



MARION COUNTY
CONNECT
PROGRESS DRIVEN |||



April 2024

**Annual
Marion County
Economy Report**



**2024
Business
Driven**

- **Visits to Prime & Emerging Businesses**
- **Quarterly Pulse Surveys**
- **Enhanced Reports**

A large green trapezoidal graphic on the left side of the slide, tapering from top to bottom. It has a thin blue border and a black drop shadow.

➤ **DEMOGRAPHICS**

➤ **BUSINESS**

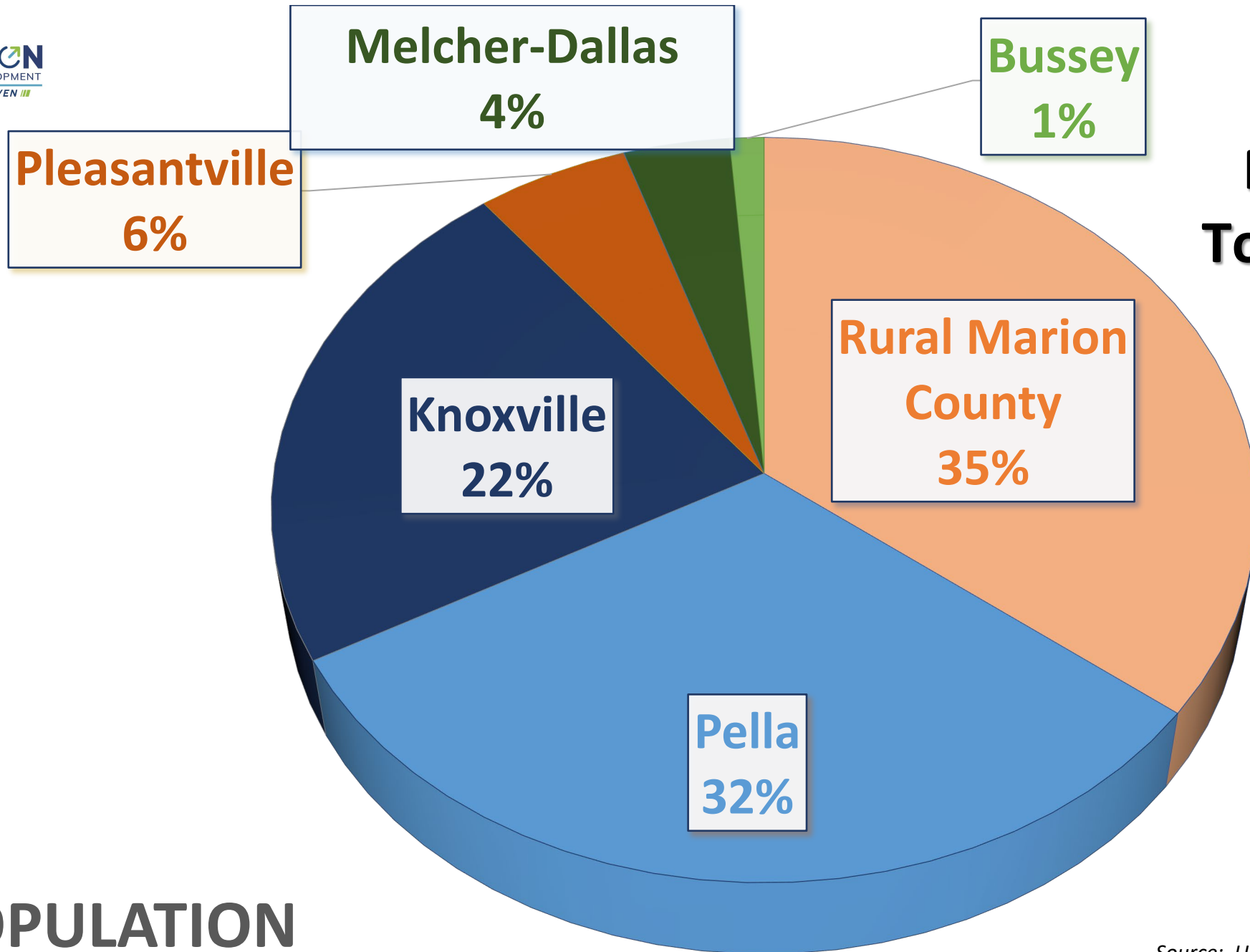
➤ **TALENT**

➤ **TRANSFORMATION**

➤ **PLACE**



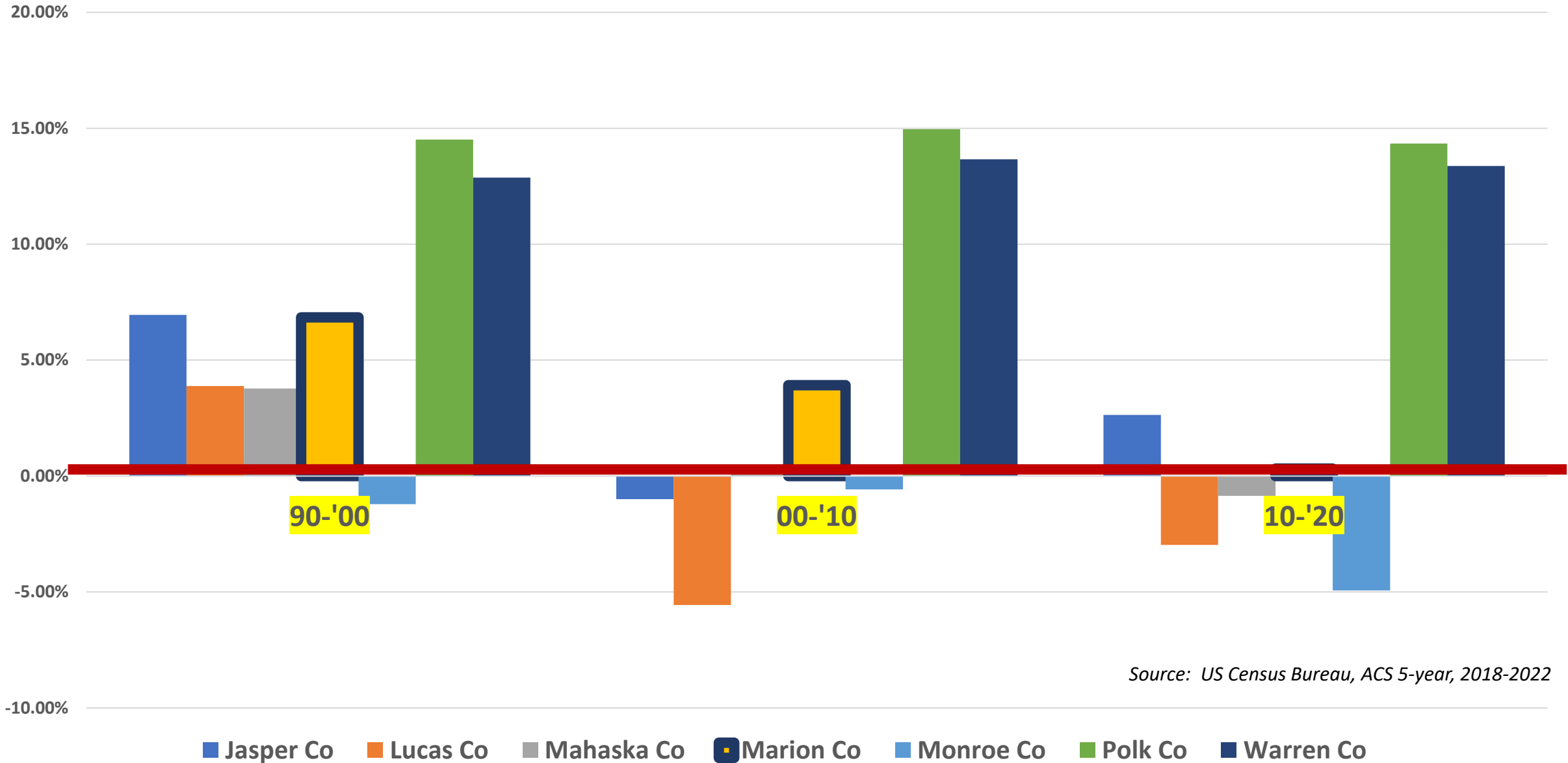
Demographics



**Marion County
Total Population
33,487**

POPULATION

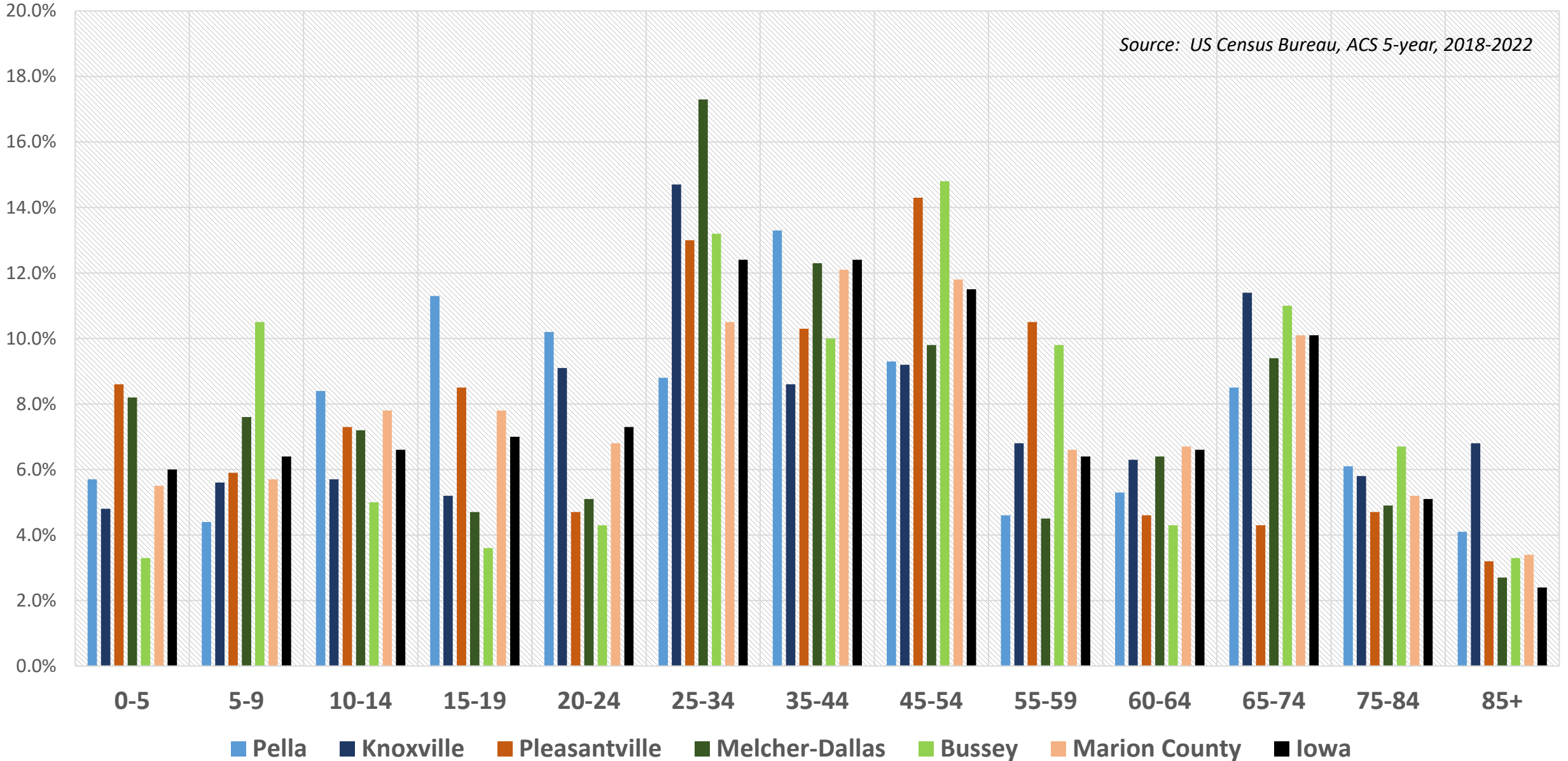
Percent Population Change of Neighboring Counties



Source: US Census Bureau, ACS 5-year, 2018-2022

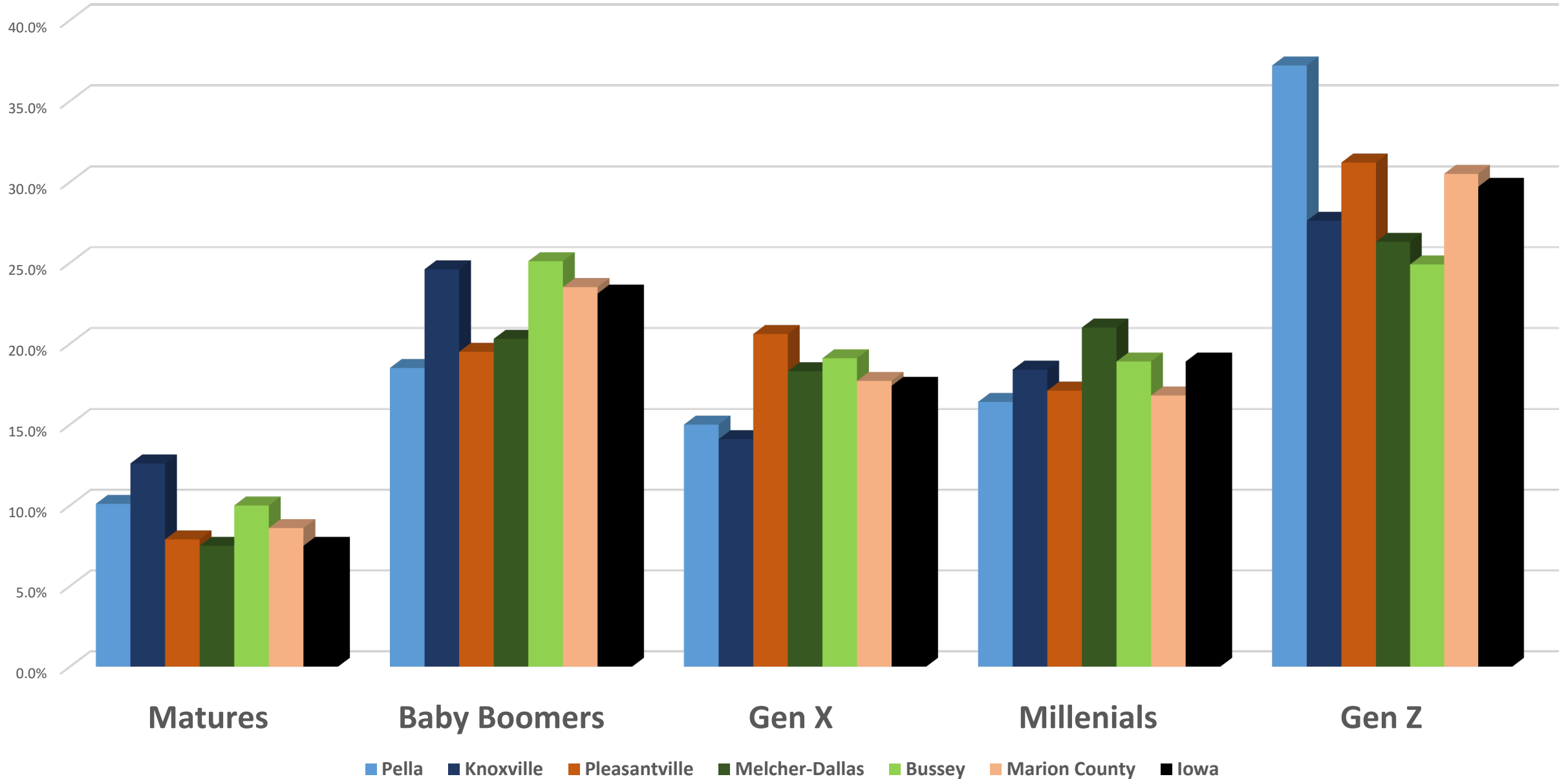
Population By Age

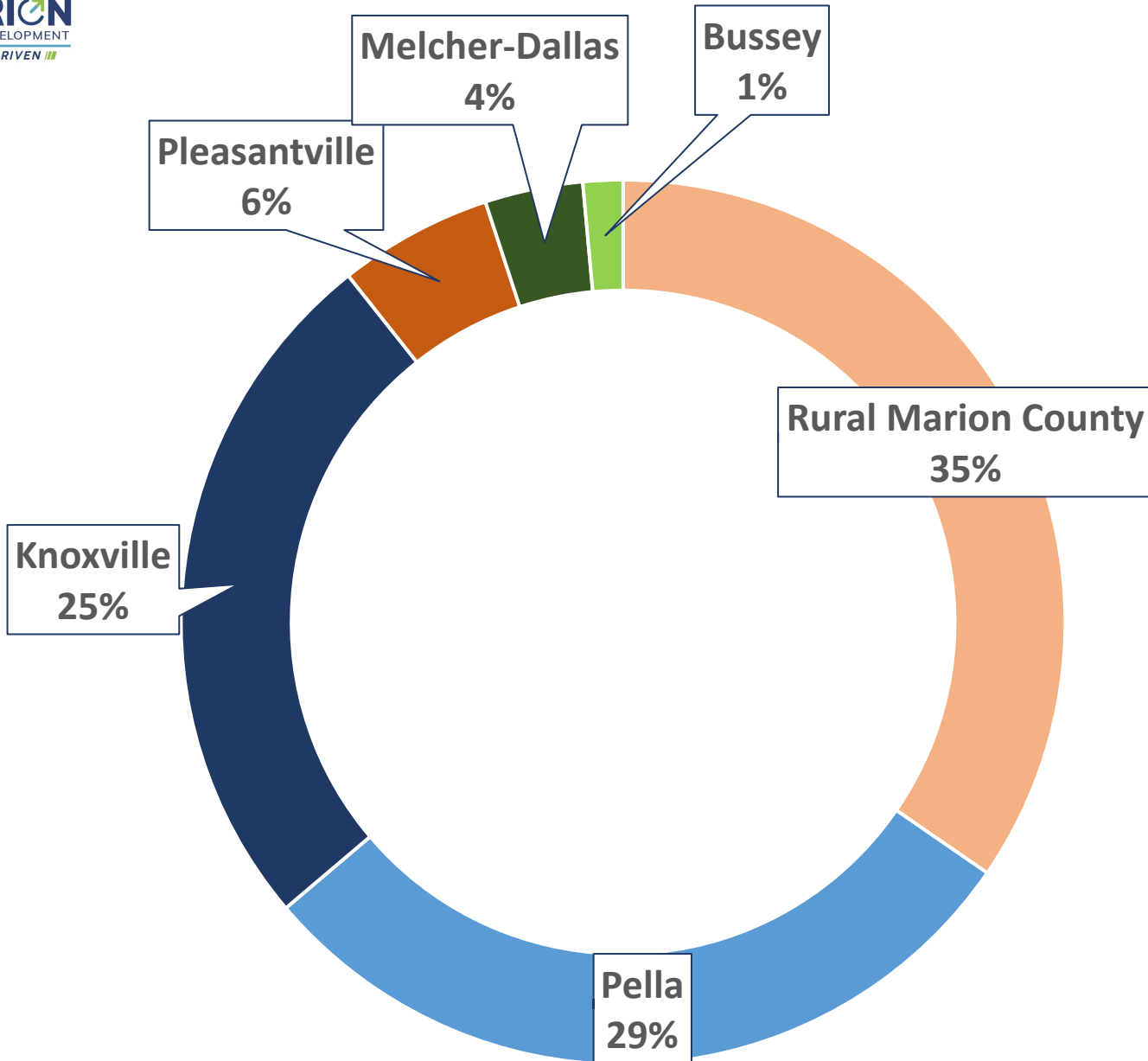
Source: US Census Bureau, ACS 5-year, 2018-2022



Source: US Census Bureau, ACS 5-year, 2018-2022

Population by Generation





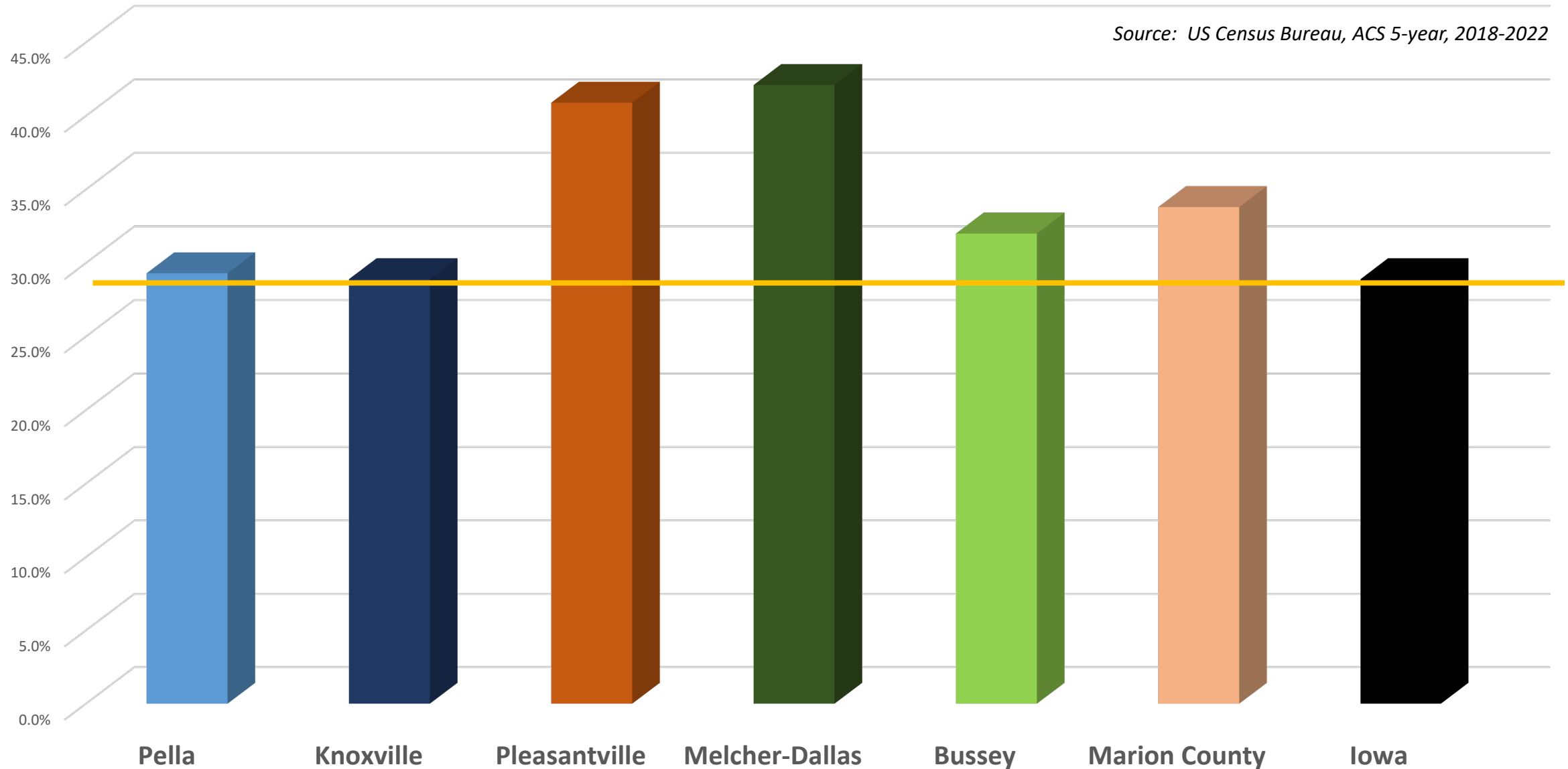
Households

- Rural Marion County
- Pella
- Knoxville
- Pleasantville
- Melcher-Dallas
- Bussey

