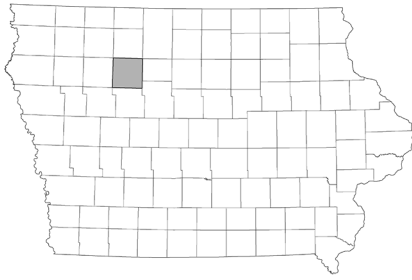


Data for Decision Makers



Laurens, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Laurens is 1,264. Between 2010 and 2020 the population increased by 0.5%. The City of Laurens is in Pocahontas County. Pocahontas County saw a 3.2% population decrease between 2010 and 2020.

Pocahontas County Cities - Total Population¹

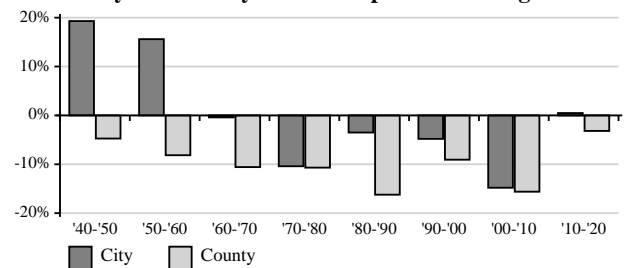
City	2000	2010	2020
Laurens	1,476	1,258	1,264
Male Total	694	620	635
Female Total	782	638	629
Fonda	648	631	636
Gilmore City [†]	556	504	487
Havelock	177	138	130
Palmer	214	165	138
Plover	95	77	50
Pocahontas	1,970	1,789	1,867
Rolfe	675	584	509
Varina	90	71	68
Pocahontas County Total	8,662	7,310	7,078
State of Iowa Total	2,926,324	3,046,355	3,190,369

[†]City is located in multiple counties, total population is provided.

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
Albert City	-9.0%	-1.4%	-3.1%
Curlew	10.7%	-6.5%	-36.2%
Havelock	-18.4%	-22.0%	-5.8%
Mallard	-17.2%	-8.1%	-6.2%
Marathon	-5.6%	-21.5%	-3.0%
Laurens	-4.8%	-14.8%	0.5%
Pocahontas County	-9.1%	15.6%	-3.2%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



Regional Director

Michelle Sackville
822 Central Ave., Ste 102
Fort Dodge, IA 50501
sackvill@iastate.edu
515-576-2119

<https://indicators.extension.iastate.edu>

County Office

Erica Svuba
305 N Main St, PO Box 209
Pocahontas, IA 50574
esvuba@iastate.edu
712-335-3103

Demographic Profile

Laurens, Iowa

Laurens's population is predominantly White. The City of Laurens, compared to Pocahontas County, had a higher percentage of young people (17 or younger) and a lower percentage of older people (65 and older) in 2020. New household relationship categories were reported for 2020 that are not comparable with 2010.³

Percentage of Population by Race/Hispanic Origin¹

Race Groups	City		County	
	2010	2020	2010	2020
One race only	99.4%	92.8%	98.9%	95.8%
White	97.5%	87.0%	97.5%	91.3%
White alone, not Hispanic	97.1%	84.4%	96.3%	90.2%
Black or African American	0.3%	1.8%	0.4%	0.9%
Asian	0.3%	0.9%	0.2%	0.4%
American Indian or Alaska Native	0.4%	0.4%	0.2%	0.3%
Hawaiian or Pacific Islander	0.2%	0.0%	0.1%	0.3%
Other	0.6%	2.7%	0.6%	2.6%
Two or more races	0.6%	7.2%	1.1%	4.2%
Hispanic origin ^a	1.4%	7.3%	2.3%	5.0%

^a Hispanics can be of any race.

