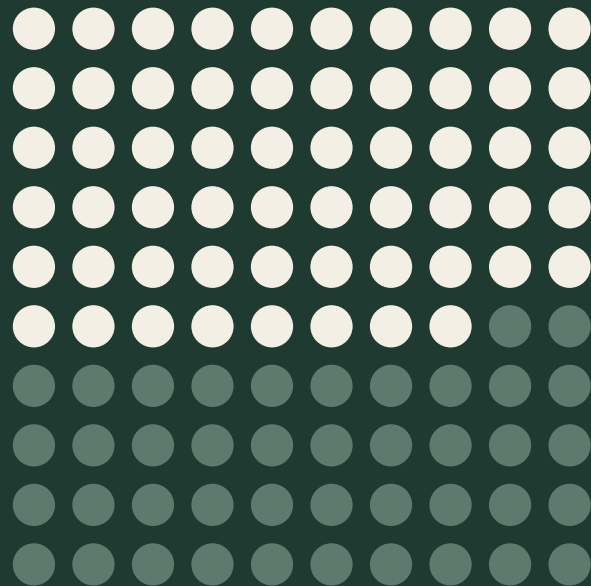
THE WORKDAY

6 in 10 jobs here go to
people who live somewhere
else.

57.8%

of 14,047 jobs located in Marshalltown are filled by
in-commuters.

Source: Census LEHD LODES, 2023



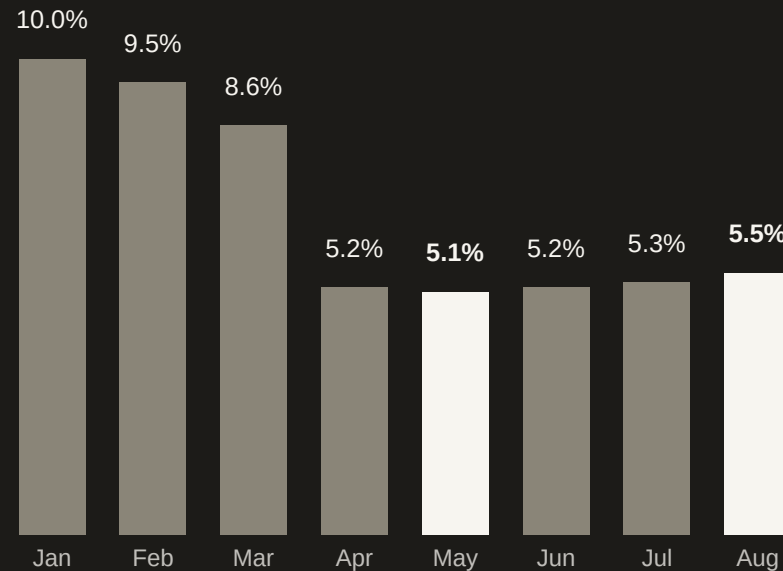
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in May:
5.1%.

5.5%

in August 2026, the latest month released. A year earlier it was 6.0%.

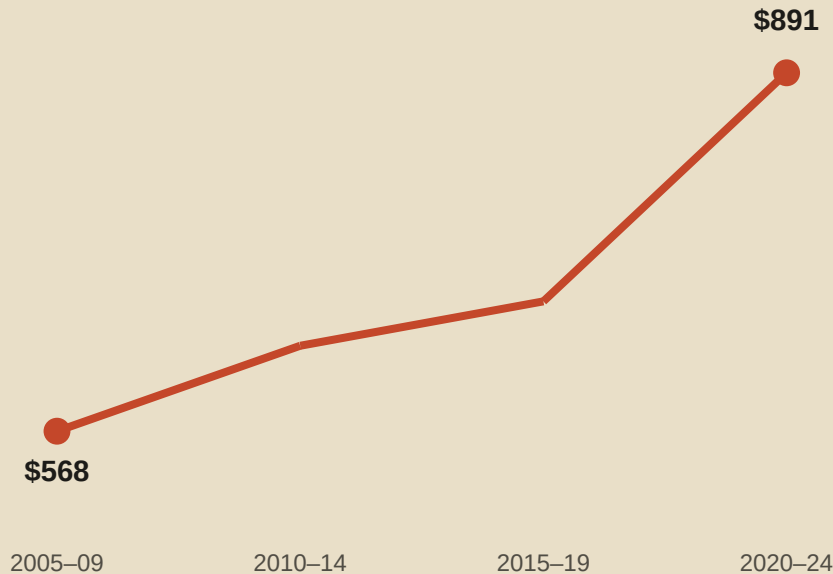


RENT

Median rent is up 57%
since the 2005–2009
survey, before inflation.

\$891

a month. Iowa's median is \$972.



THE SEAM

Cross one tract line and median rent jumps \$510.

A \$510 gap between neighbors, the sharpest rent edge between adjacent tracts in Marshall County.

TRACT 9506

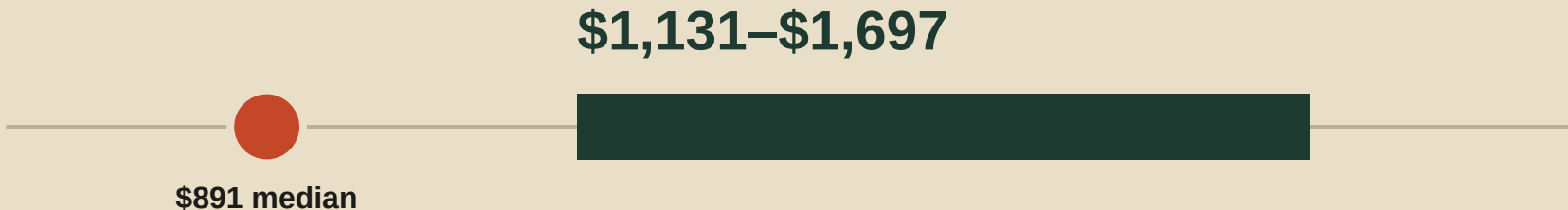
\$713

TRACT 9507

\$1,223

ROOM TO BUILD

Local wages can carry more rent than the median charged today.



is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

213

homes permitted, 2022–2025

81%

of those were in multifamily
buildings

90%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.3–1.3% to the 11,046 homes here.

36–140

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 39%
less than Iowa's.

\$127,700

median home value in Marshalltown.

Marshalltown



\$127,700

Iowa



\$208,000

U.S.



\$332,700

THAT WAS MARSHALLTOWN'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at almanacdata.ai/e/ia/marshalltown/

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