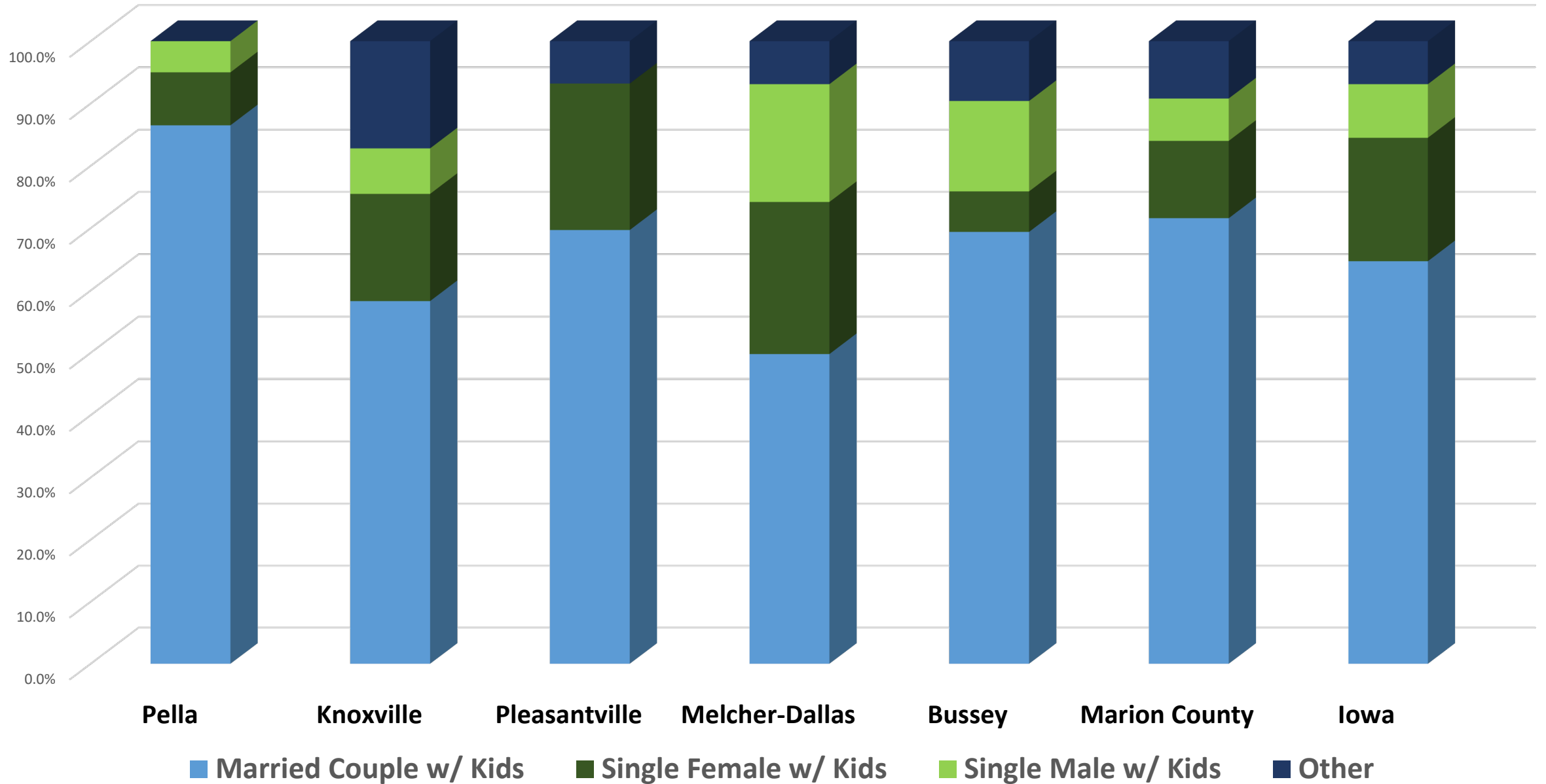
**Marion County has 13,310
Total Households**

Households with Children

Source: US Census Bureau, ACS 5-year, 2018-2022



Family Type with Children



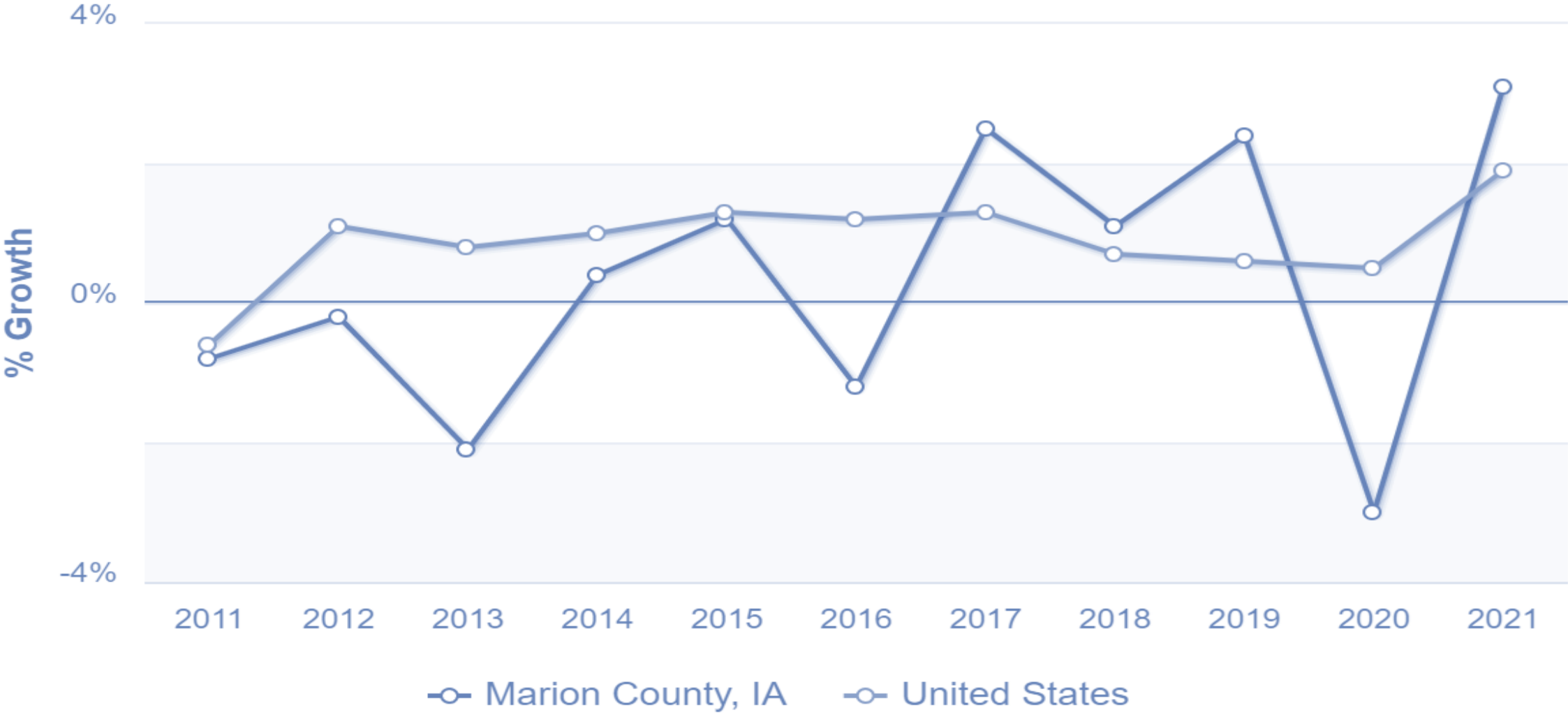
Source: US Census Bureau, ACS 5-year, 2018-2022

A graphic design on a dark blue background. A central white circle with a blue border contains the word "Business" in a bold, dark blue font. The circle is flanked by six green, slanted rectangular bars. A blue ribbon-like graphic curves around the bottom of the circle.

Business

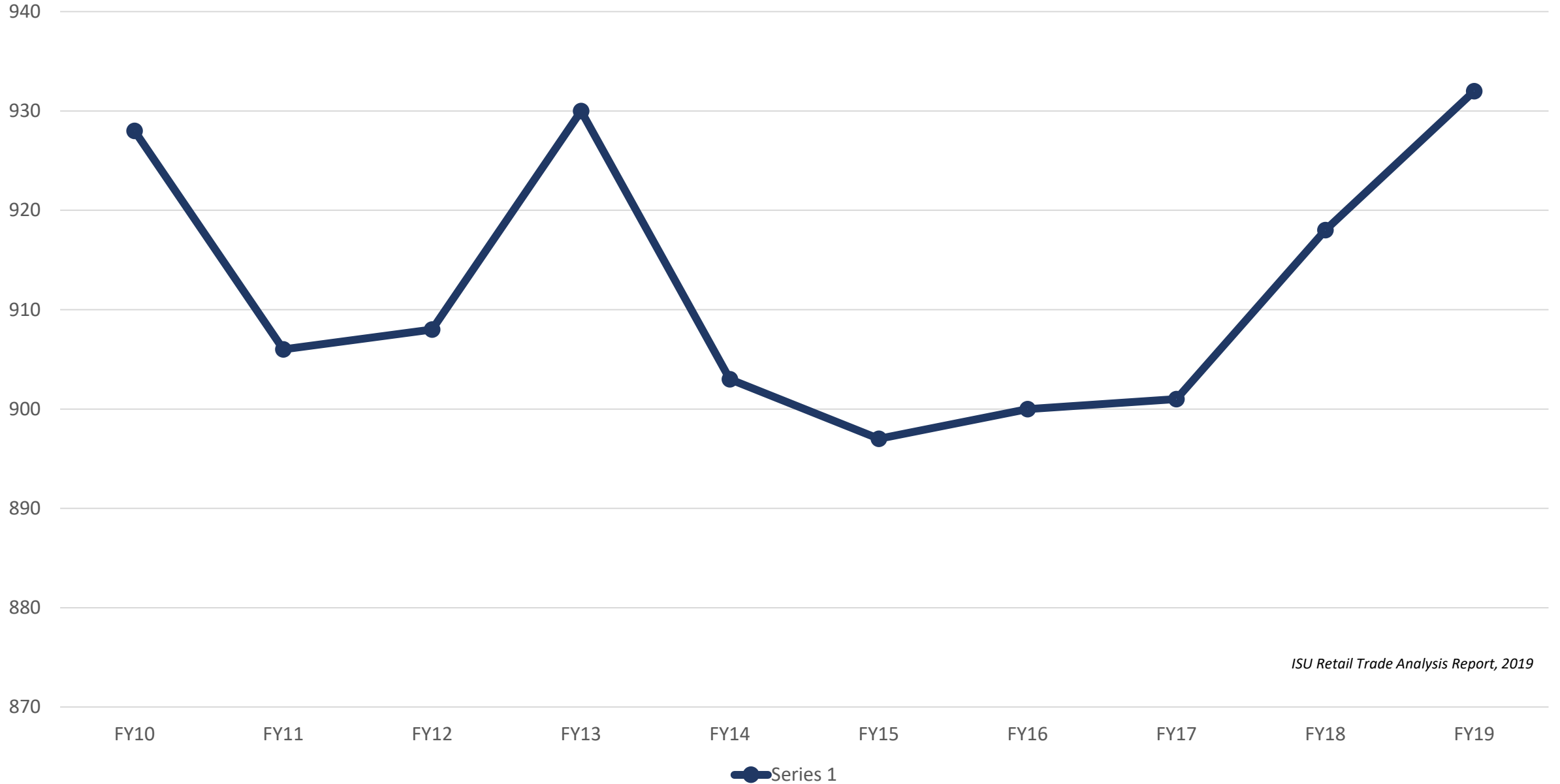
PROGRESS DRIVEN 

Marion County, IA vs US, Growth in Firms-All Sizes & Industries, 2012-2022



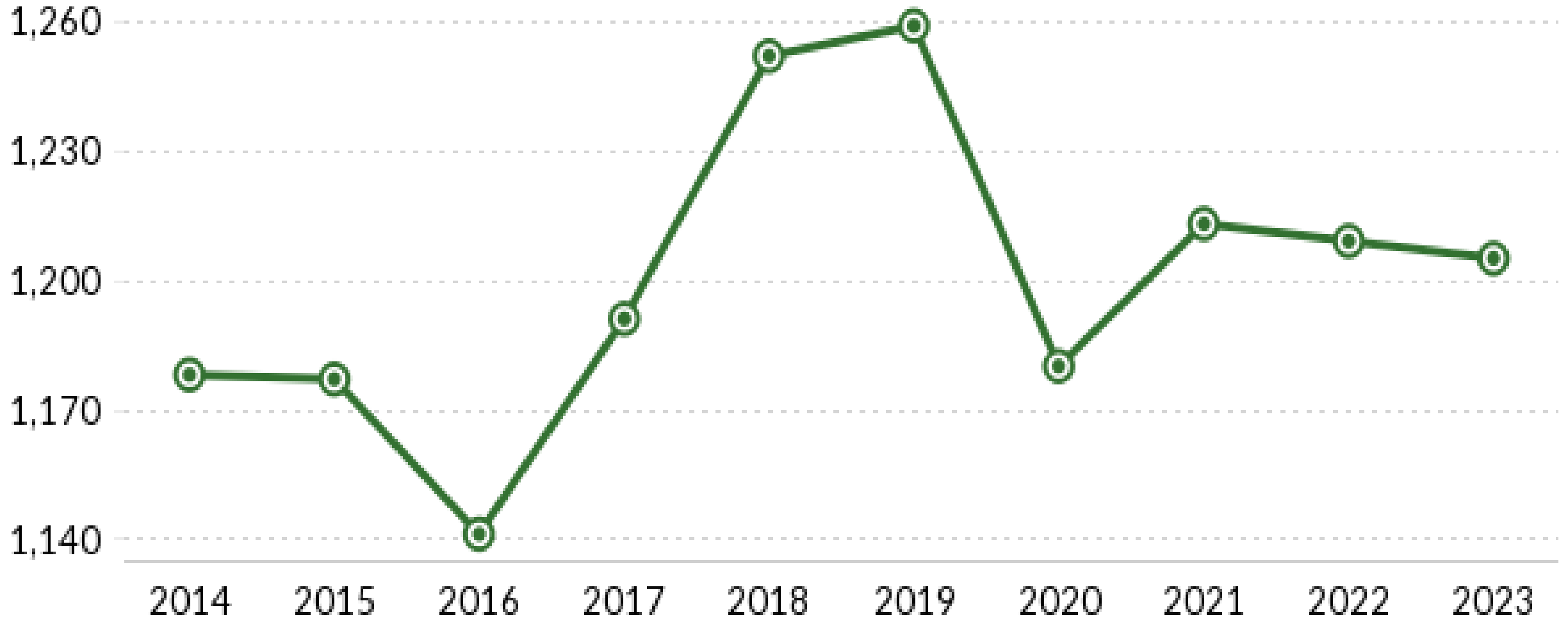
Source: Census County Business Patterns (CBP)

Average Number of Businesses Filing Sales Tax Returns, Marion County



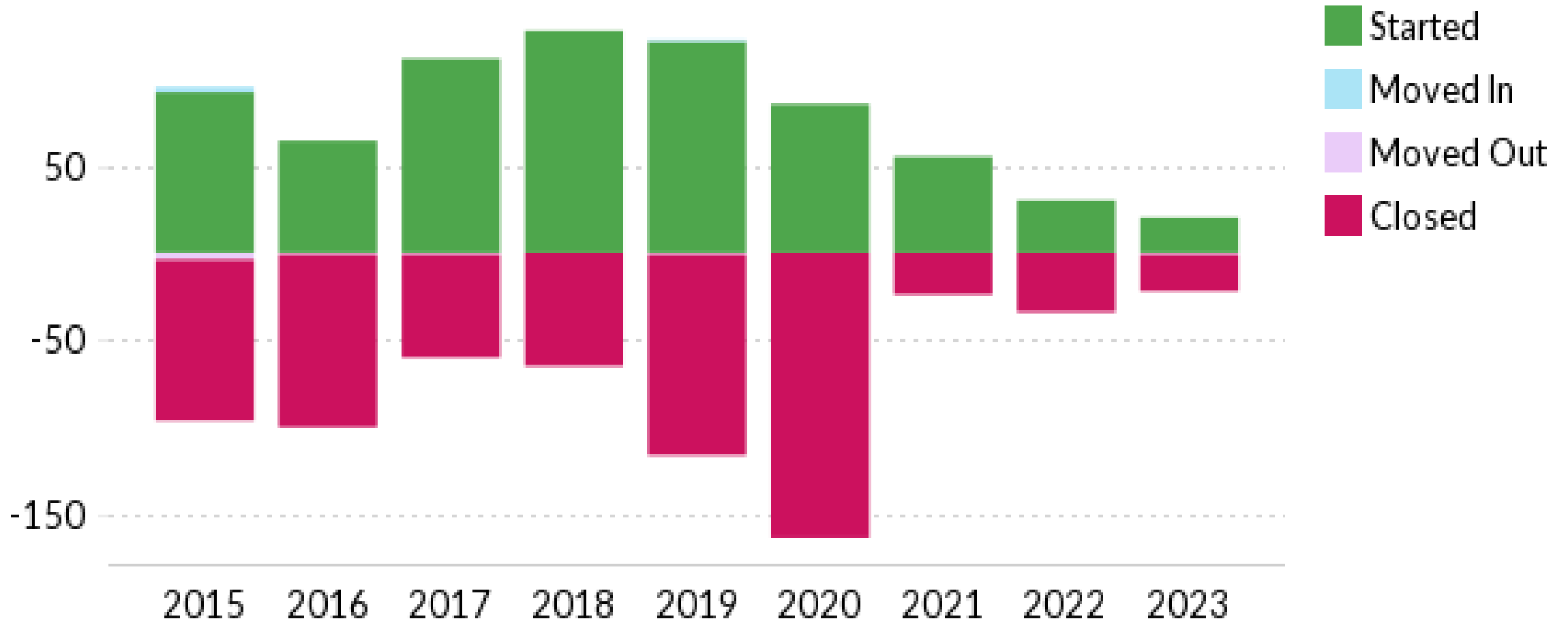
Marion County, Iowa

Total Establishments by Year



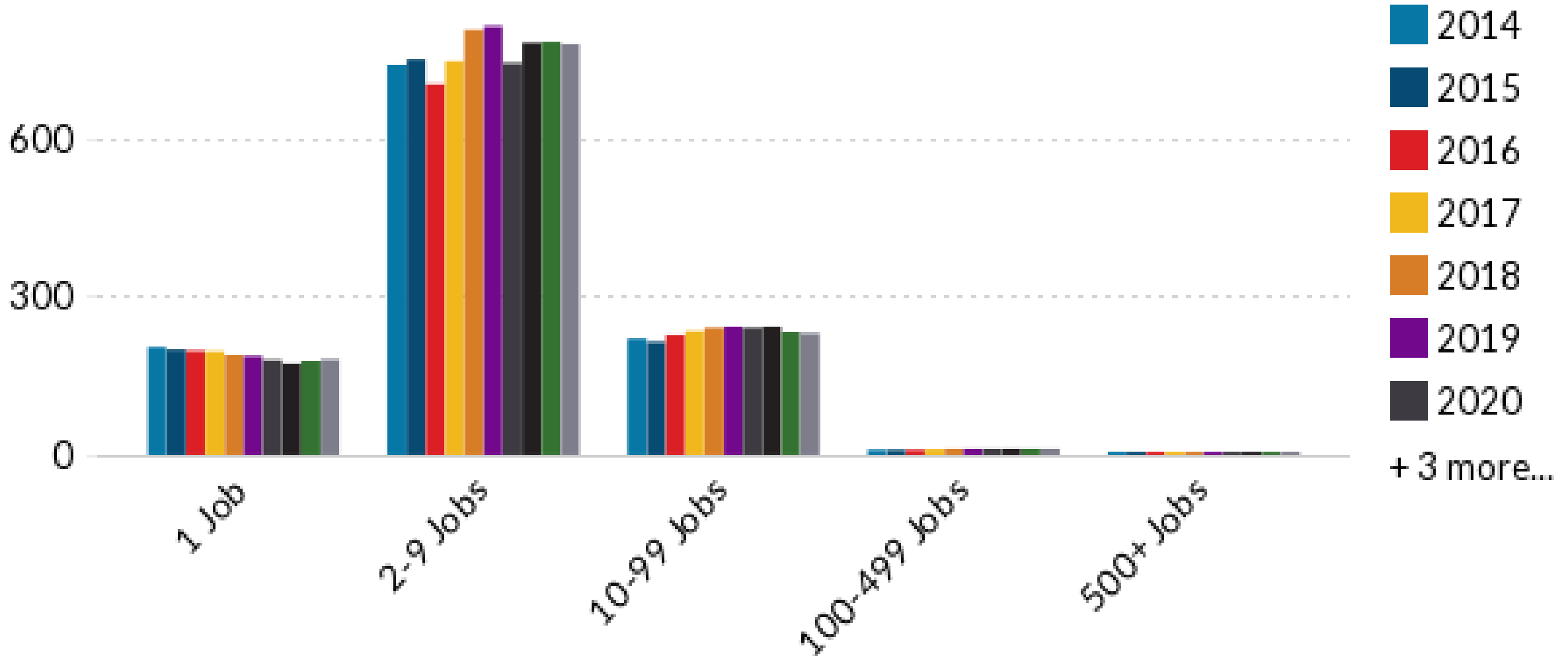
Marion County, Iowa

Establishment Changes by Source



Marion County, Iowa

Establishments by Size



2014

2015

2016

2017

2018

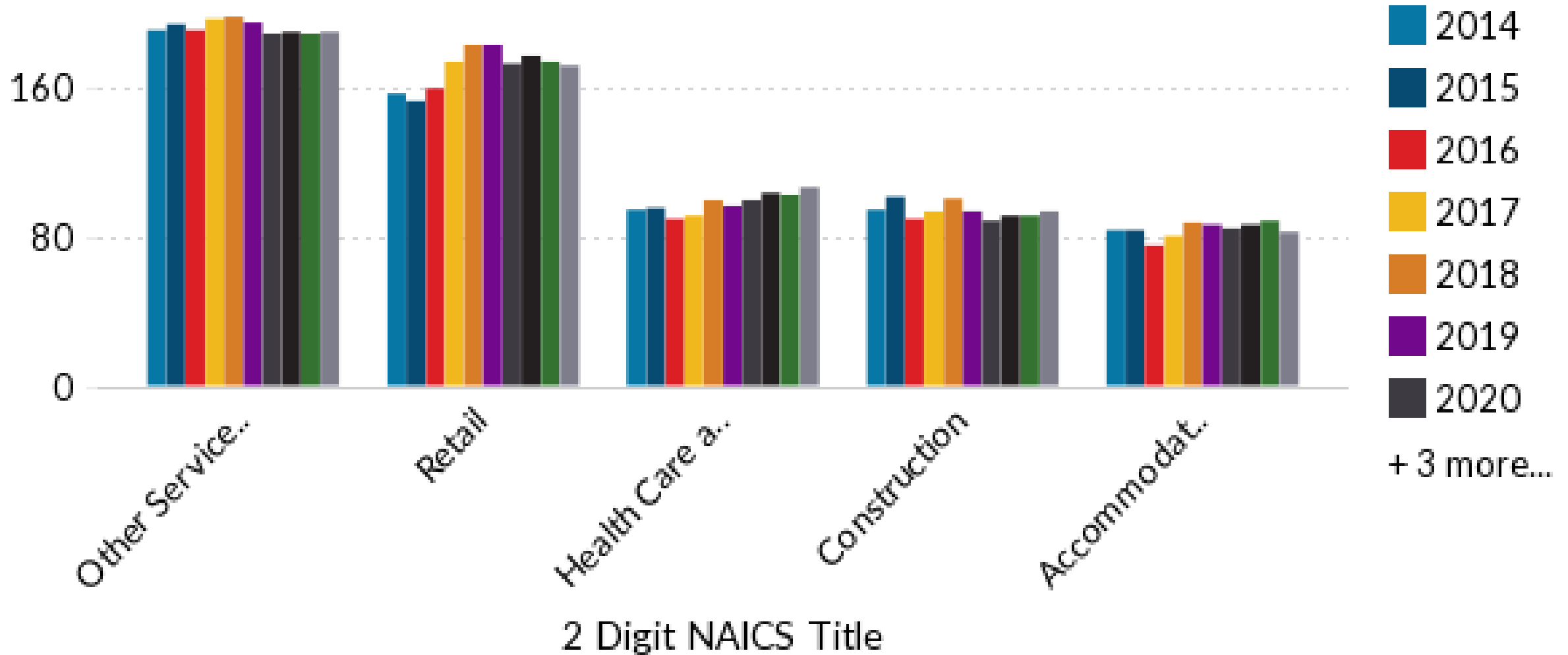
2019

2020

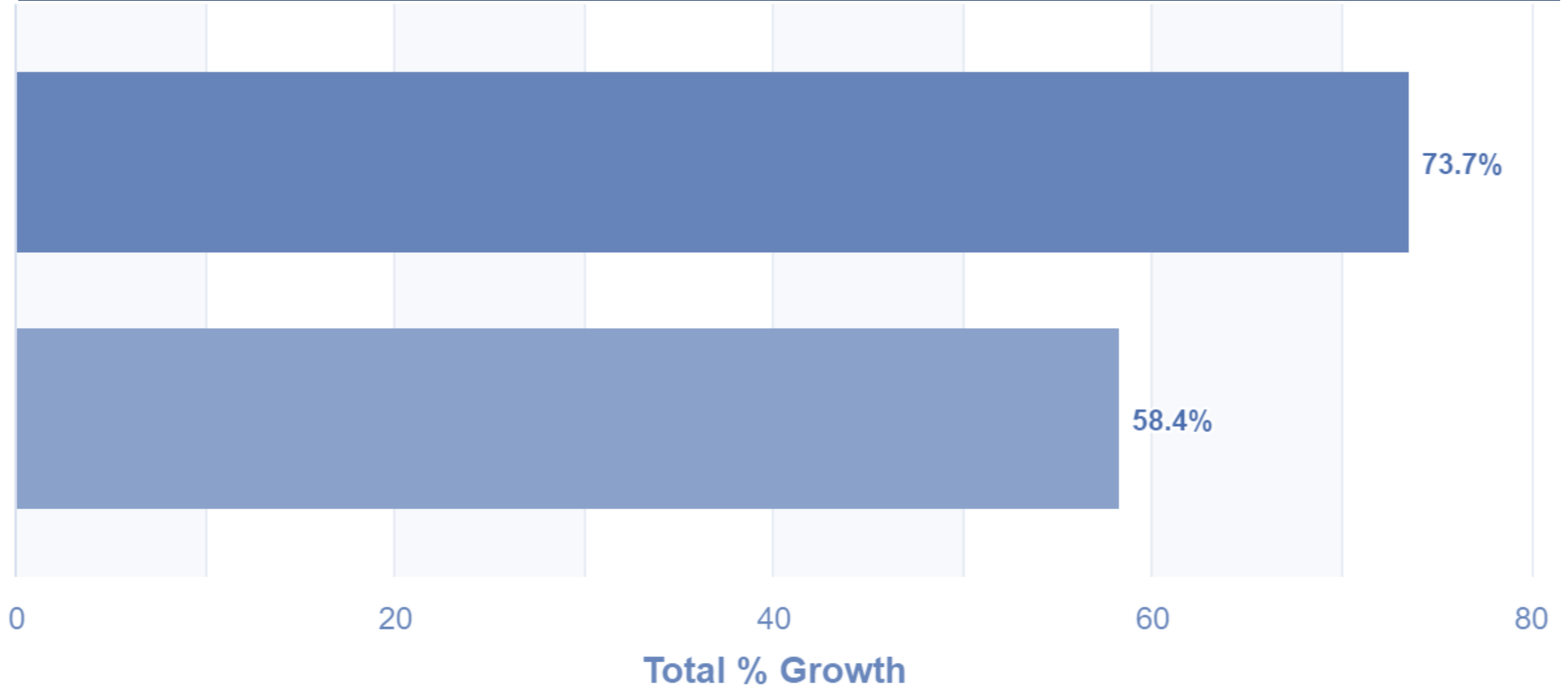
+ 3 more...