Households by Family or Nonfamily Type^{1,3}

	City		County	
	2010	2020	2010	2020
Total households	571	577	3,233	3,090
Family households ^{a,b}	58.1%	nan%	63.6%	63.1%
Married couple family ^b	45.5%	nan%	53.5%	51.2%
With own children	15.2%	12.7%	16.9%	15.8%
Other family ^c	12.6%	16.1%	10.1%	11.9%
Male householder ^c	4.4%	6.9%	3.9%	4.4%
With own children	2.8%	5.7%	2.3%	3.0%
Female householder ^c	8.2%	9.2%	6.2%	7.5%
With own children	5.6%	5.7%	4.0%	4.7%
Nonfamily households ^d	41.9%	nan%	36.4%	36.9%
Male living alone	16.6%	17.7%	15.7%	17.5%
Female living alone	20.1%	15.3%	16.7%	15.1%

Households by Couple or Non-couple Type^{1,3}

	City		County	
	2010	2020	2010	2020
Total households	571	577	3,233	3,090
Married couple ^b	45.5%	nan%	53.5%	51.2%
Cohabiting couple ^{b,f}	NA ^e	9.9%	NA ^e	5.8%
Male householder ^g	NA ^e	23.2%	NA ^e	21.2%
Female householder ^g	NA ^e	23.1%	NA ^e	21.9%

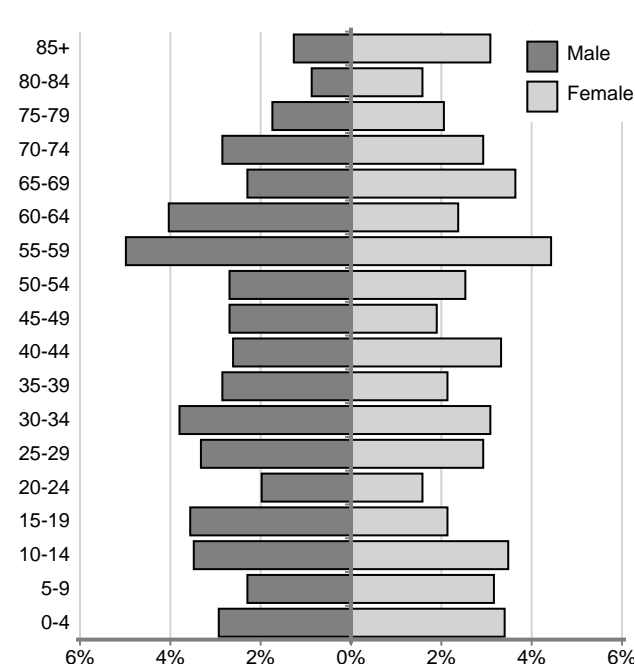
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder has an unmarried partner. ^gFor 2020 no spouse or partner present, but relatives, nonrelatives may be present or householder may be living alone.

Percentage of Population by Age¹

Age Groups	City		County	
	2010	2020	2010	2020
17 or younger	22%	22.8%	21.5%	22.7%
0 - 4	5.5%	6.3%	5.9%	5.8%
5 - 9	5.5%	5.5%	5.6%	6.2%
10 - 14	6%	7.0%	5.7%	6.6%
15 - 17	5%	4%	4.3%	4.1%
18 - 24	6.6%	5.3%	6.1%	5.8%
25 - 44	20.6%	24.1%	18.4%	21.1%
45 - 64	29.6%	25.6%	31.9%	26.4%
65 or older	21.2%	22.3%	22.1%	24.0%
65 - 84	16.7%	18%	17.9%	20.4%
85 or older	4.5%	4.4%	4.2%	3.5%
Median ⁴ Age (years)	45.6	43.8	47.6	45.3
Age Dependency ^{a, 5}	76.1	82.0	77.3	87.6
Old-Age	37.3	40.5	39.2	45.0
Child	38.7	41.5	38.1	42.6

^aAge Dependency Ratio

Laurens, Iowa Population Pyramid,^a 2020¹



^aEach bar represents the percentage that an age-sex group comprises of the total population.

Socioeconomic Profile

Laurens, Iowa

The median household income in Laurens is less than the median household income of Pocahontas County. The median value of owner-occupied housing units is lower in Laurens than for Pocahontas County. There is a higher percentage of vacant housing units in Laurens than there is for Pocahontas County. Many housing units in Laurens were built prior to 1940. There is a lower percentage of individuals 25 and older with a Bachelor's degree or higher in Laurens compared to Pocahontas County.