Marion County, Iowa

Top 5 Industries (By Establishments)



Total Growth in Gross Regional Product, 2012-2022 Marion County, IA



Average Sales Per Capita-FY2019

\$15,923 Knoxville

\$19,545 Pella

\$4,676 Pleasantville

Real Total Taxable Sales-FY2019

\$114,346,351

Knoxville *(up 2.3%)*

\$199,810,981


Pella *(up 2.6%)*

\$ 7,935,202

Pleasantville *(up 5.1%)*



Retail Taxable Sales by Town



Towns	Total Returns	Retail Taxable Sales
Bussey	62	\$1,120,056
Harvey	38	\$2,487,268
Knoxville	1,147	\$107,798,953
Other	324	\$12,629,110
Pella	1,972	\$246,445,150
Pleasantville	281	\$12,364,420

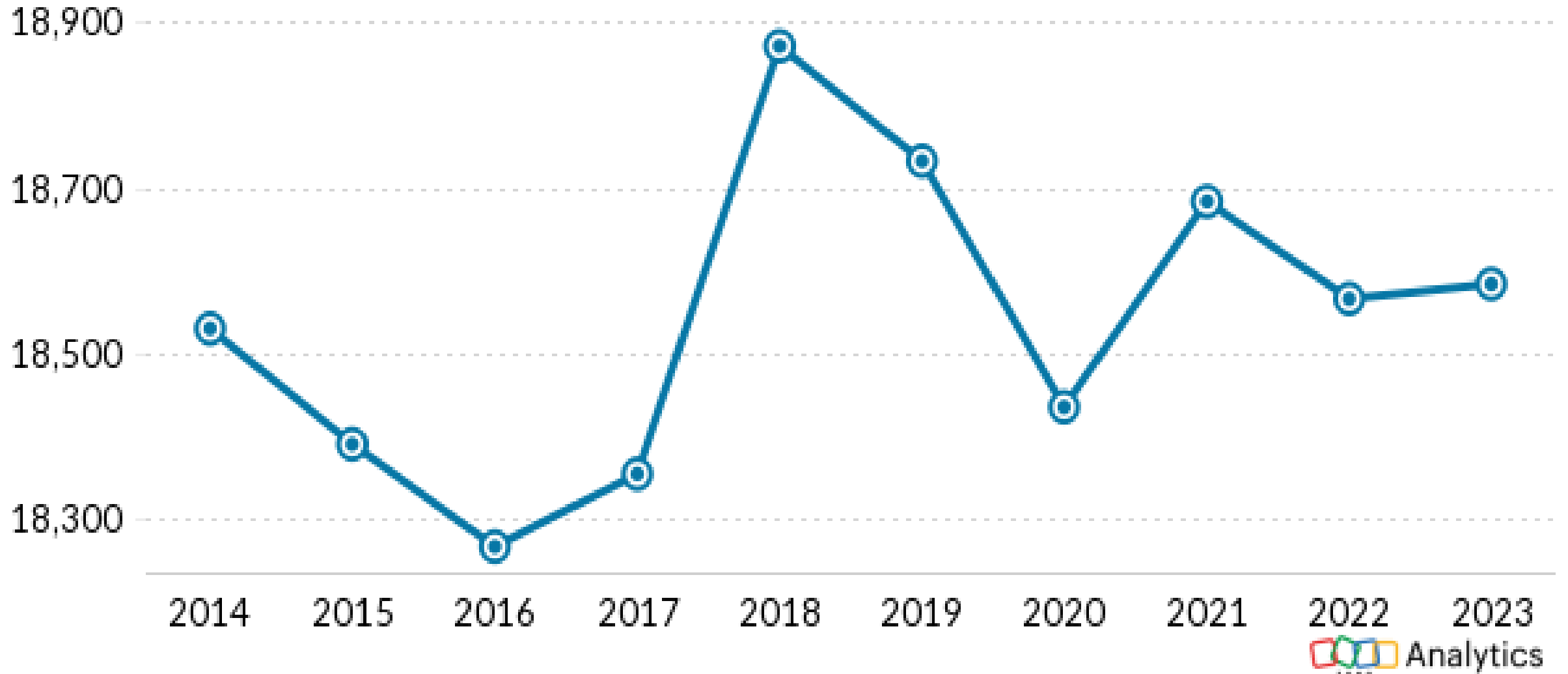


Talent

PROGRESS DRIVEN 

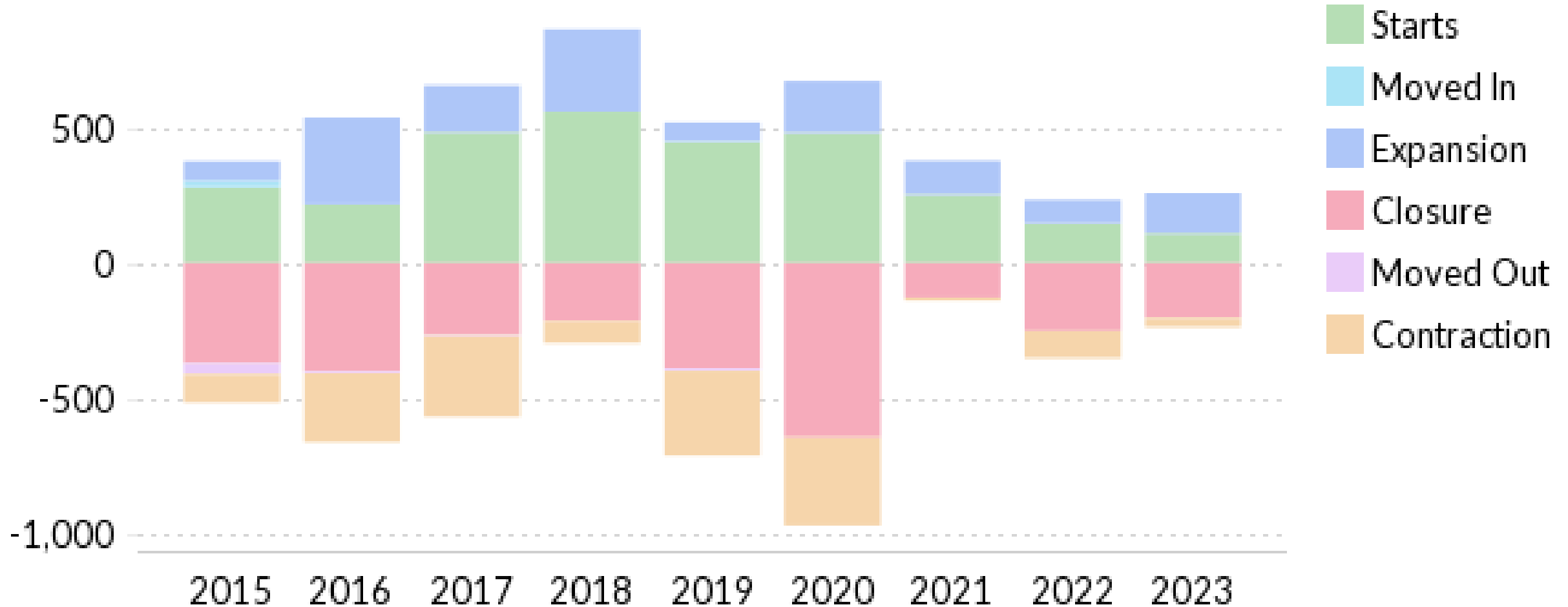
Marion County, Iowa

Total Jobs by Year



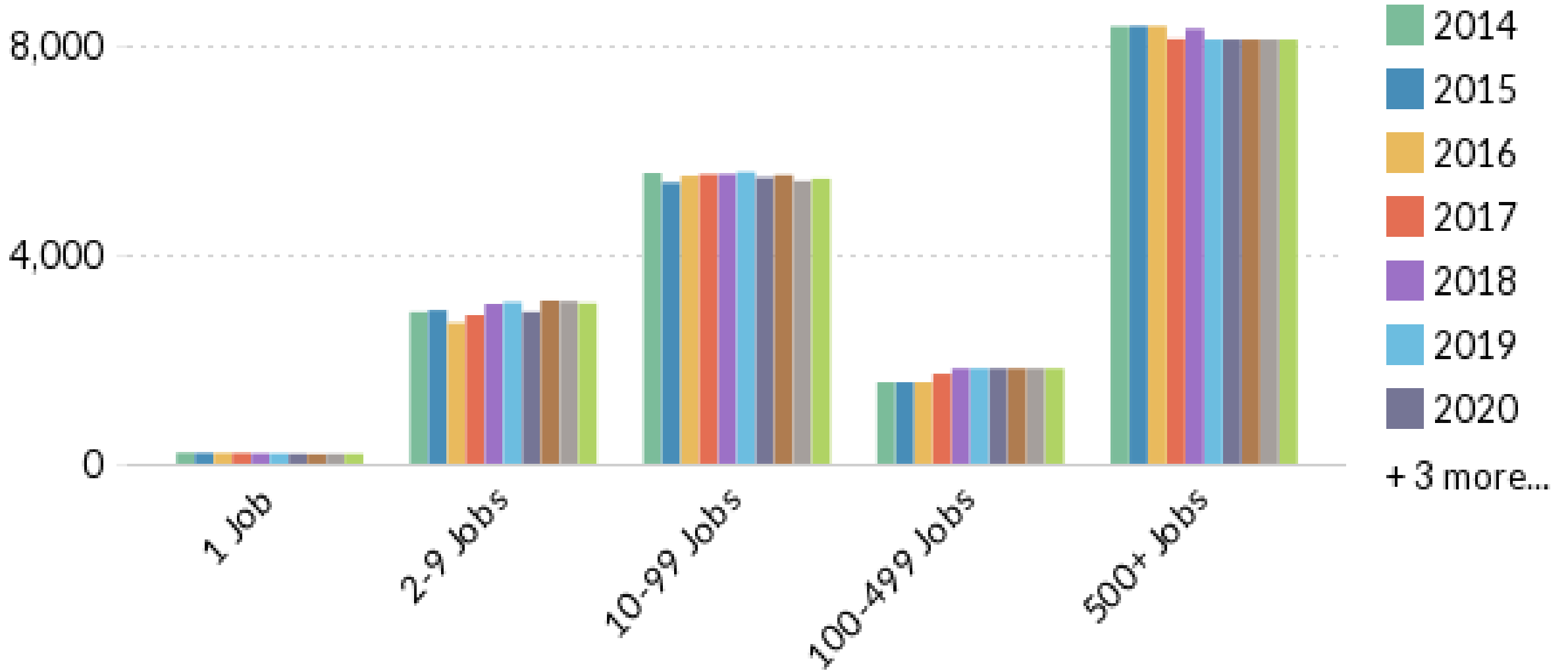
Marion County, Iowa

Job Changes by Source



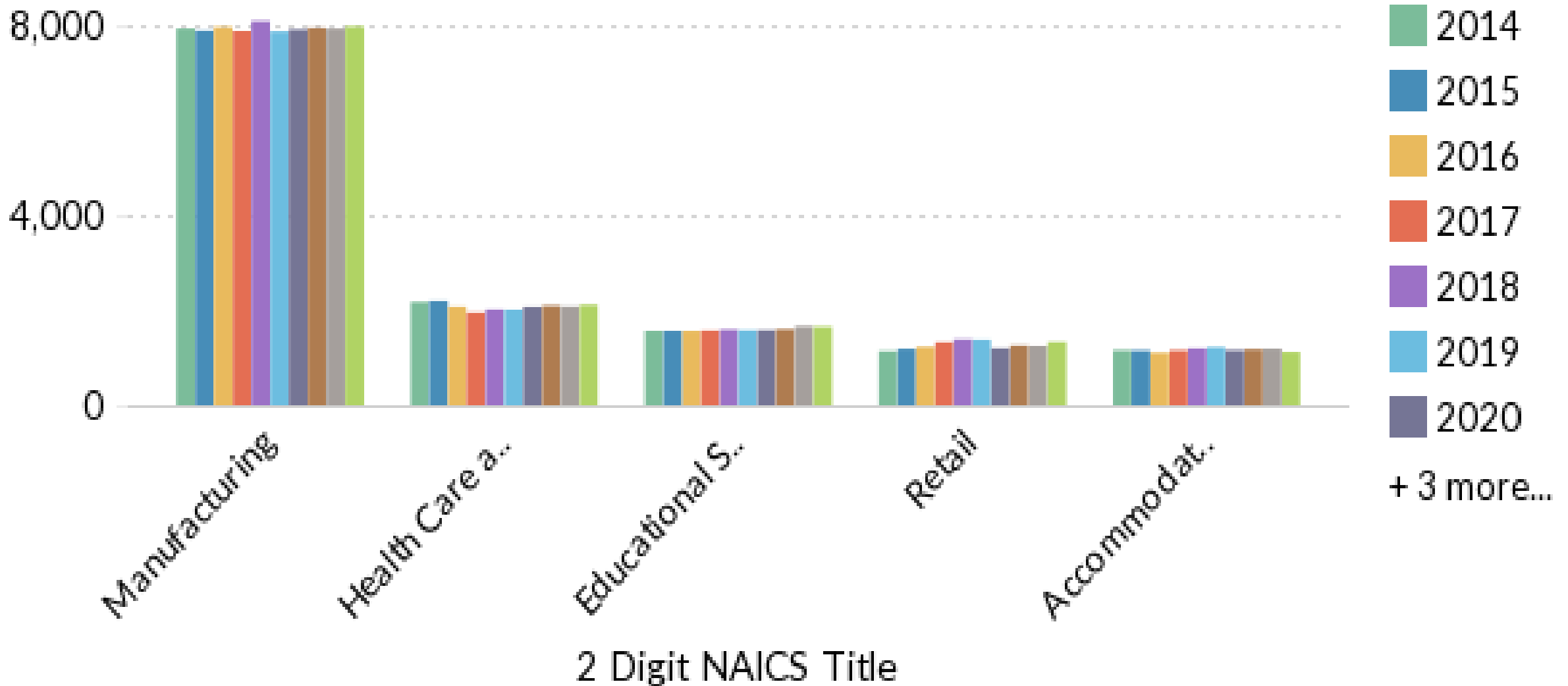
Marion County, Iowa

Jobs by Establishment Size

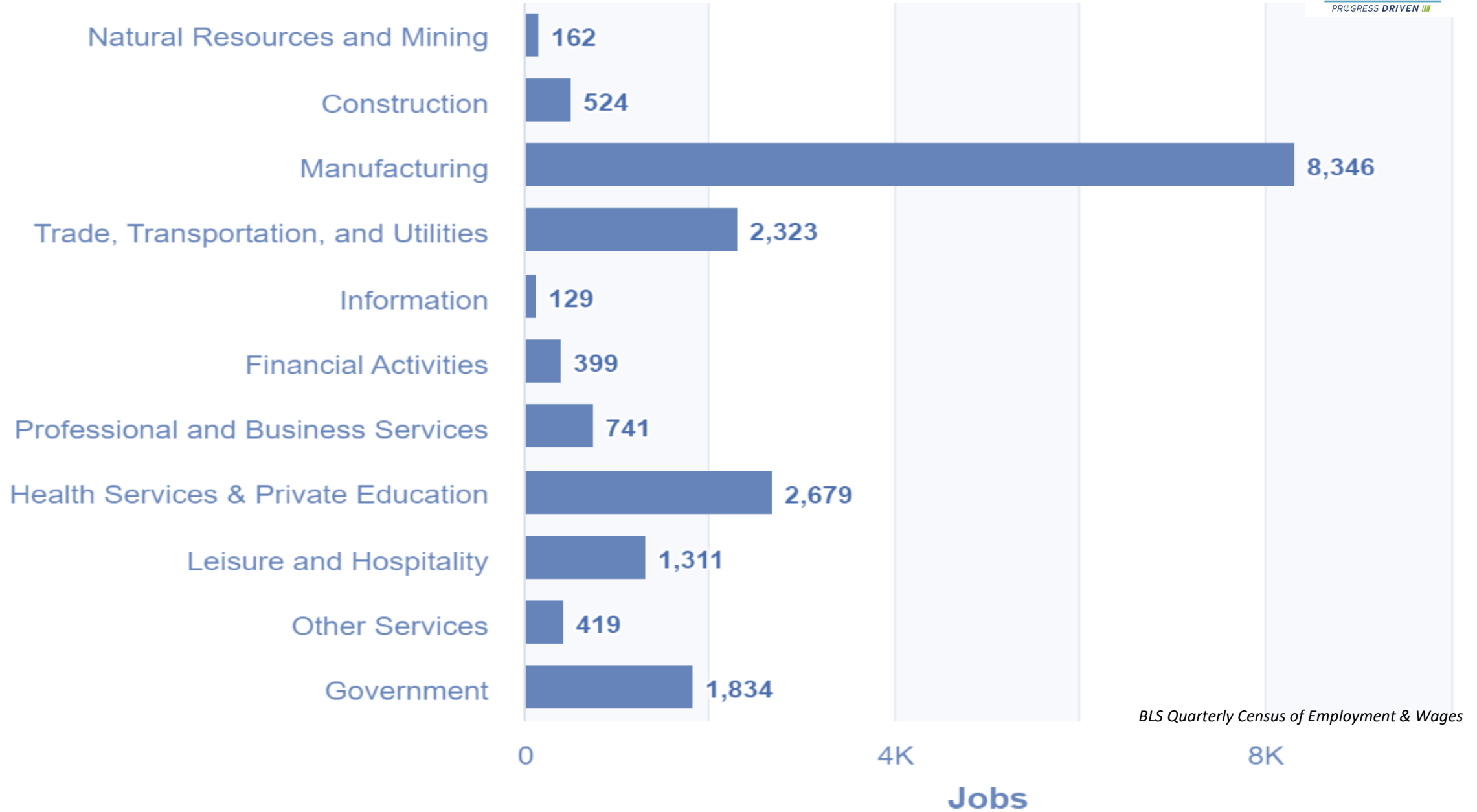


Marion County, Iowa

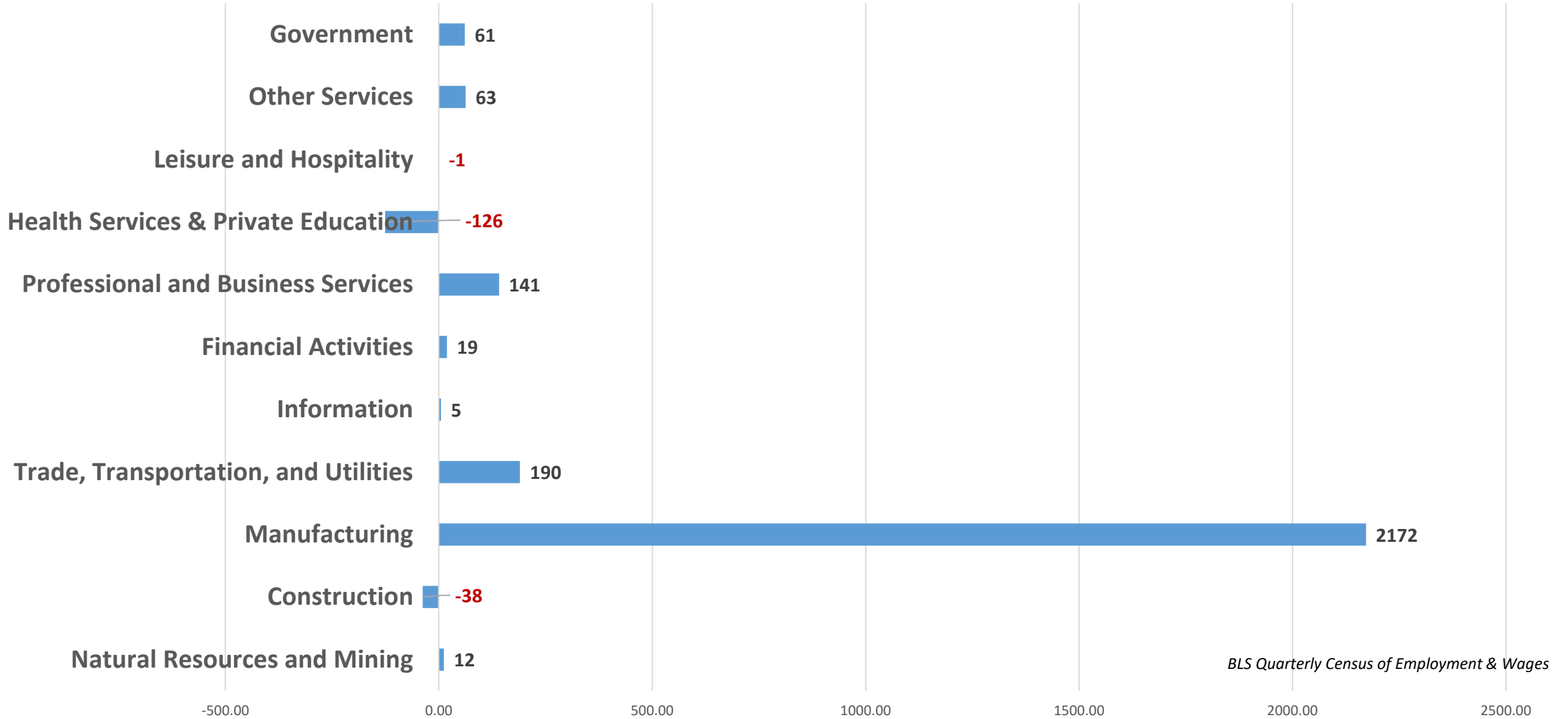
Top 5 Industries (by Total Jobs)



Employment by Industry, 2022-Marion County

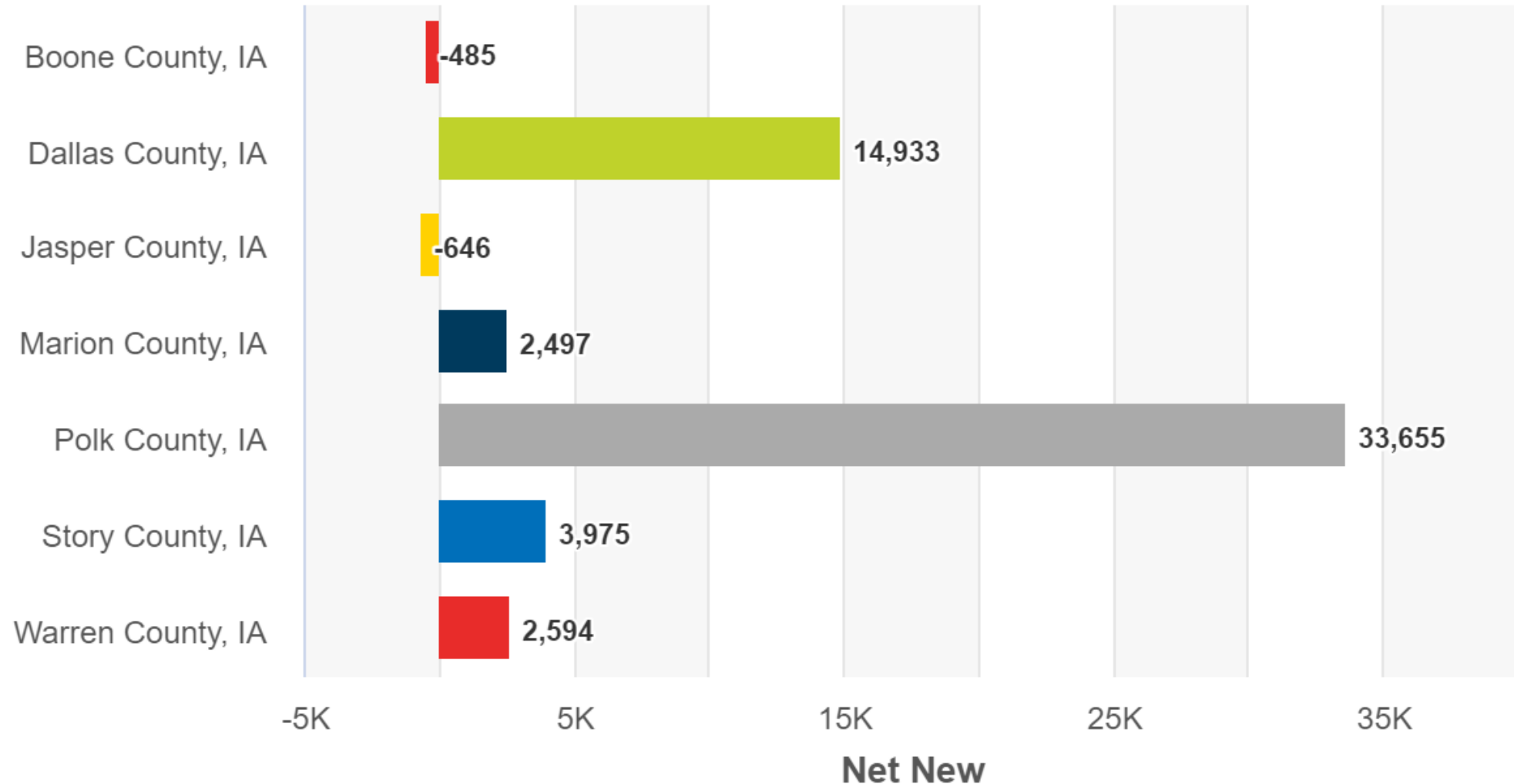


New Jobs, 2012-2022 Marion County, IA



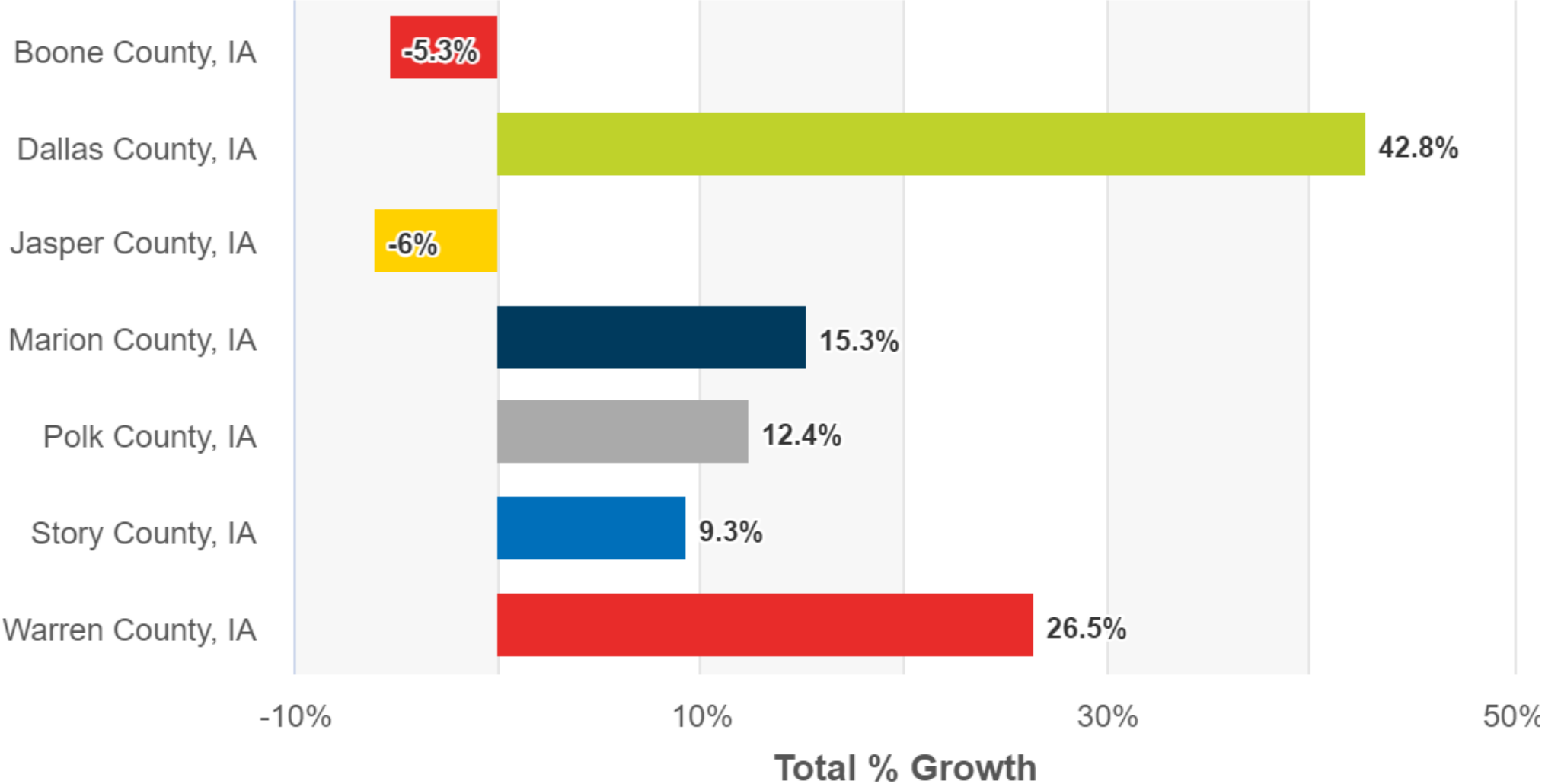
BLS Quarterly Census of Employment & Wages

Mid-Iowa Planning Alliance, Employment by County, Net New Jobs, 2012-2022



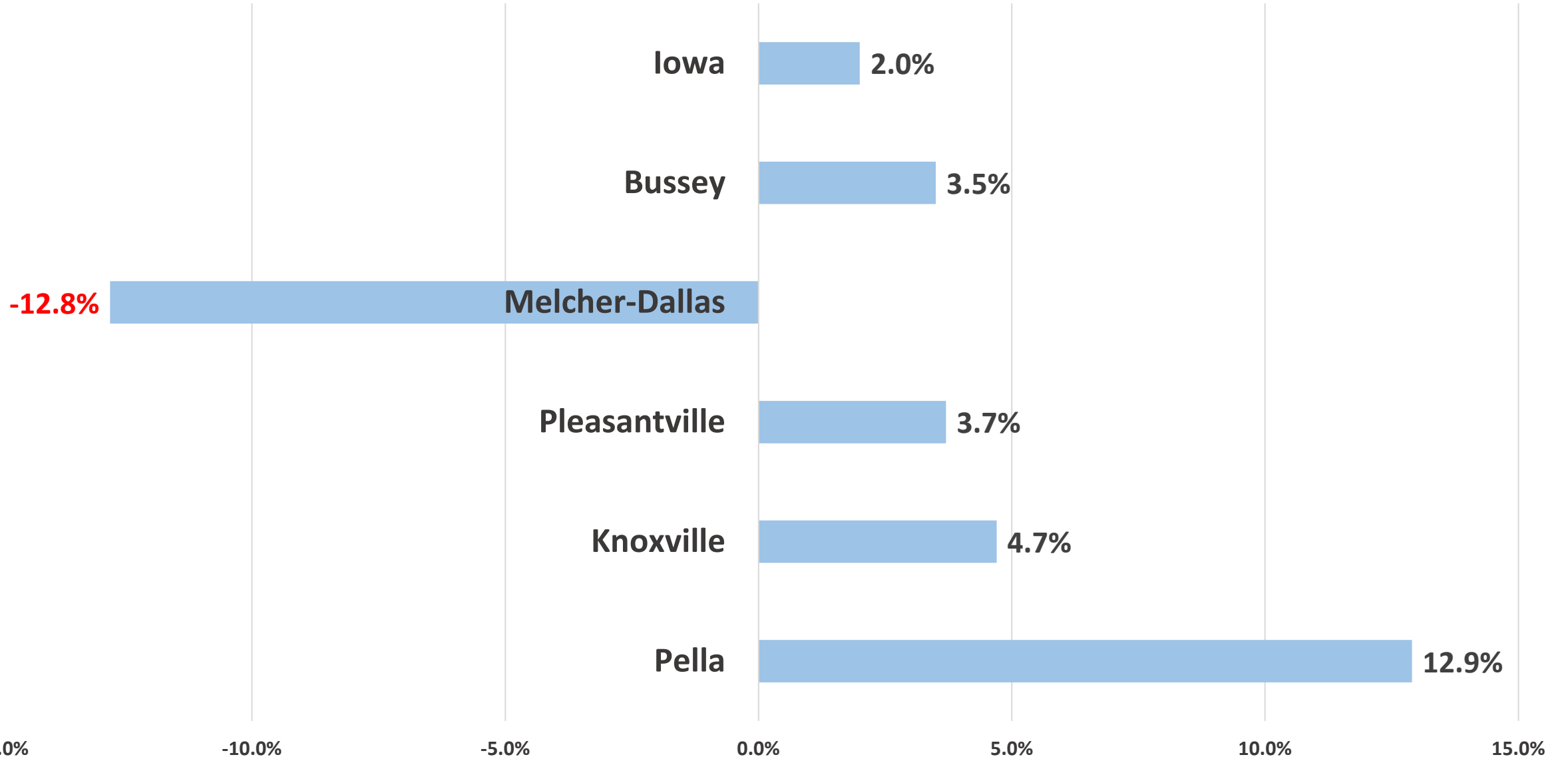
Source: BLS Quarterly Census of Employment and Wages (QCEW)

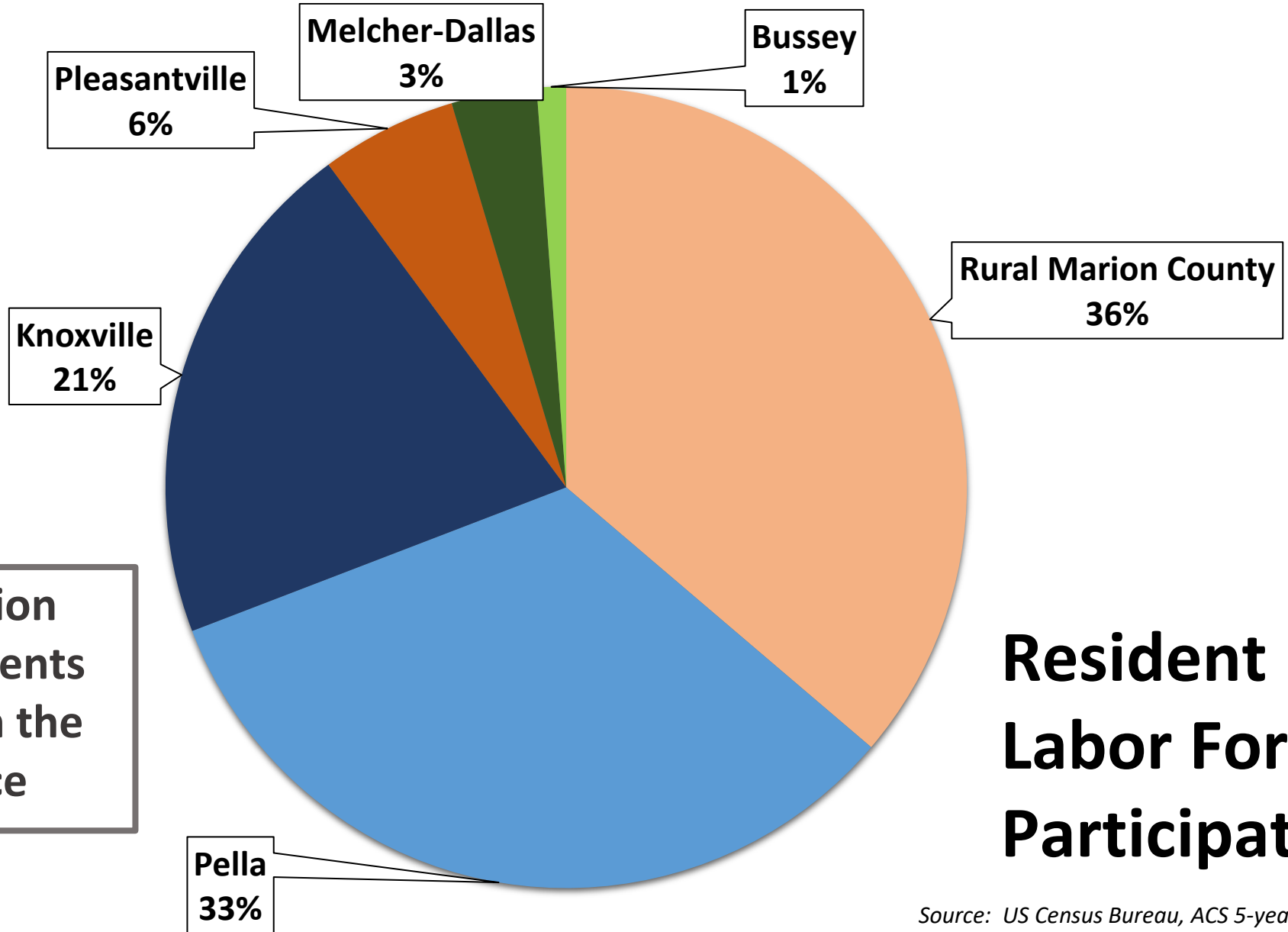
Mid-Iowa Planning Alliance, Employment by County, Total % Growth, 2012-2022



Source: BLS Quarterly Census of Employment and Wages (QCEW)

Percent Change in Number of Jobs 2010-2020



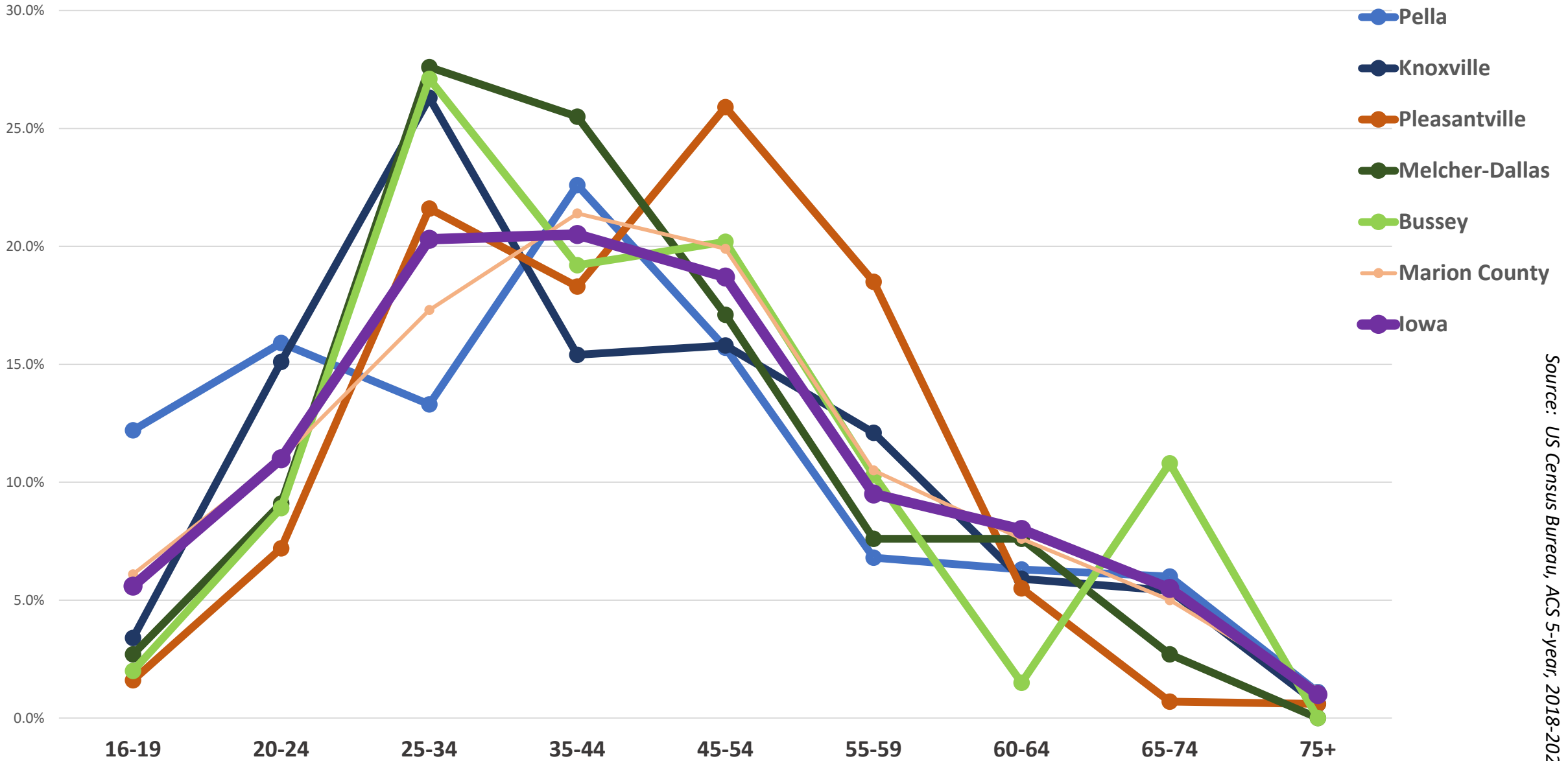


17,201 Marion County Residents Participate in the Labor Force

Resident Labor Force Participation

Source: US Census Bureau, ACS 5-year, 2018-2022

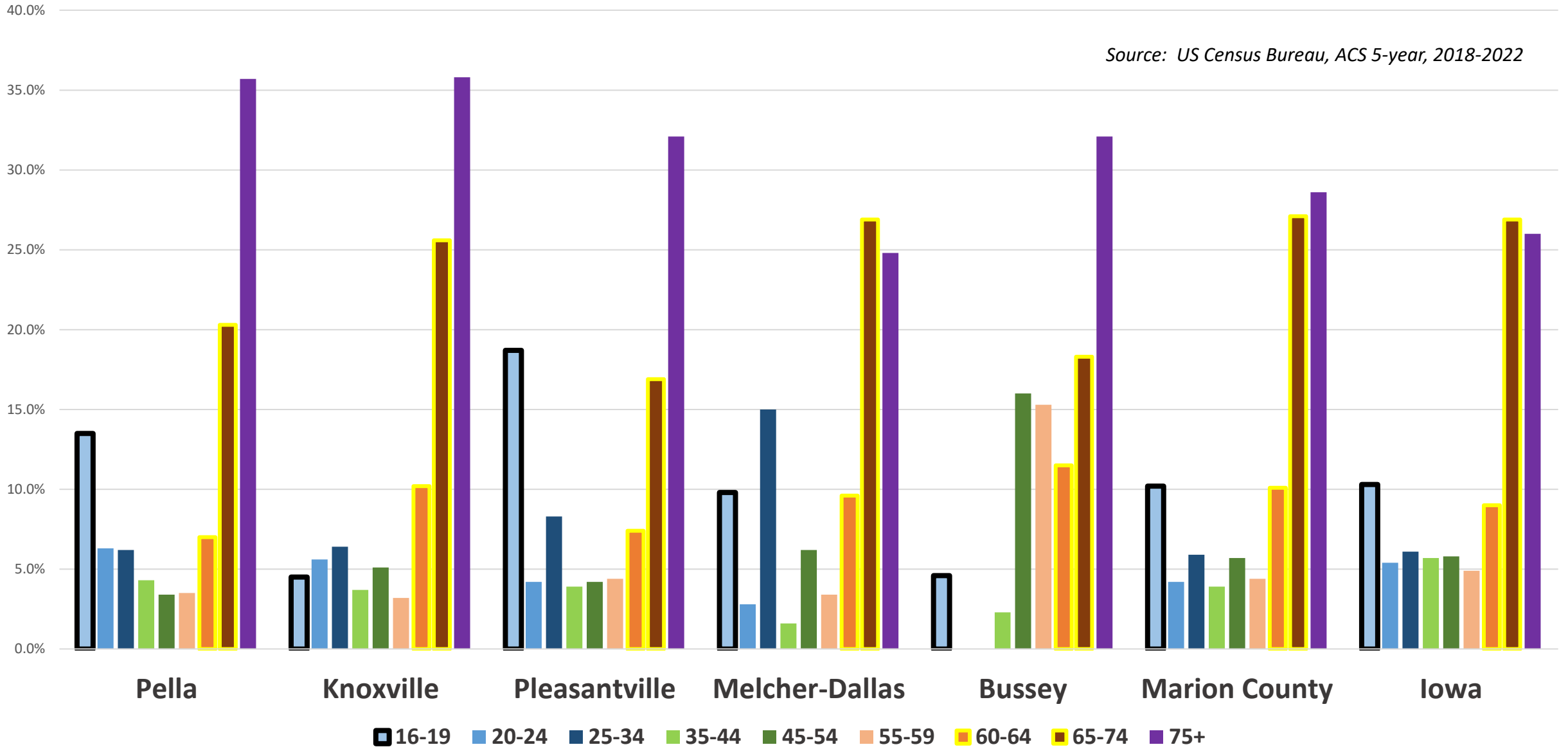
Resident Labor Force Participation by Age