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	533	+/- 79	3,083	+/- 96
Less than \$34,999	29.6%	+/- 4.1%	25.3%	+/- 2.6%
\$35,000 To \$49,999	17.4%	+/- 7.9%	14.4%	+/- 3.5%
\$50,000 To \$99,999	33.8%	+/- 3.4%	34.4%	+/- 2.3%
\$100,000 Or More	19.1%	+/- 3.2%	25.9%	+/- 2.4%
Median ⁴ Household Income	\$53,594	+/- \$12,177	\$61,434	+/- \$3,811
Median Family Income	\$53,750	+/- \$25,508	\$82,009	+/- \$7,707
Per Capita Income	\$29,278	+/- \$3,987	\$33,918	+/- \$2,075

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	646	+/- 73	3,663	+/- 36
Vacant	17.5%	+/- 6.2%	15.8%	+/- 2.6%
Occupied	82.5%	+/- 6.2%	84.2%	+/- 2.6%
Occupied ^a	533	+/- 79	3,083	+/- 96
Owner	81.2%	+/- 6.4%	78.4%	+/- 3.3%
Renter	18.8%	+/- 6.4%	21.6%	+/- 3.3%
Rent ^b	\$746	+/- \$52	\$735	+/- \$47
Value ^c	\$73,100	+/- \$11,248	\$90,400	+/- \$5,872

^aOccupied Units, ^bMedian gross rent of renter-occupied units, ^cMedian value of owner-occupied units

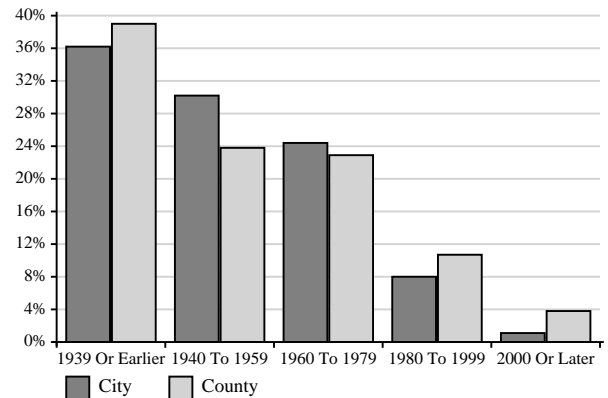
Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	946	+/-118	4,946	+/-57
High School Graduate or Higher	88.2%	+/-6.4%	91.5%	+/-1.9%
Bachelor's Degree or Higher	11.8%	+/-3.4%	17.1%	+/-2.3%

*MOE = the margin of error for American Community Survey estimates² which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

**MOE is high, use county estimate.

Percent Housing by Year Built, 2018-2022²



In Laurens there is a higher percentage of workers in production, transportation, and material moving occupations than any other occupation category. The production, transportation, and material moving occupation category makes up 26.7% of occupations of the civilian employed population in the city.

Occupation of the Civilian Employed Population, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	551	+/- 96	3,316	+/- 152
Management, business, science, and arts	21.2%	+/- 7.3%	30.8%	+/- 3.1%
Service	12.3%	+/- 6.1%	14.4%	+/- 3.0%
Sales and office	18.9%	+/- 6.9%	18.8%	+/- 2.6%
Natural resources, construction, and maintenance	20.9%	+/- 8.0%	13.4%	+/- 2.1%
Production, transportation, and material moving	26.7%	+/- 7.7%	22.6%	+/- 2.9%

Socioeconomic Profile

Laurens, Iowa

Laurens has a lower proportion of the population age 16 or older in the labor force than Pocahontas County. A portion of those who are not in the labor force are people who are retired. Earnings data are provided for the population 16 and over who have earnings. Median earnings in Laurens tend to be lower than the median earnings for Pocahontas County. Families with children tend to have a higher rate of poverty than families without children.