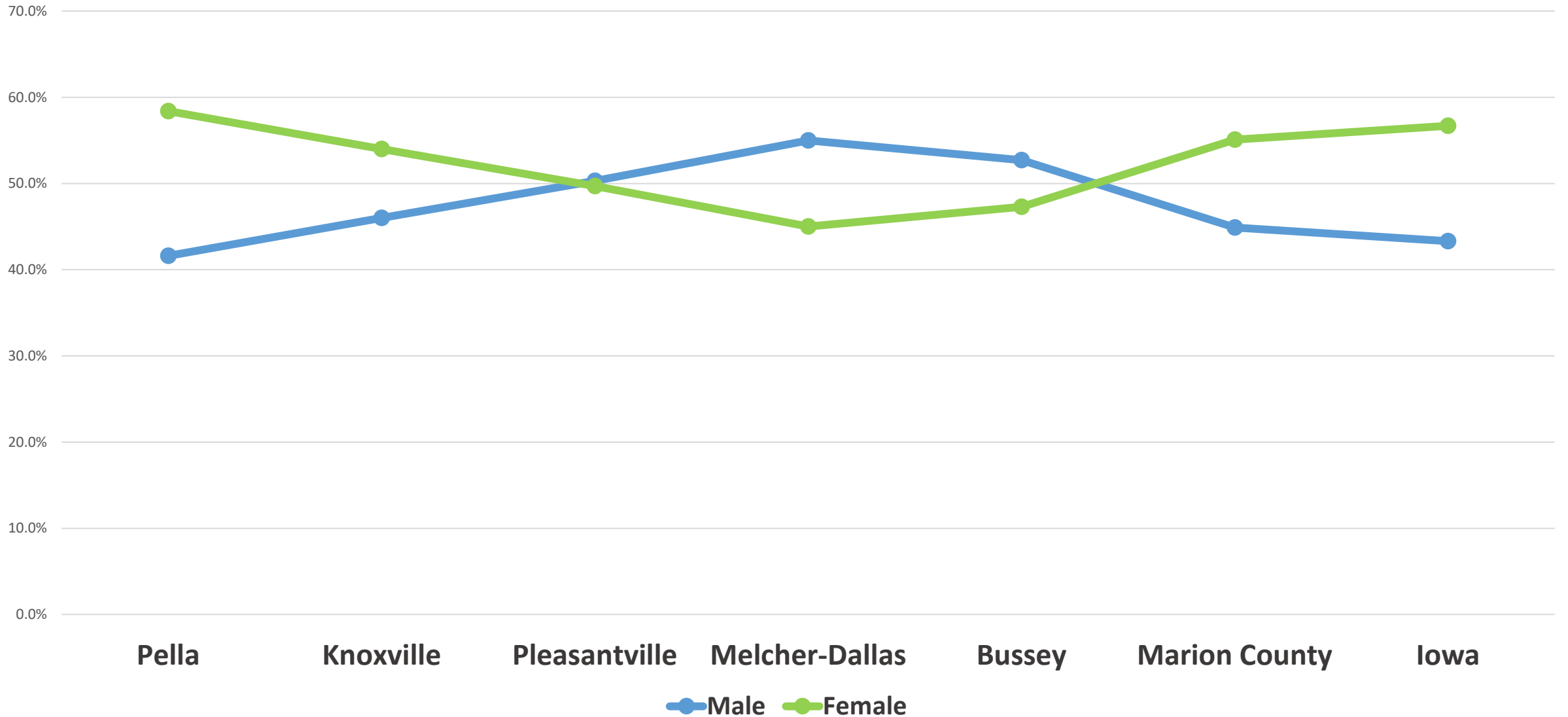
Source: US Census Bureau, ACS 5-year, 2018-2022

Residents Not in the Labor Force by Age

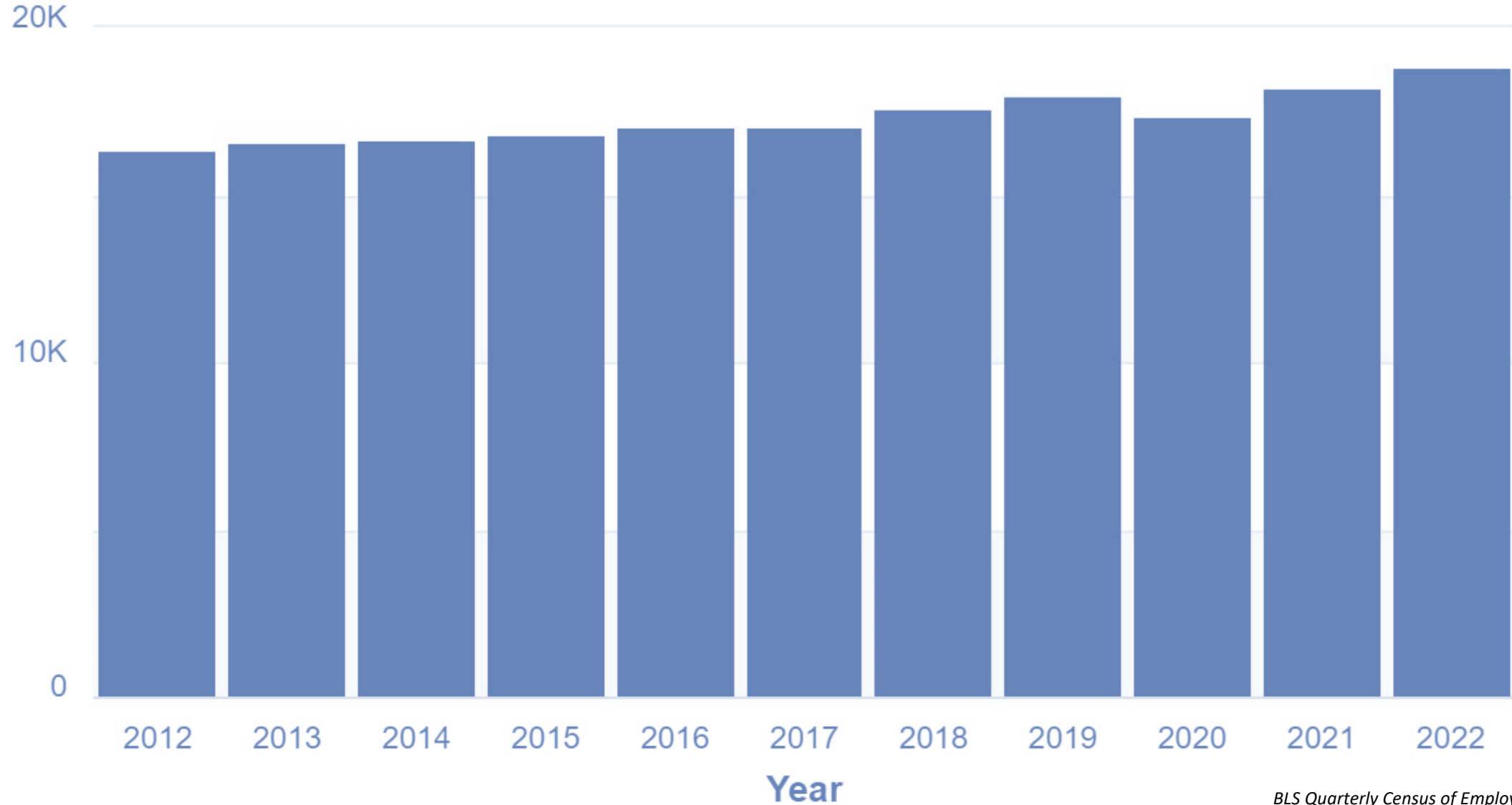
Source: US Census Bureau, ACS 5-year, 2018-2022



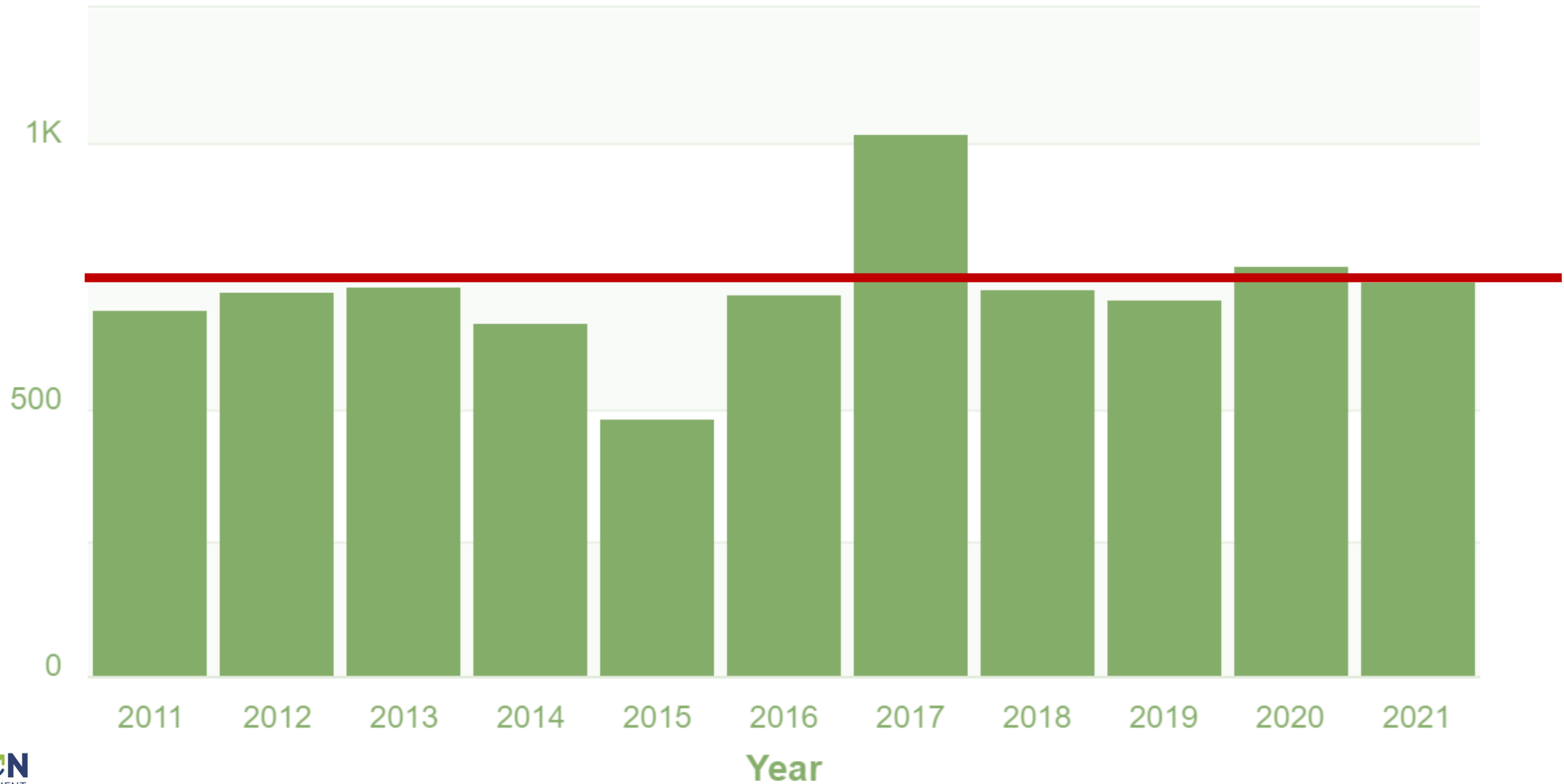
Residents Not in the Labor Force by Sex



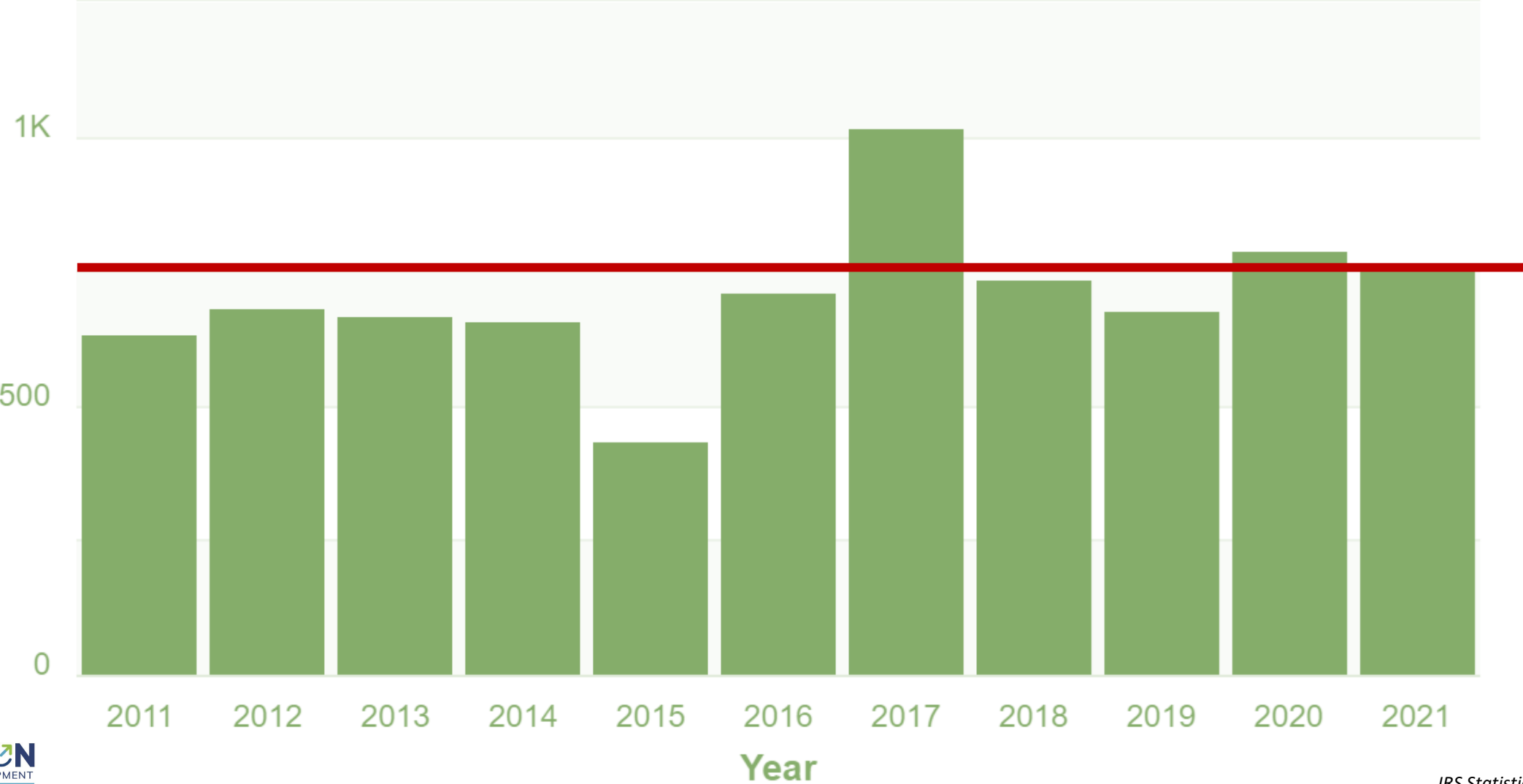
Total Employment, All Industries Marion County, IA



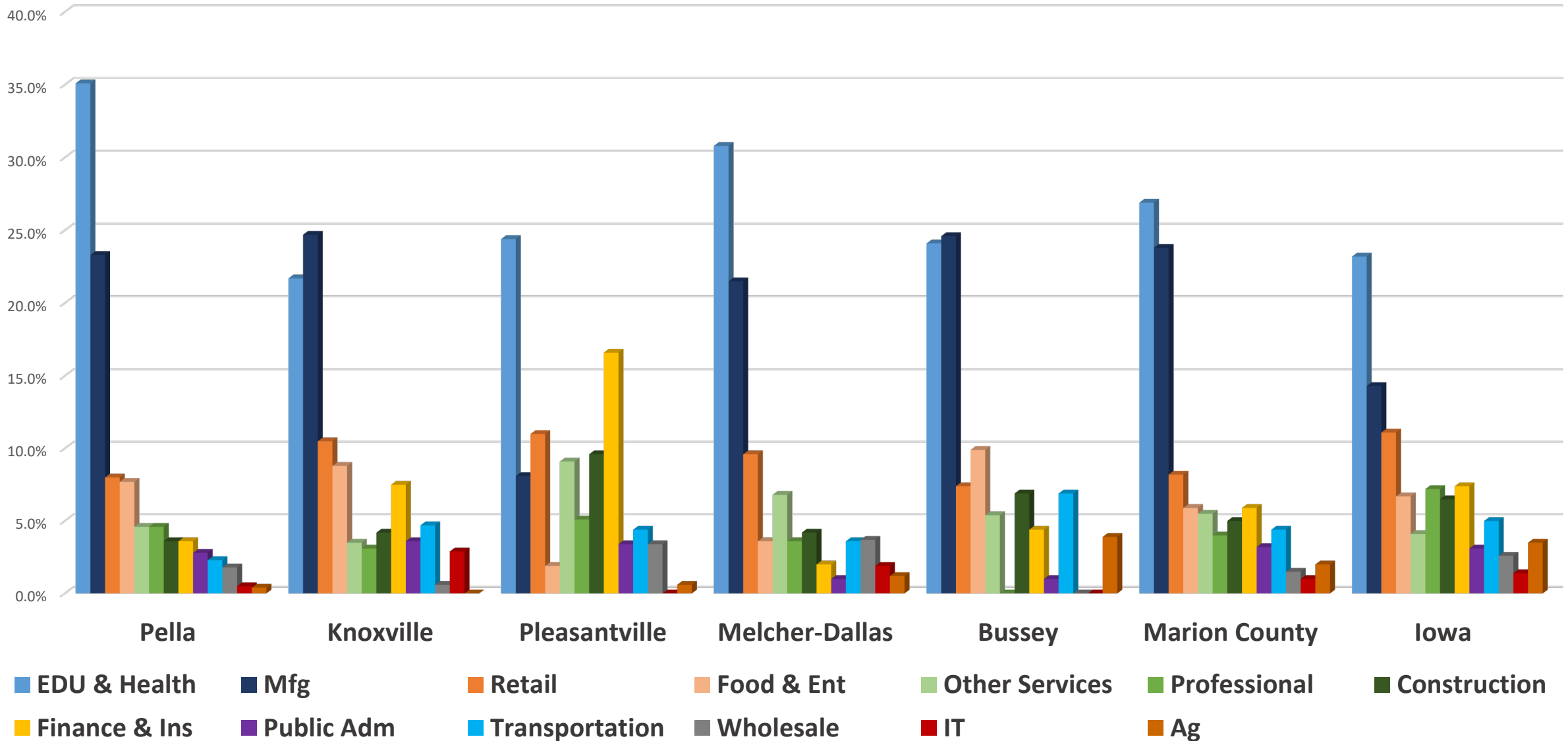
Out-Migration (Households), 2011-2021 Marion County, IA



In-Migration (Households), 2011-2021 Marion County, IA

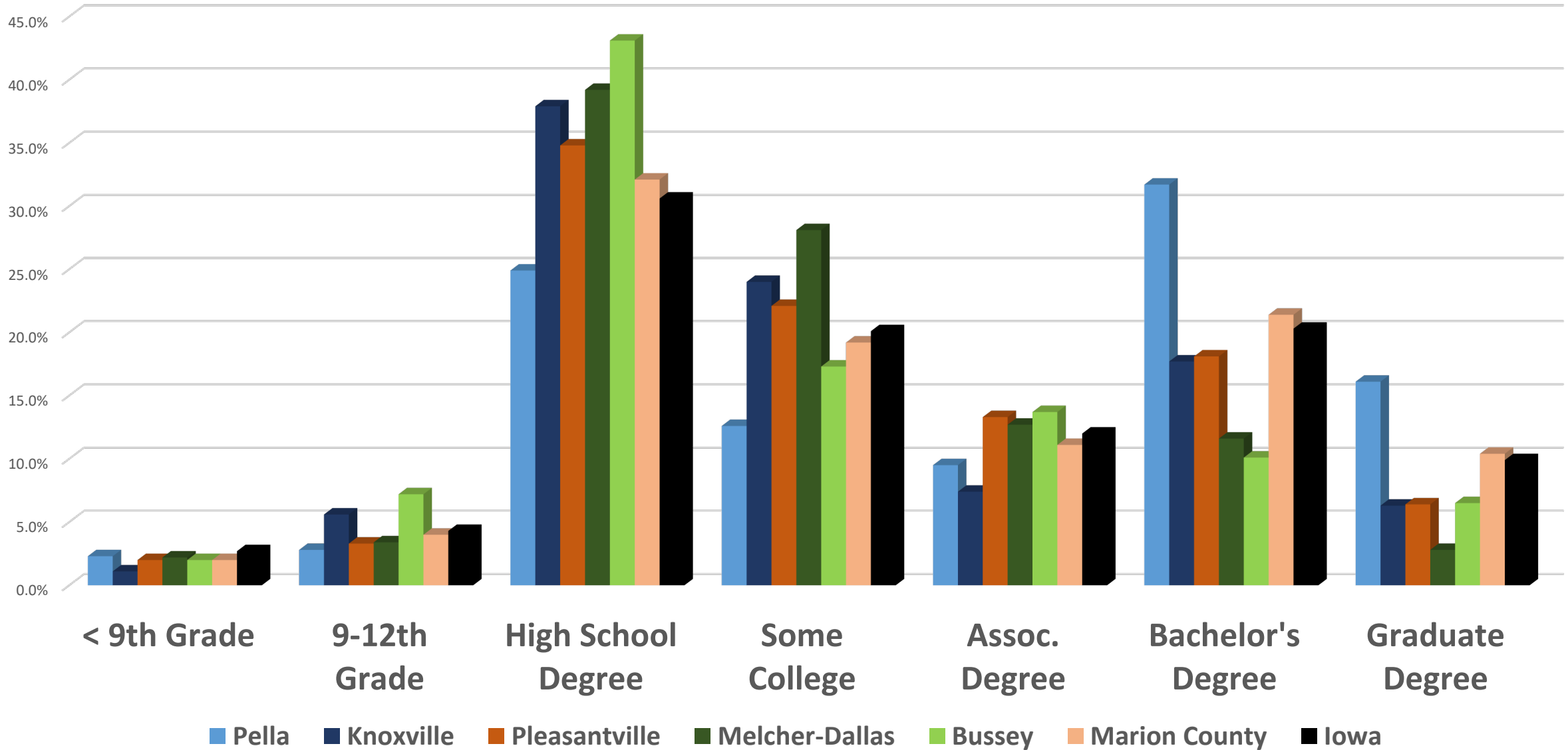


Employment Industry by Home Location



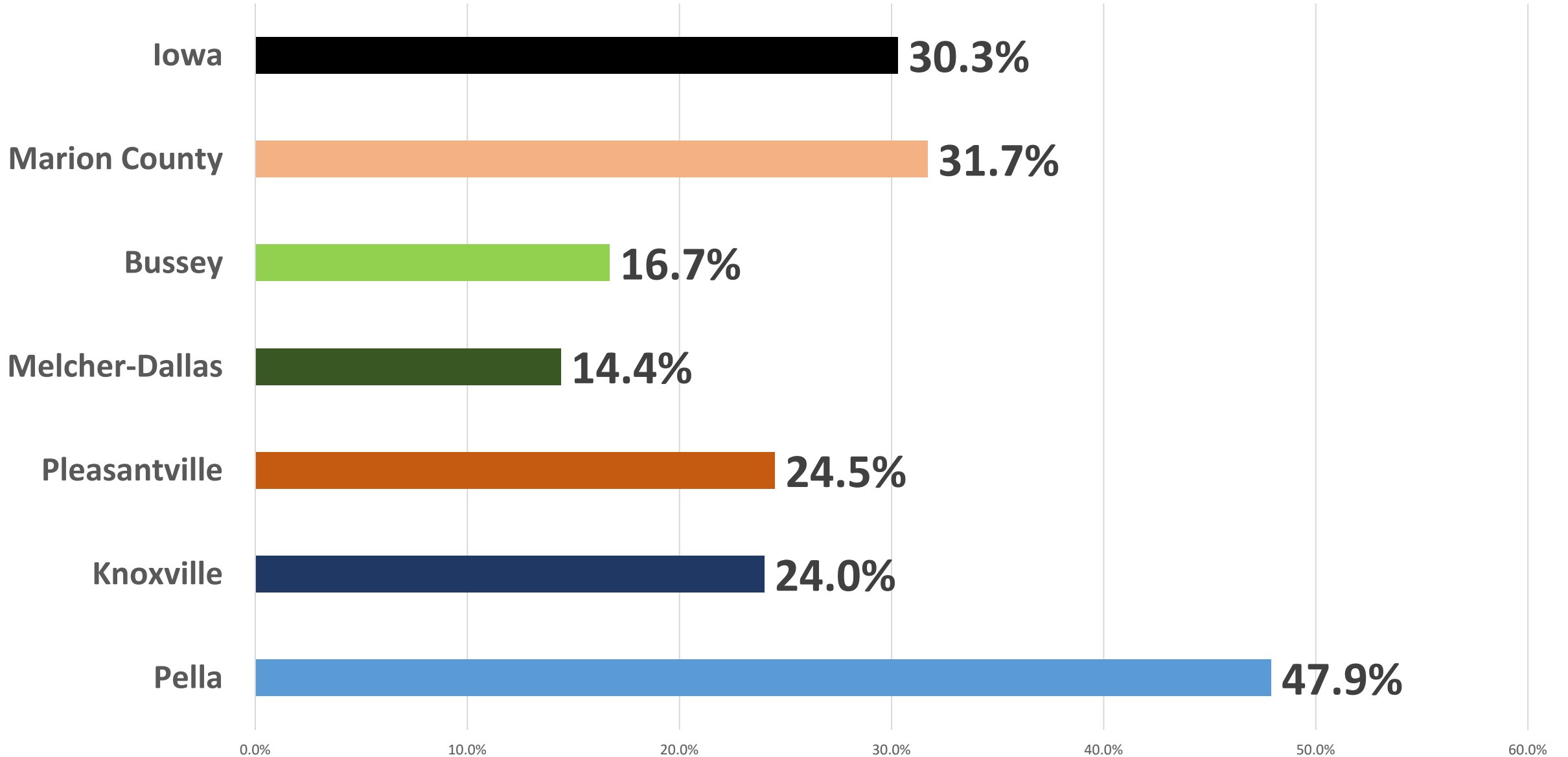
Education Attainment

Source: US Census Bureau, ACS 5-year, 2018-2022



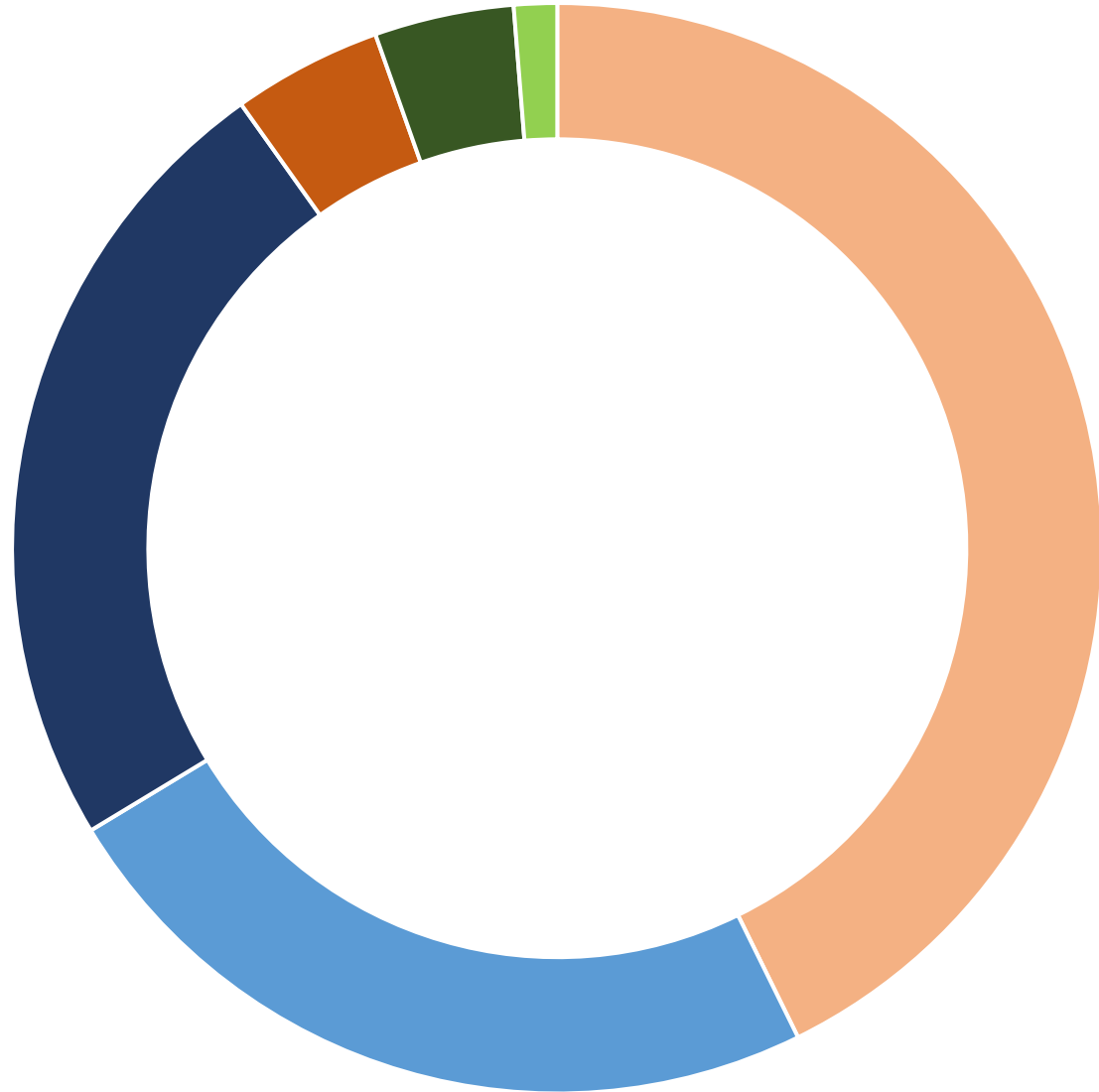
Bachelors Degree or Higher

Age 25 and over

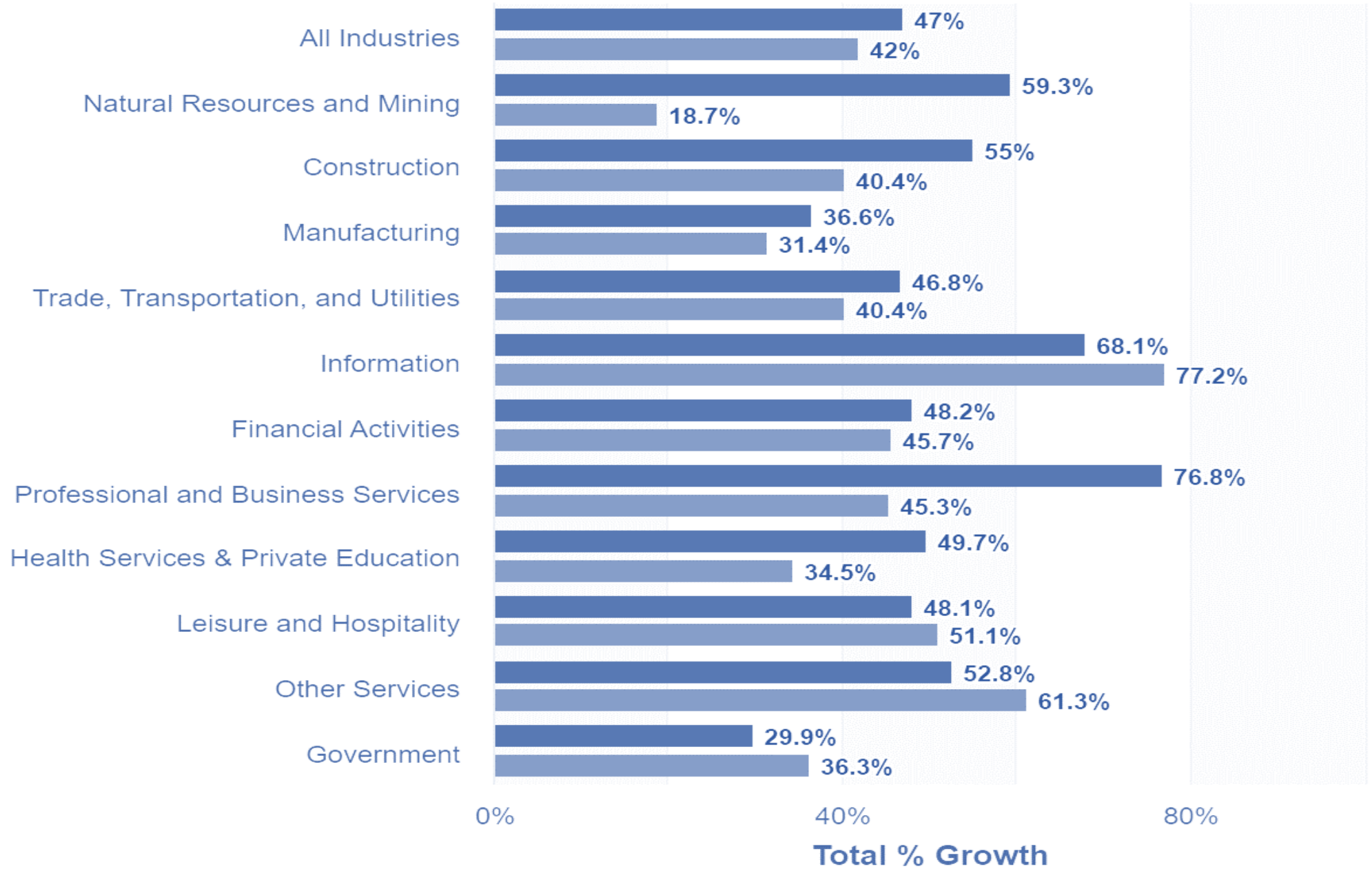


Resident Blue Color Employment Breakdown

- Rural Marion County
- Pella
- Knoxville
- Pleasantville
- Melcher-Dallas
- Bussey

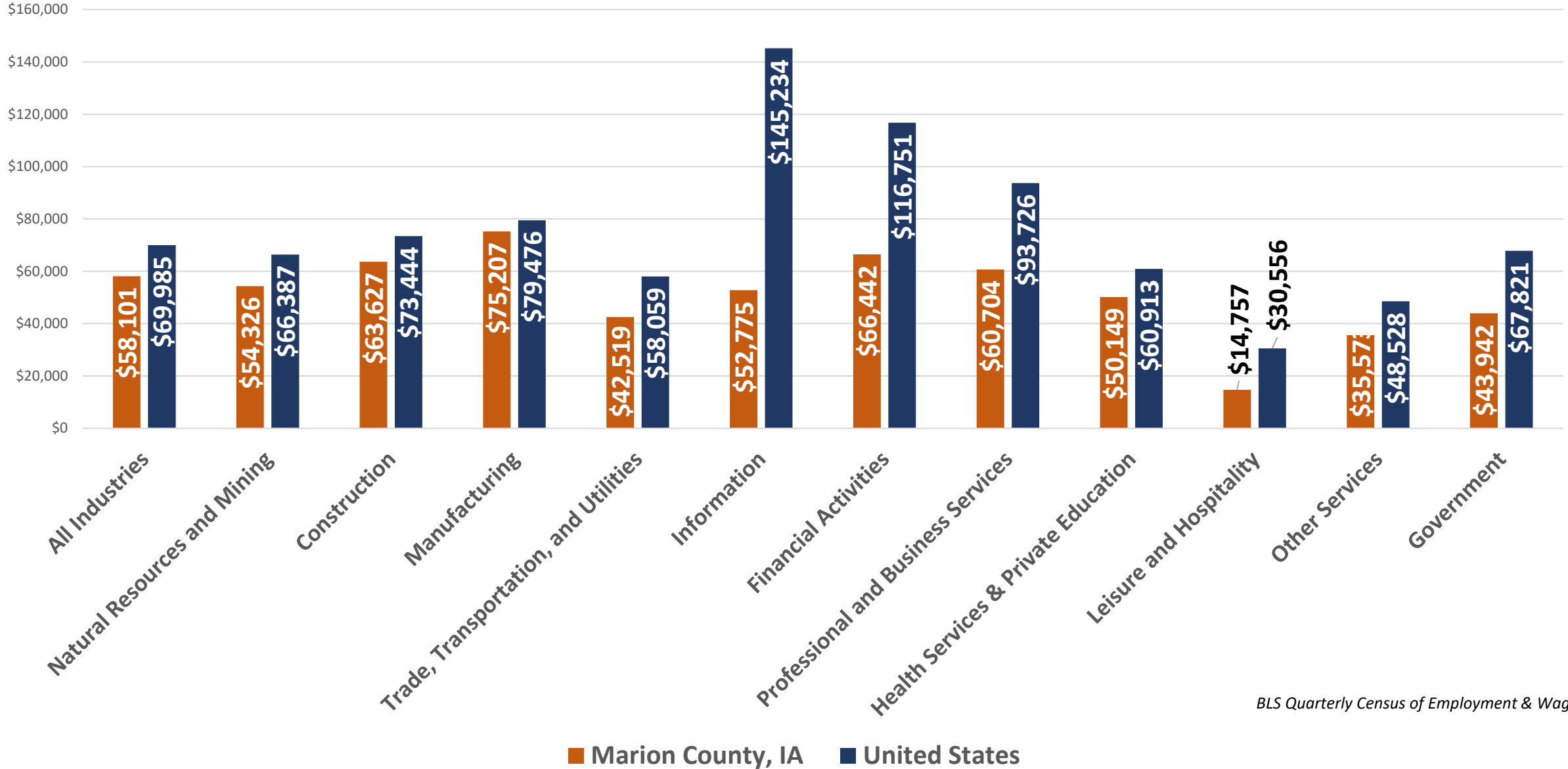


Marion County, IA vs US, Salary Growth by Industry, 2012-2022



● Marion County, IA ● United States

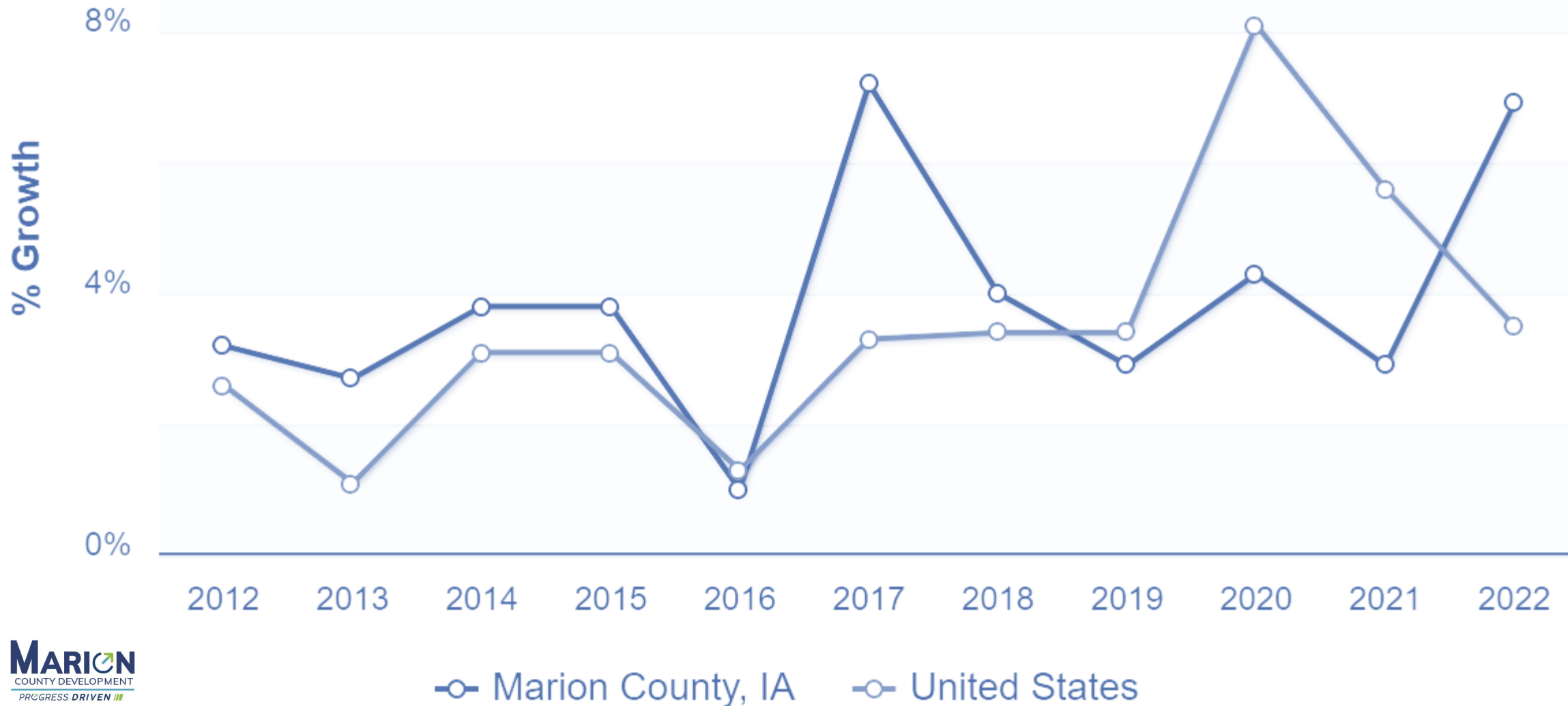
Average Salary by Industry, 2022-Marion County, IA



BLS Quarterly Census of Employment & Wages

Marion County, IA vs US, Annual Salary Growth-All Industries, 2012-2022

Source: BLS Current Employment Statistics (CES)



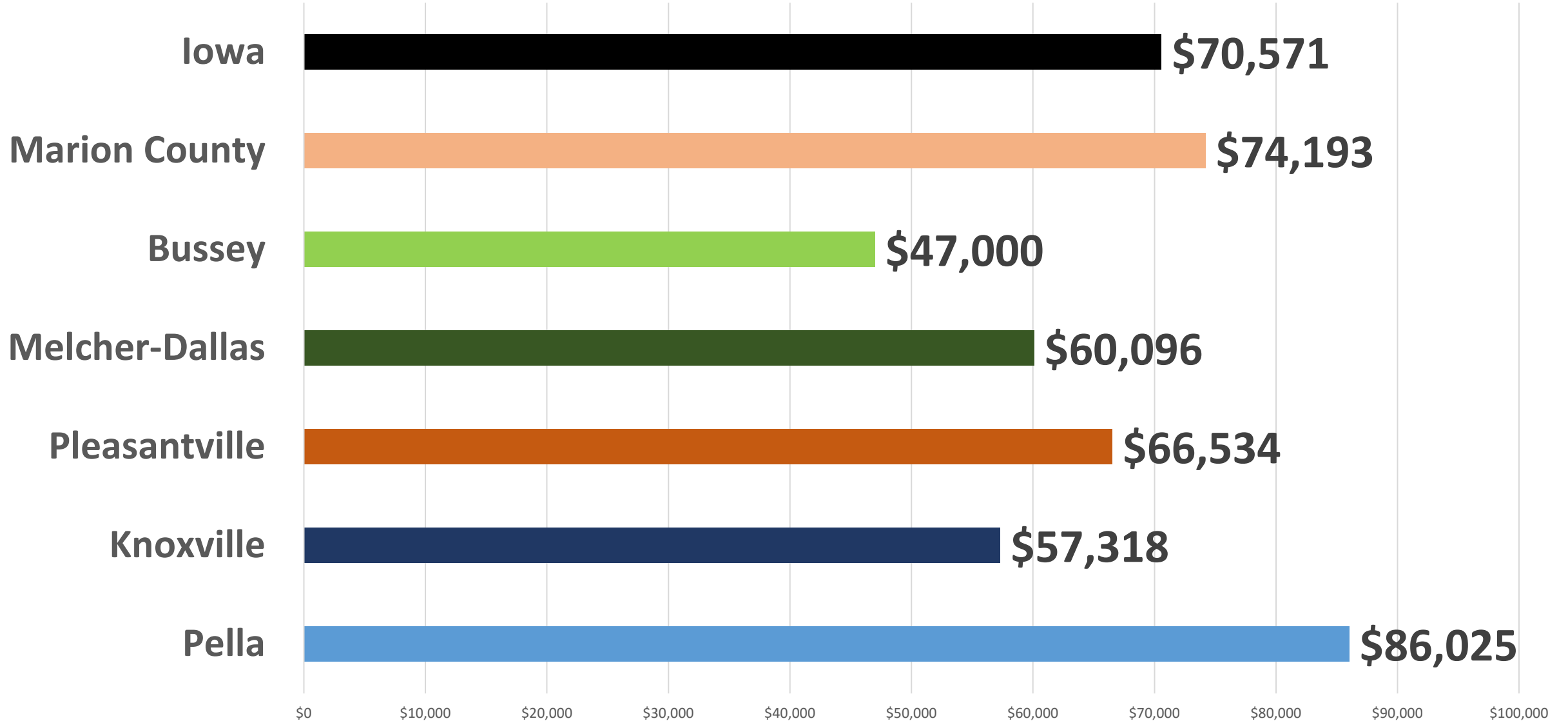
Marion County, IA vs US, Annual Growth in Wages & Salary, 2012-2022

Source: BLS Current Employment Statistics (CES)

2012-2022

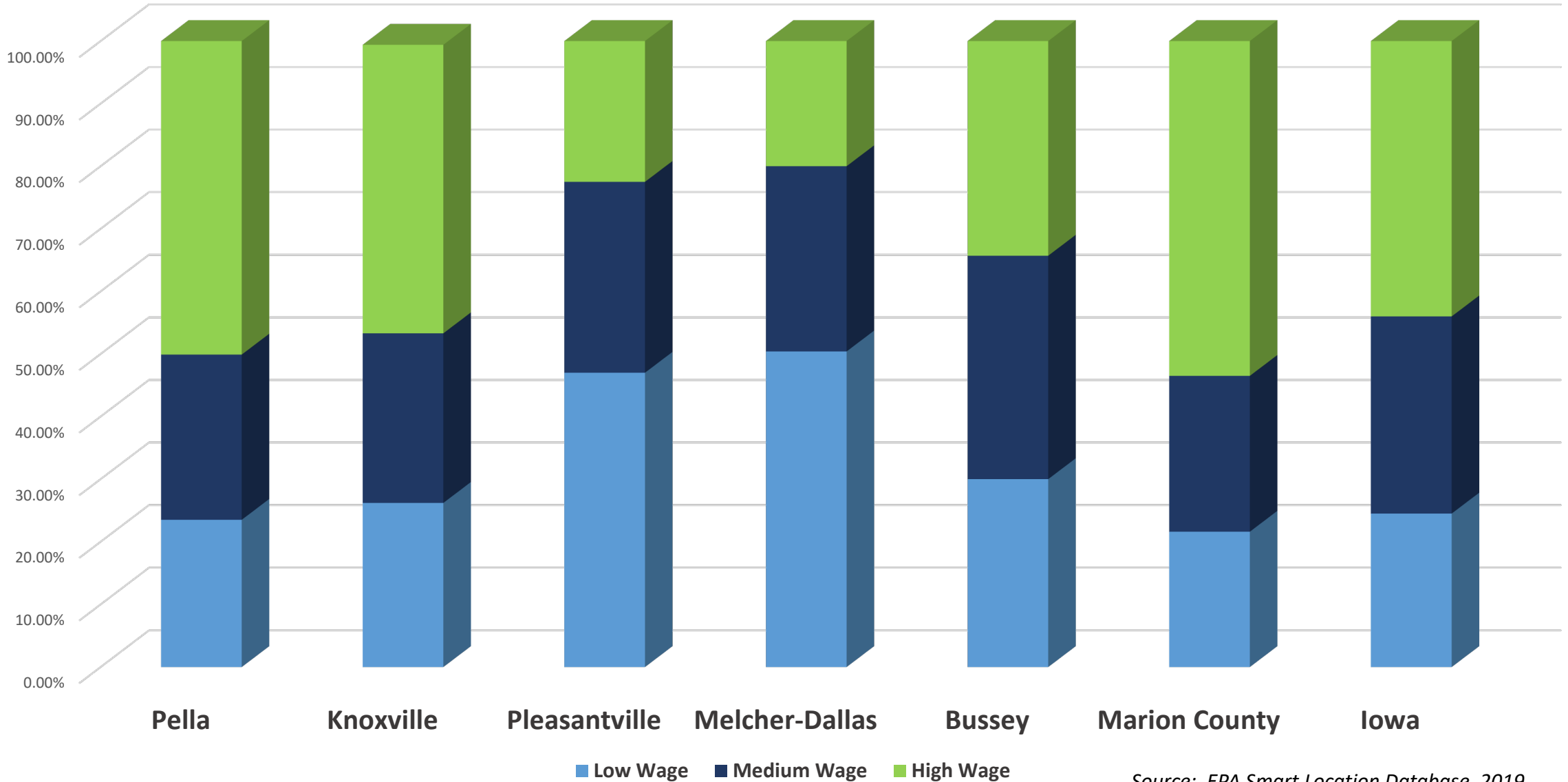


Median Household Income



Wage of Resident Workers

Low <\$1,250 per mo.
High >\$3,333 per mo.