Median Employment Earnings, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ ^a	607	+/- 101	3,720	+/- 147
Median Earnings	\$38,542	+/- \$38	\$40,606	+/- \$2,172
Female	\$31,458	+/- \$9,057	\$32,983	+/- \$3,629
Female, full time ^b	\$43,580	+/- \$3,106	\$44,352	+/- \$4,323
Male	\$39,769	+/- \$6,134	\$46,409	+/- \$2,416
Male, full time ^b	\$43,684	+/- \$5,873	\$52,000	+/- \$4,754

^a with earnings, ^b year round, **MOE is high, use county estimate.

Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population ^a	1,193	+/-170	6,923	+/-18
With a disability ^b	21.5%	+/-6.4%	14.8%	+/-1.9%
With Health Insurance	97.9%	+/-1.4%	94.0%	+/-1.3%
With Private ^c Coverage	55.9%	+/-9.1%	64.7%	+/-3.2%
With Public ^d Coverage	52.5%	+/-8.0%	44.4%	+/-2.4%
No Health Insurance	**%	+/-**%	6.0%	+/-1.3%

^aCivilian Noninstitutionalized Population, ^blimitations of activities or inability for full participation, ^cprovided by employer, union, bought by individual, and some military plans, ^dincludes Medicare, Medicaid, VA Health Care, children's CHIP, and some state plans, **MOE is high, use county estimate.

*MOE = the margin of error for American Community Survey estimates² which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

Employment Status, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	1,025	+/- 131	5,657	+/- 50
in labor force	60.1%	+/- 7.1%	62.6%	+/- 2.4%
not in labor force	39.9%	+/- 7.1%	37.4%	+/- 2.4%
Civilian labor force	616	+/- 102	3,539	+/- 144
Unemployed	10.6%	+/- 4.3%	6.3%	+/- 1.9%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	1,193	+/-170	6,906	+/-22
Below poverty	**%	+/-**%	9.1%	+/-2.7%
17 and under	**%	+/-**%	**%	+/-**%
18 - 64	**%	+/-**%	11.0%	+/-3.7%
65+	**%	+/-**%	5.1%	+/-1.8%
All Families	**%	+/-**%	4.4%	+/-1.9%
with children	**%	+/-**%	9.2%	+/-4.5%
Married Couple	**%	+/-**%	3.3%	+/-1.6%
with children	**%	+/-**%	**%	+/-**%
Female HH ^b	**%	+/-**%	**%	+/-**%
with children	**%	+/-**%	**%	+/-**%

^a for whom poverty status is determined, ^b female householder, no husband present, **MOE is high, use county estimate.

Notes and Source Information:

¹ U.S. Census Bureau; Decennial Censuses 1940 - 2020

² U.S. Census Bureau; American Community Survey 2018-2022

³ For the 2020 Decennial Census, households are divided into subcategories by two different methods. One method (family or nonfamily) is based on the presence or absence of family relationships among the household members and the householder. Using family relationships (birth, marriage, or adoption) has been the usual way to classify households, and the data using this method has good comparability between 2010 and 2020. In 2020, the Census Bureau introduced an additional method to divide households into subcategories. This second method (couple or noncouple) is based on the presence or absence of a couple relationship for the householder. The relationship can be as a married spouse or as an unmarried partner and can be of the opposite or same sex. The 2020 data reported for the second method (except for married couples) does not have good comparability with data from 2010. For smaller towns, the couple or noncouple data are omitted in this profile.

⁴ Median is the middle value of a distribution.

⁵ The age dependency ratio compares, by age, those typically not in the labor force with those who typically are in the labor force. Old Age dependency is persons 65+ per 100 persons age 18-64. Child dependency is persons under age 18 per 100 persons age 18-64. The total age dependency ratio is persons under age 18 plus persons 65 or older per 100 persons age 18-64.

This series was prepared by:

Christopher J. Seeger, Professor & Extension Specialist
Bailey Hanson, Data Analyst III & Extension Specialist
Sandra Burke, Research Scientist III & Extension Specialist
Jay Maxwell, Data Analyst I & Extension Specialist

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