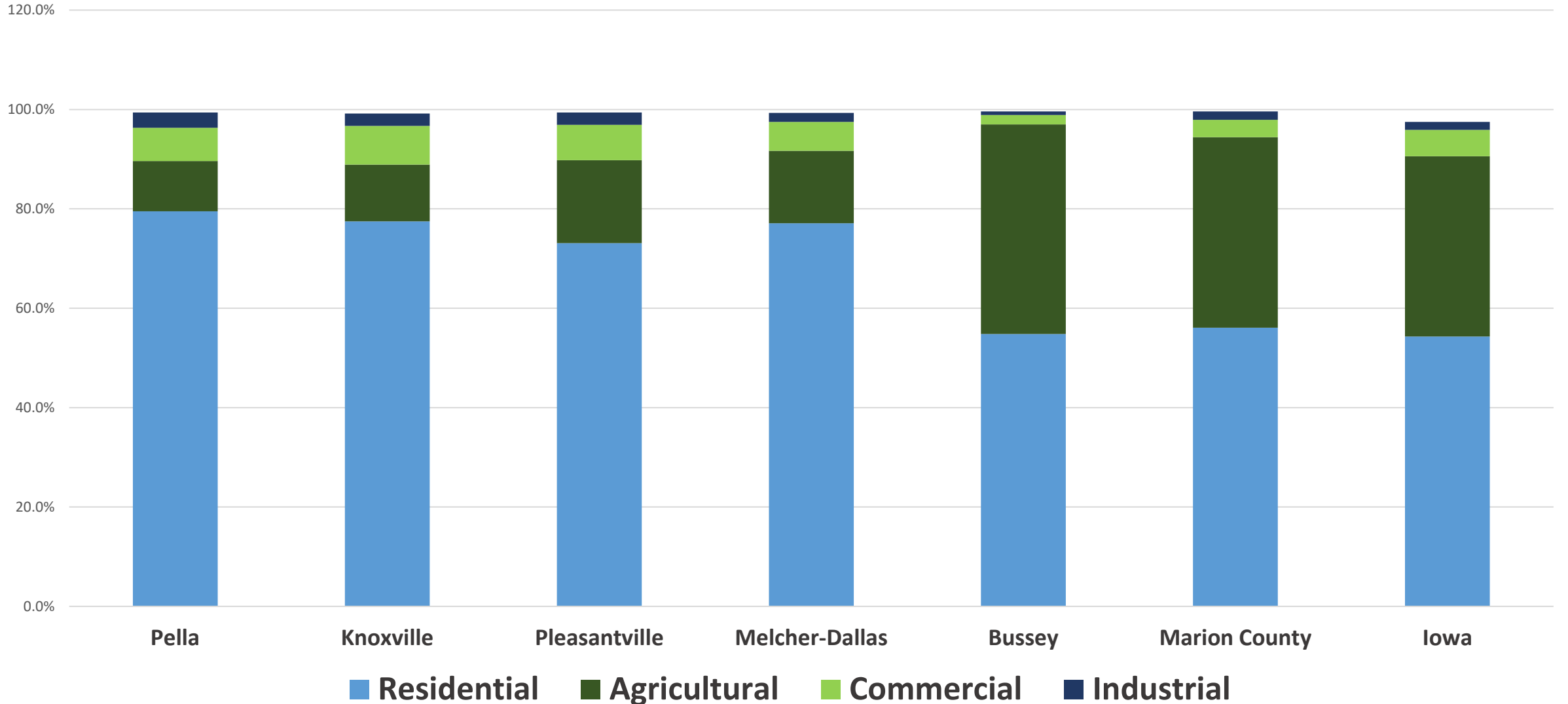




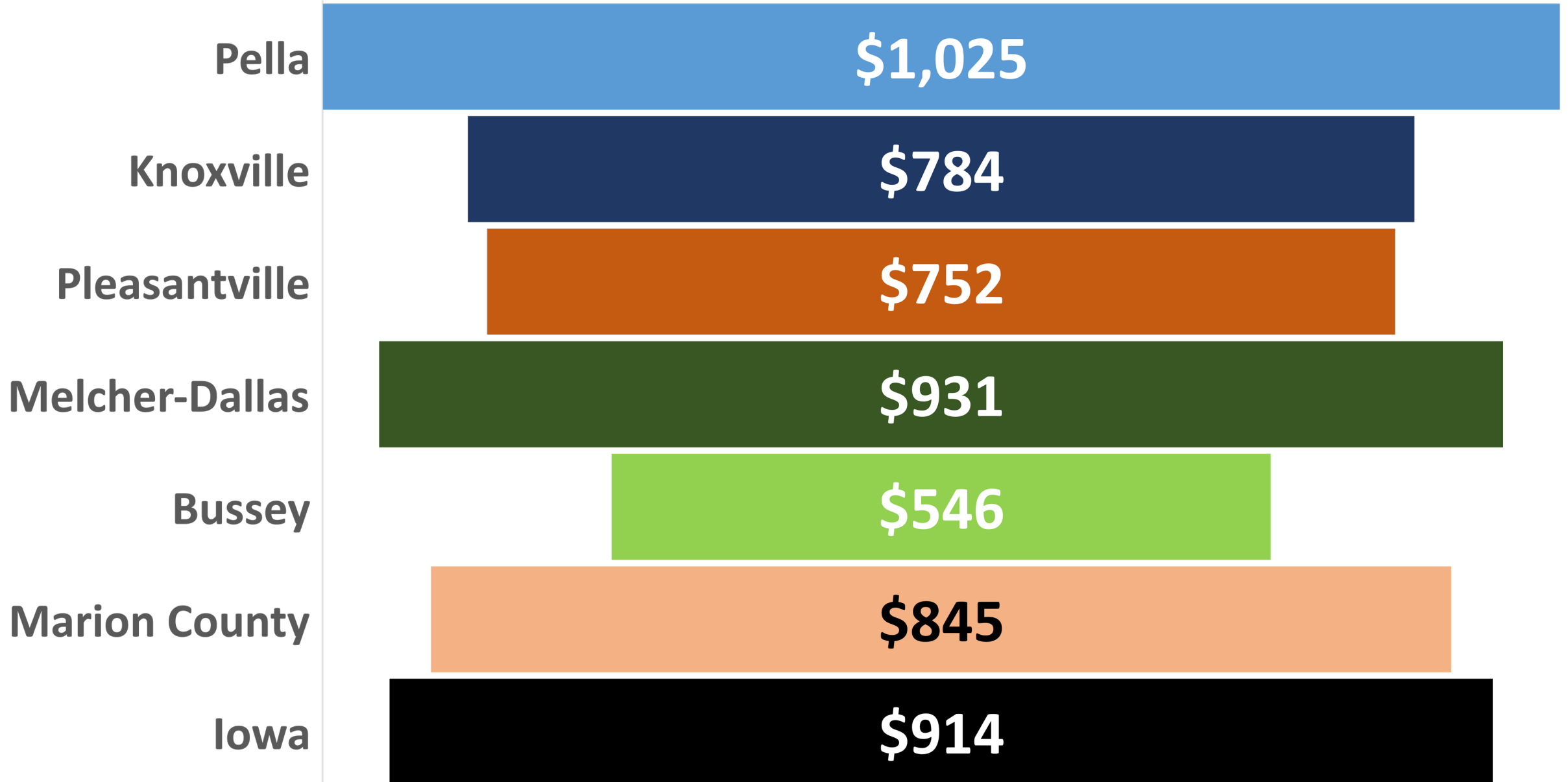
Transformation

PROGRESS DRIVEN 

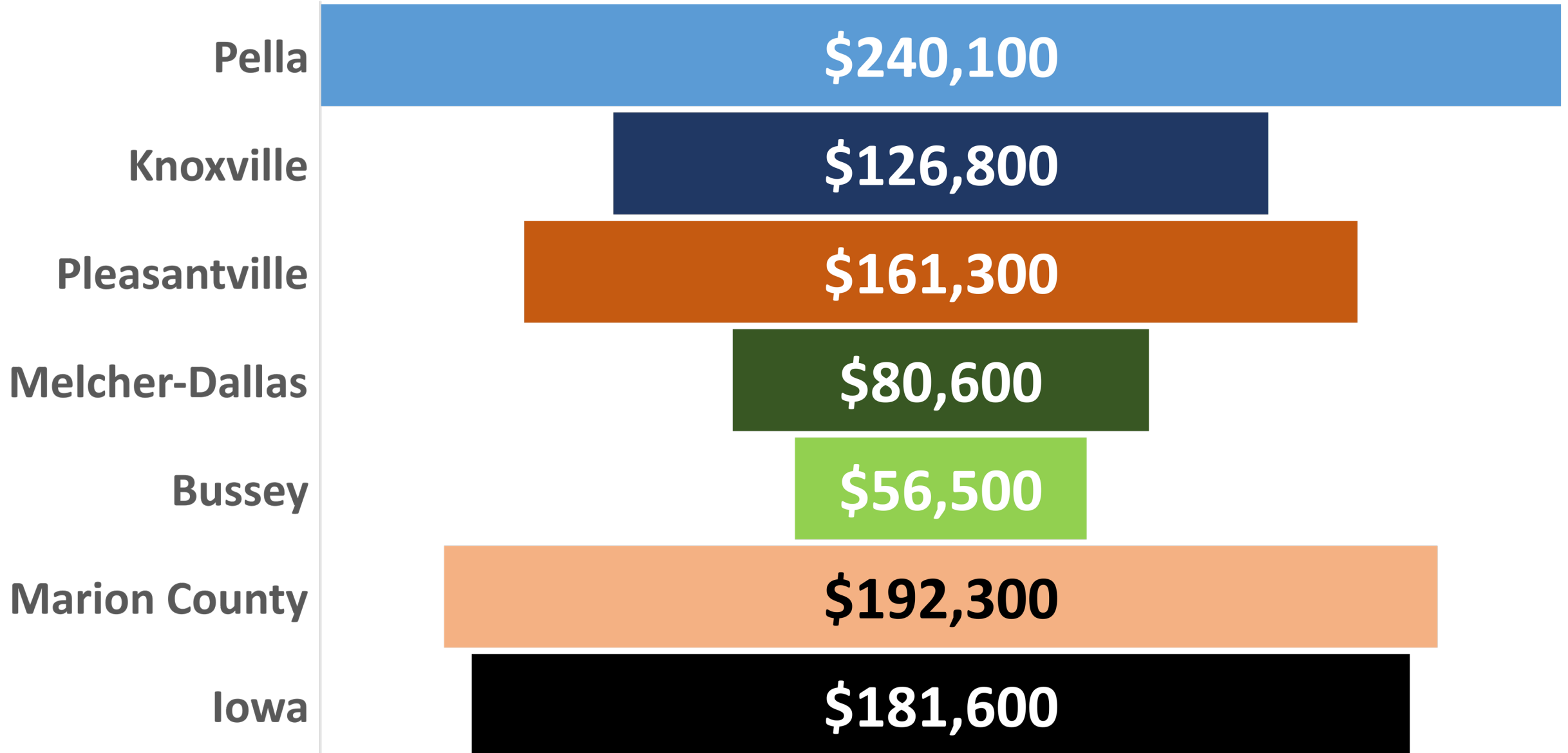
Property Type Breakdown



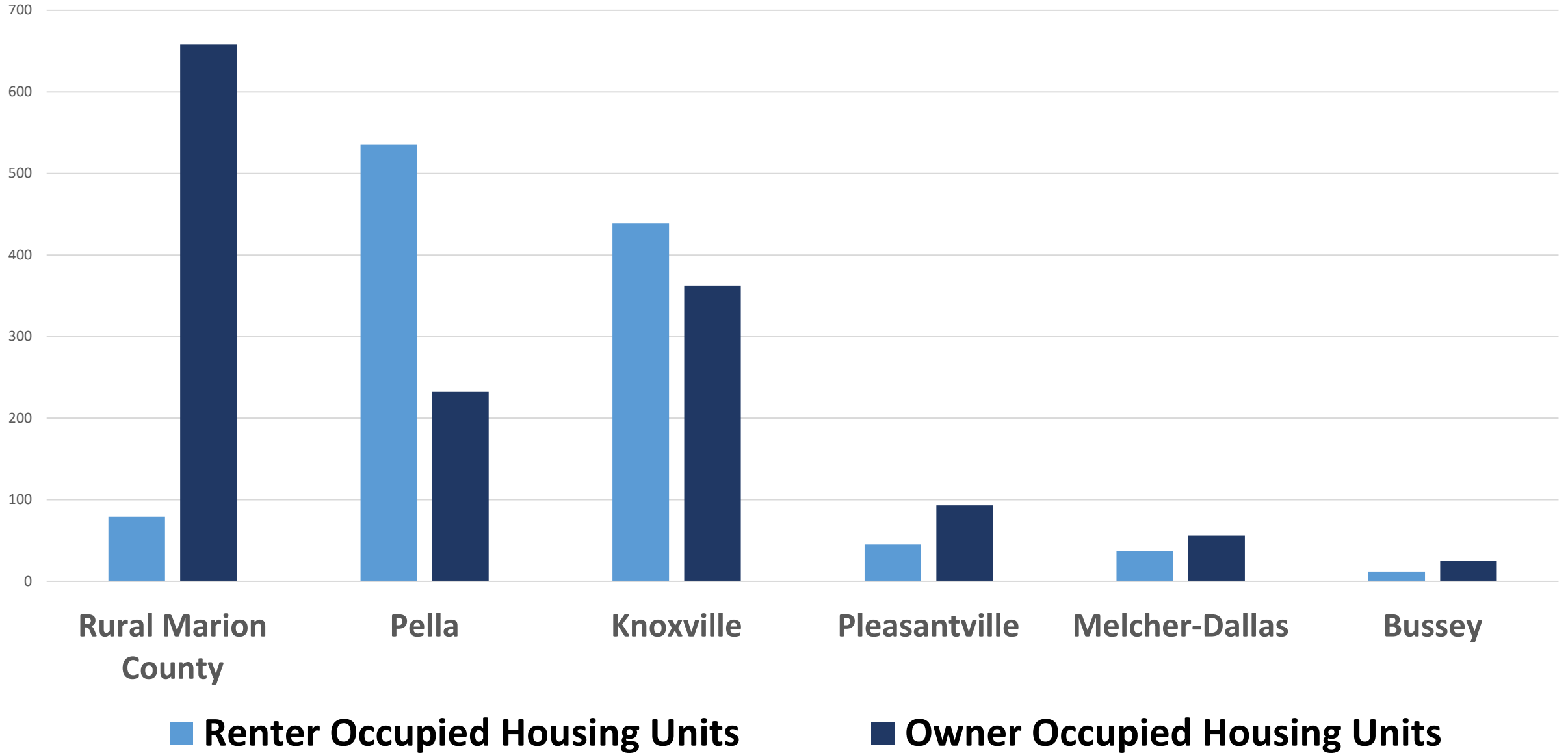
Median Home Rent



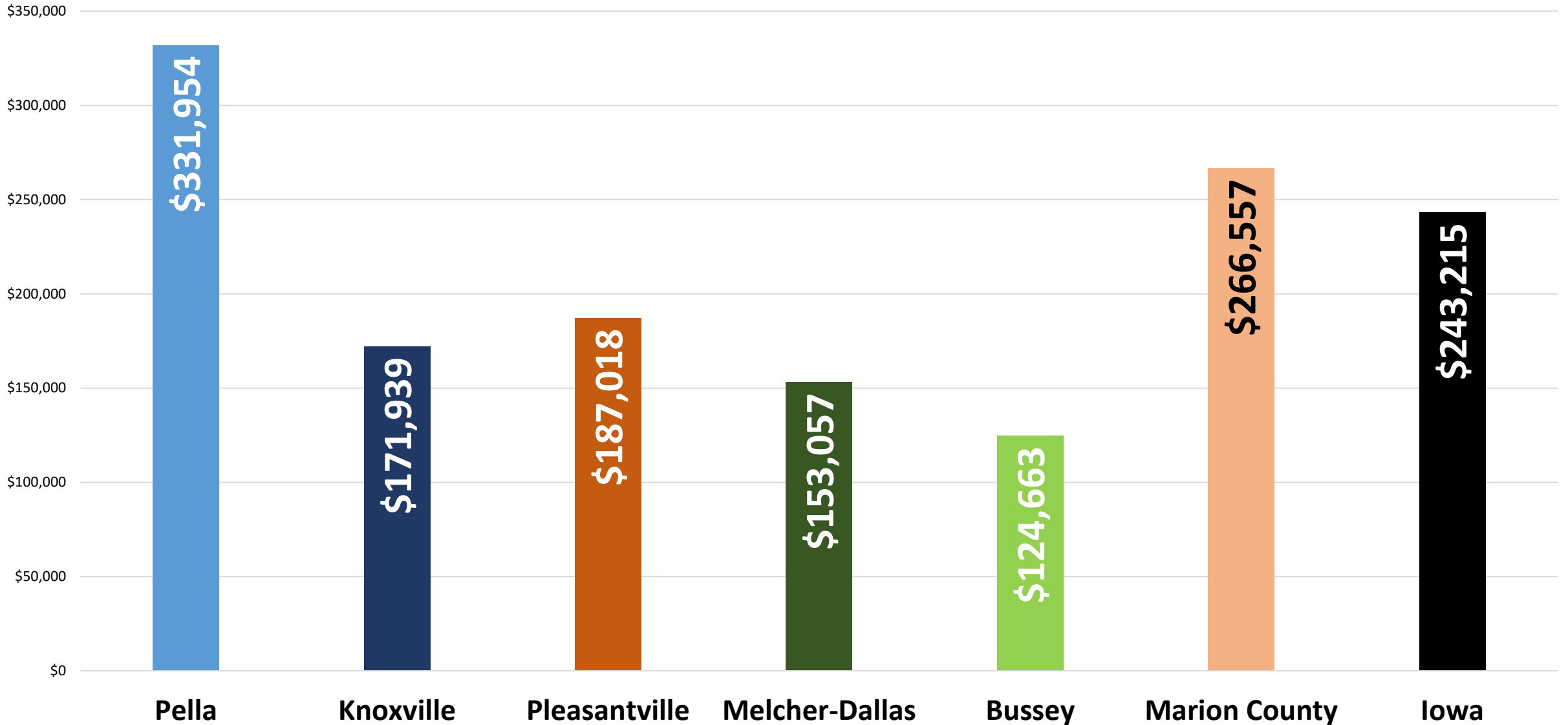
Median Home Value



Excess Housing Cost: 30% or More of Income

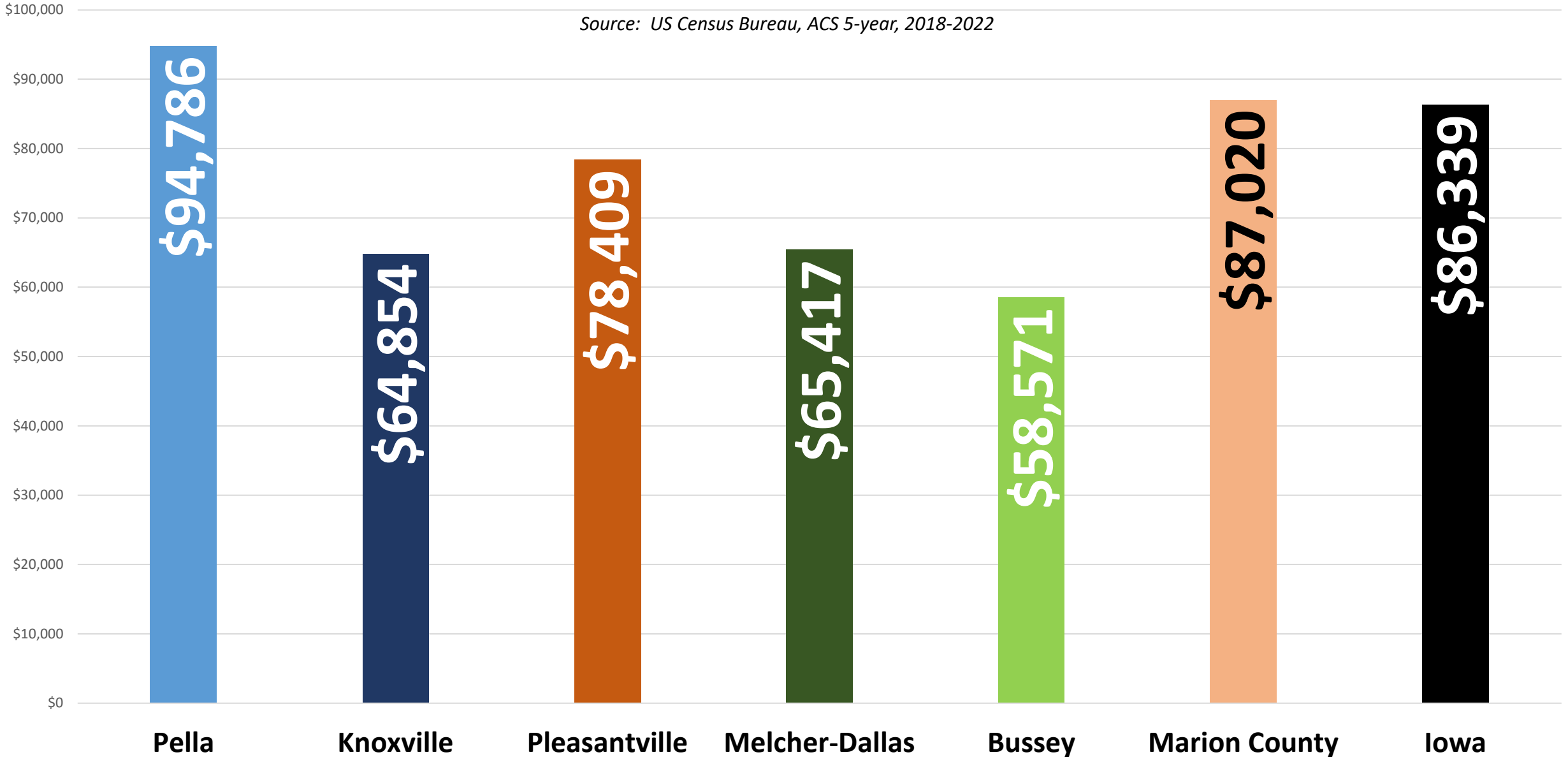


Median Residential Property Value

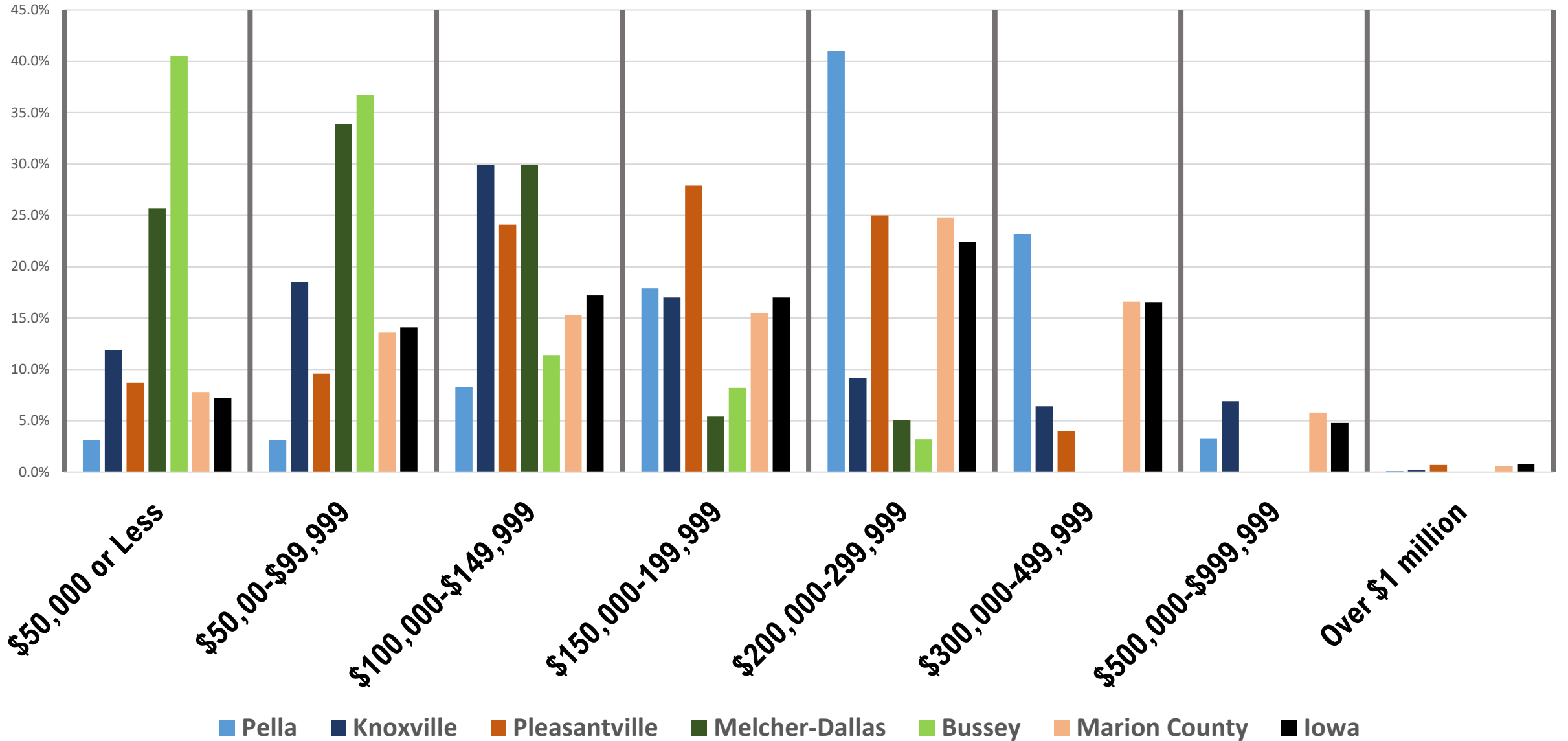


Median Home Owner Income

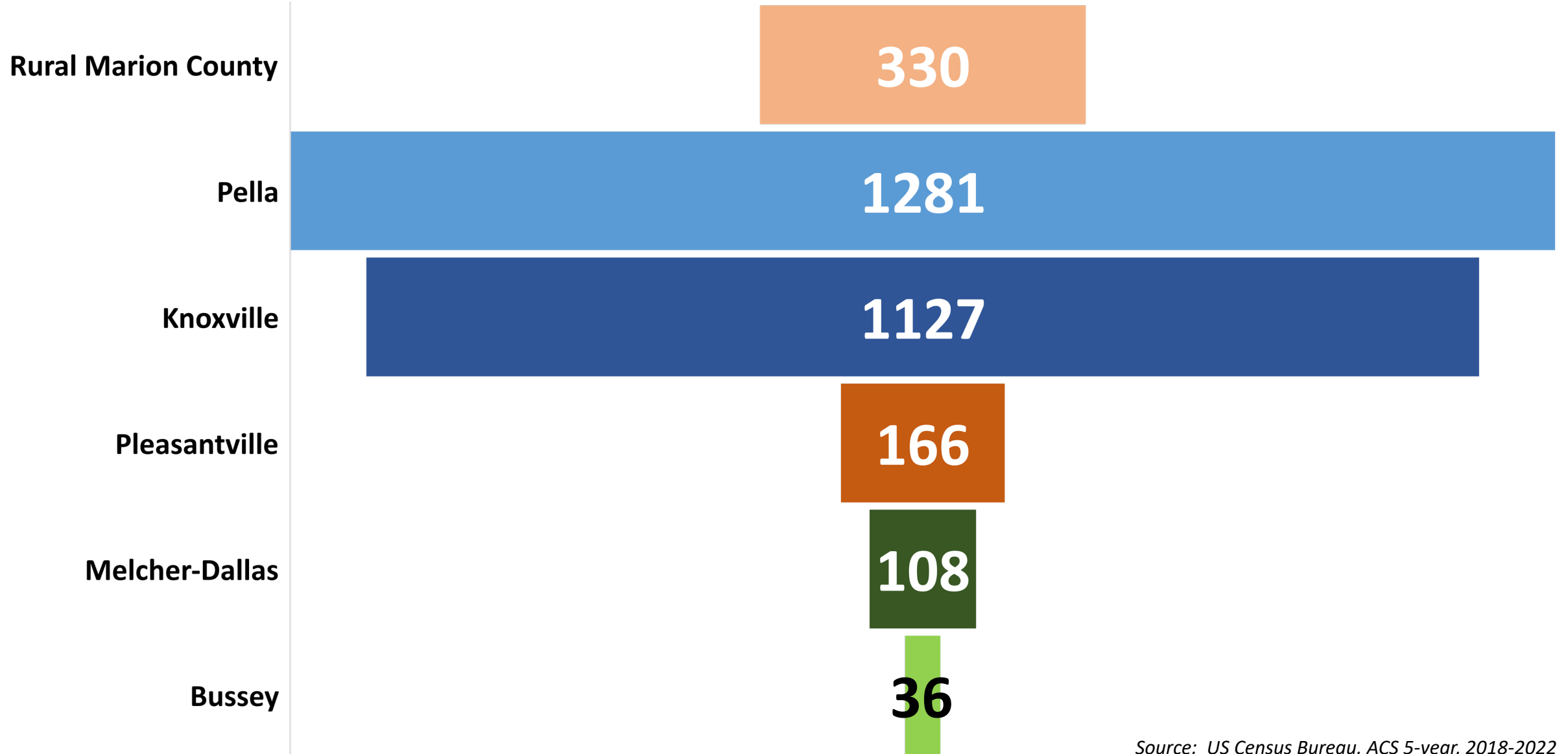
Source: US Census Bureau, ACS 5-year, 2018-2022



Percentage Owner Occupied Home Value



Population in Renter Units





Place

LIFE EXPECTANCY AT BIRTH

79 years Marion County

79 years Iowa

Source: CDC NCHS USALEEP 2010-2025

POOR MENTAL HEALTH

13.9% Adults Marion County

15.1% Adults Iowa

Source: CDC BRFSS PLACES 2021

POOR PHYSICAL HEALTH

9.7% Adults Marion County

10.1% Adults Iowa

Source: CDC BRFSS PLACES 2021

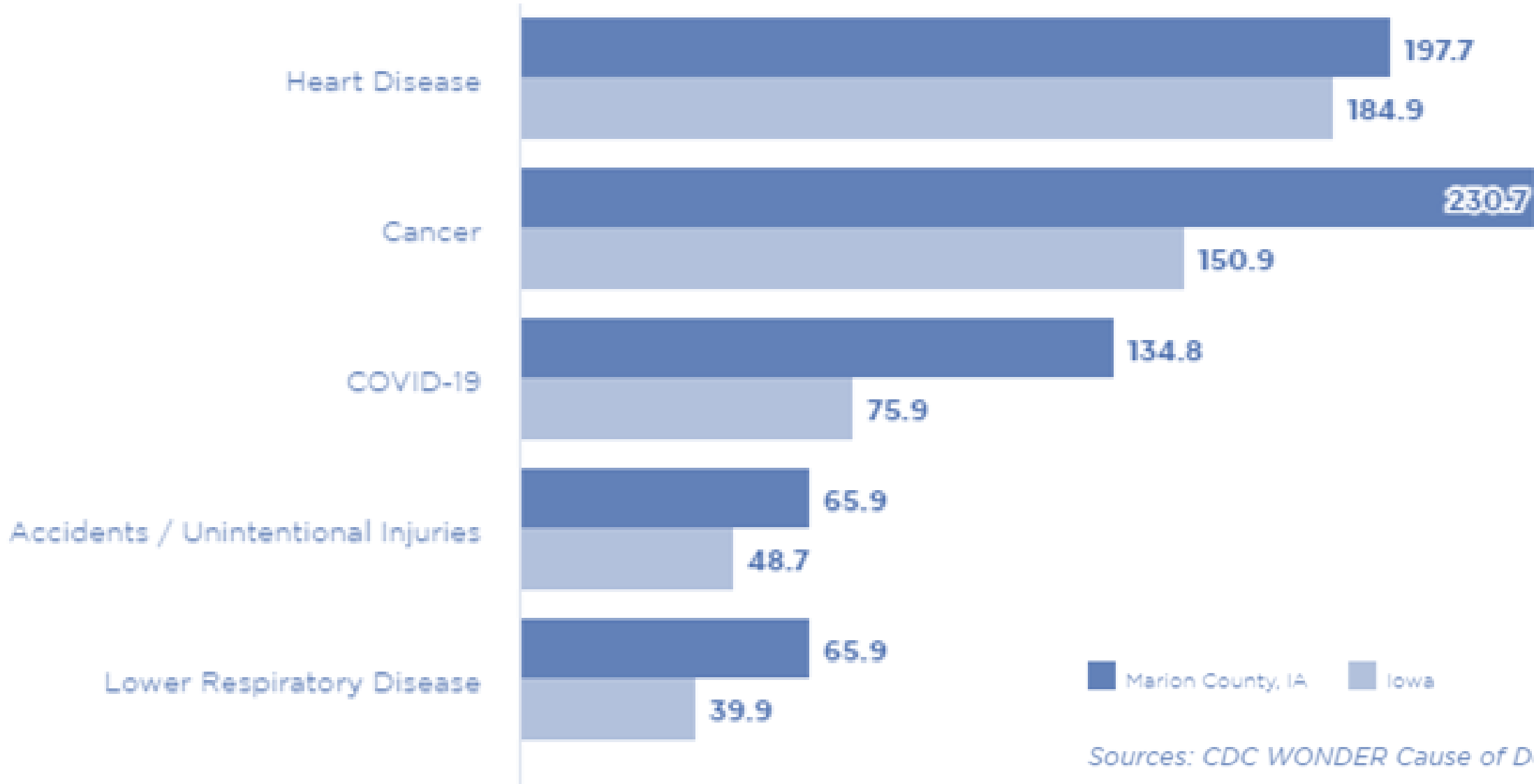
SMOKING

14.7% Marion County

16.5% Iowa

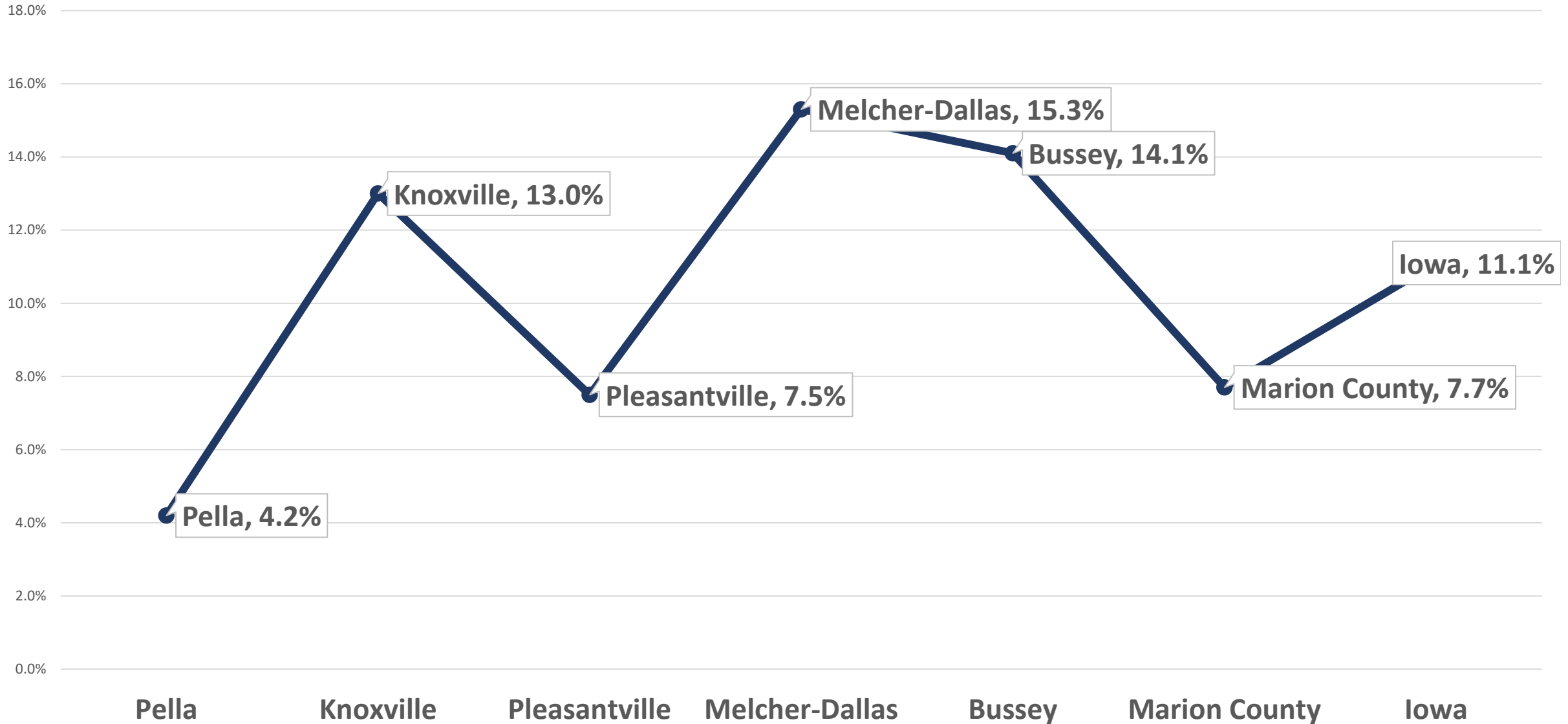
Source: CDC BRFSS PLACES 2021

Causes of Death

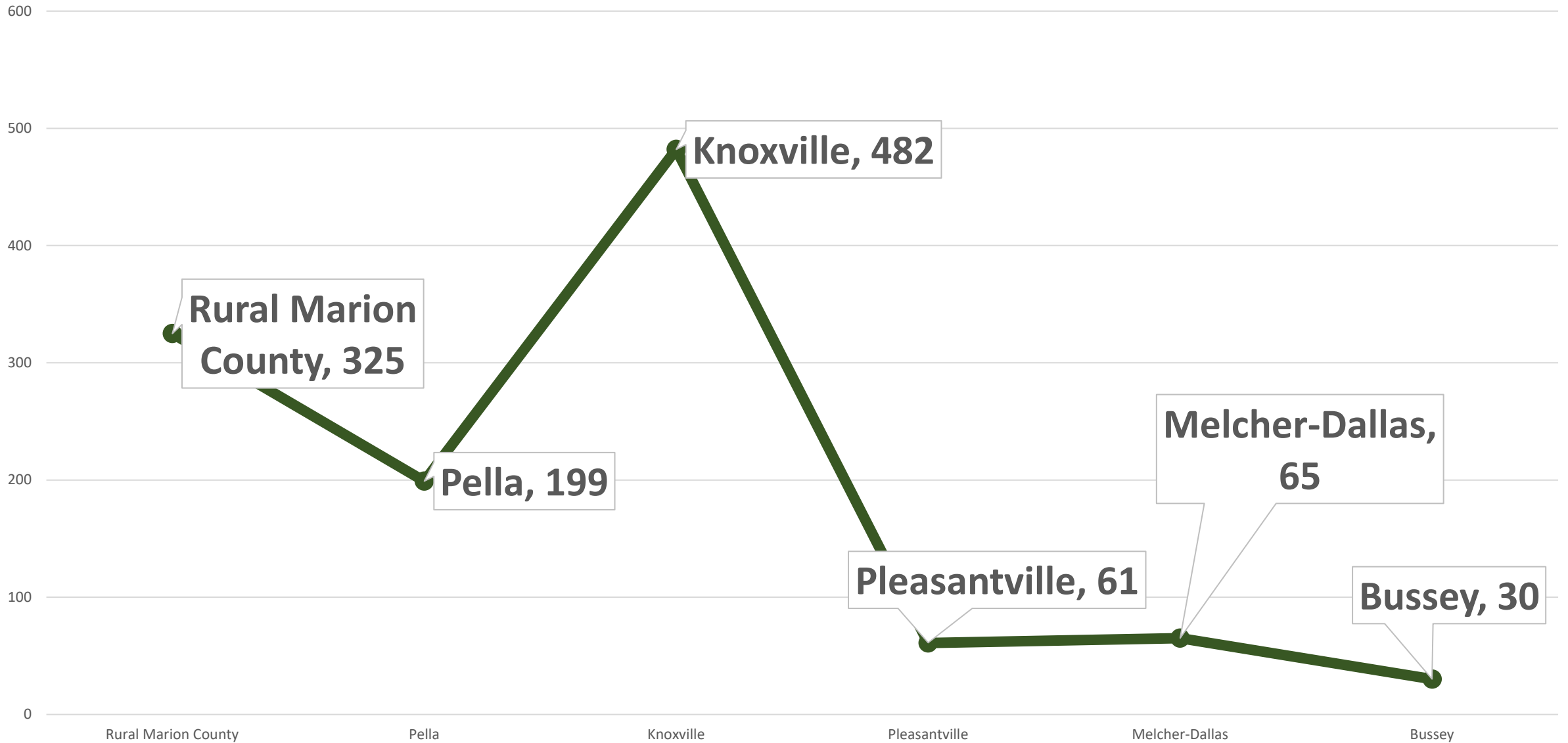


Sources: CDC WONDER Cause of Death 2021

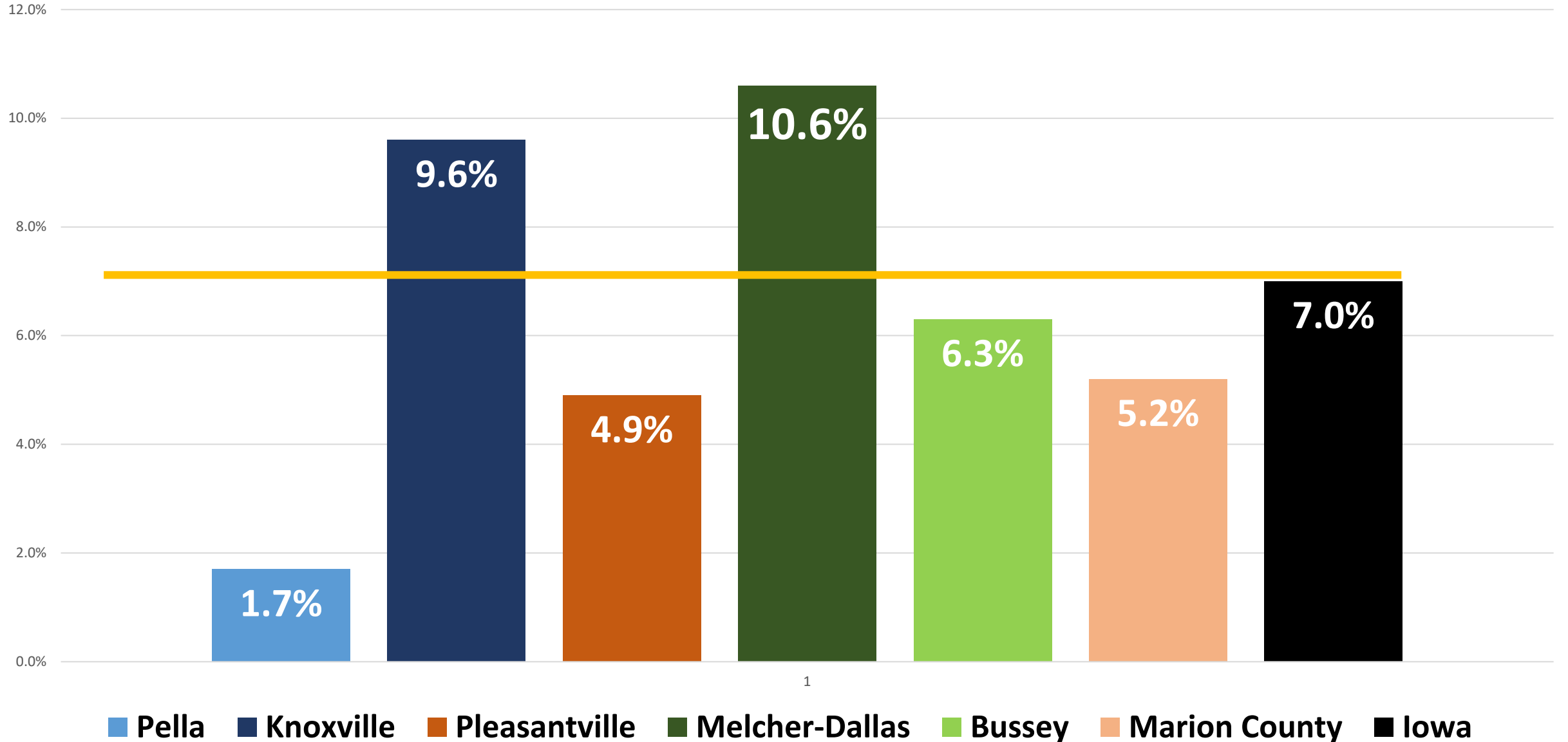
Percentage of Population Below Poverty Level



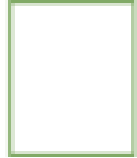
Number of Households Below Poverty Level



Family Households Below the Poverty Level



Households Receiving SNAP Benefits



4.1%

of Total Households

Pella, IA

15.4%

of Total Households

Knoxville, IA

8.5%

of Total Households

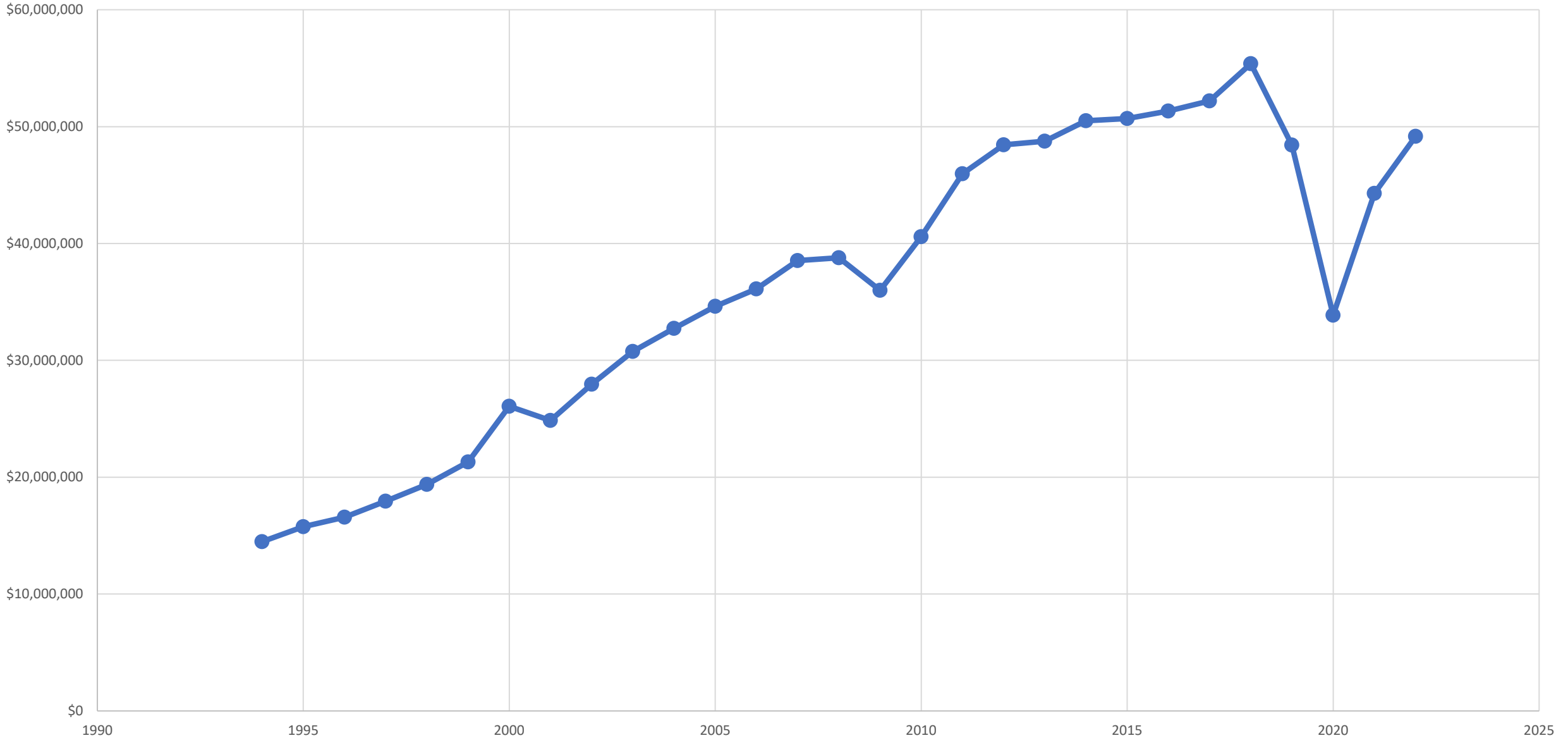
Marion County, IA

9.4%

of Total Households

Iowa

Traveler Expenditures in Marion County, Iowa





Local Hotel and Motel Tax Summary-2022

\$104,107 Knoxville
\$473,238 Pella



**Annual
Marion County
Economy Report**

MarionCountyIowa.com

By The Numbers