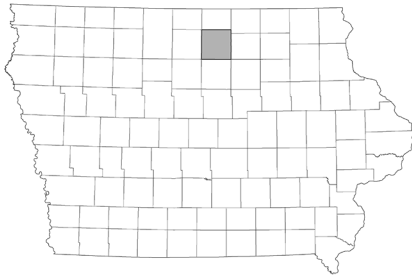# Data for Decision Makers

Ventura, Iowa
City Profile

report created: 12/17/2024

Population profile

The 2020 population for Ventura is 711. Between 2010 and 2020 the population decreased by 0.8%. The City of Ventura is in Cerro Gordo County. Cerro Gordo County saw a 2.3% population decrease between 2010 and 2020.

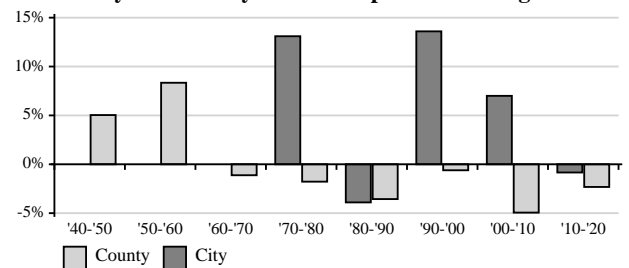### Cerro Gordo County Cities - Total Population[1]

City	2000	2010	2020
Ventura	**670**	**717**	**711**
Male Total	336	369	355
Female Total	334	348	356
Clear Lake	8,161	7,777	7,687
Dougherty	80	58	62
Mason City	29,172	28,079	27,338
Meservey	252	256	222
Nora Springs[†]	1,532	1,431	1,369
Plymouth	429	382	375
Rock Falls	170	155	150
Rockwell	989	1,039	1,071
Swaledale	174	165	144
Thornton	422	422	400
Cerro Gordo County Total	46,447	44,151	43,127
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
Clear Lake	-0.3%	-4.7%	-1.2%
Fertile	-5.8%	2.8%	-17.6%
Garner	0.2%	7.1%	-2.0%
Hanlontown	18.7%	-1.3%	-8.8%
Klemme	1.0%	-14.5%	-13.0%
Ventura	13.6%	7.0%	-0.8%
Cerro Gordo County	-0.6%	4.9%	-2.3%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change[1]

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Ventura's population is predominantly White. The City of Ventura, compared to Cerro Gordo County, had a lower percentage of young people (17 or younger) and a higher 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 Origin[1]

	City		County	
Race Groups	2010	2020	2010	2020
One race only	99.3%	96.6%	98.4%	95.0%
White	98.3%	95.6%	95.0%	89.5%
White alone, not Hispanic	97.5%	95.6%	92.6%	87.7%
Black or African American	0.0%	0.3%	1.3%	2.2%
Asian	0.6%	0.0%	0.9%	1.2%
American Indian or Alaska Native	0.0%	0.0%	0.2%	0.3%
Hawaiian or Pacific Islander	0.0%	0.1%	0.0%	0.3%
Other	0.4%	0.6%	0.9%	1.4%
Two or more races	0.7%	3.4%	1.6%	5.0%
Hispanic origin[a]	1.3%	2.3%	3.8%	5.2%

[a] *Hispanics can be of any race.*

Households by Family or Nonfamily Type[1,3]

	City		County	
	2010	2020	2010	2020
Total households	315	325	19,350	19,224
Family households[a,b]	68.3%	55.9%	60.9%	58.8%
Married couple family[b]	58.4%	41.0%	47.6%	45.1%
With own children	16.2%	14.2%	16.3%	13.6%
Other family[c]	9.8%	8.9%	13.3%	13.7%
Male householder[c]	5.1%	3.1%	4.0%	4.4%
With own children	2.5%	1.5%	2.5%	2.5%
Female householder[c]	4.8%	5.8%	9.4%	9.4%
With own children	2.5%	4.6%	5.7%	5.4%
Nonfamily households[d]	31.7%	44.1%	39.1%	41.2%
Male living alone	9.2%	10.2%	14.3%	15.8%
Female living alone	15.2%	16.3%	18.7%	19.2%

Households by Couple or Non-couple Type[1,3]

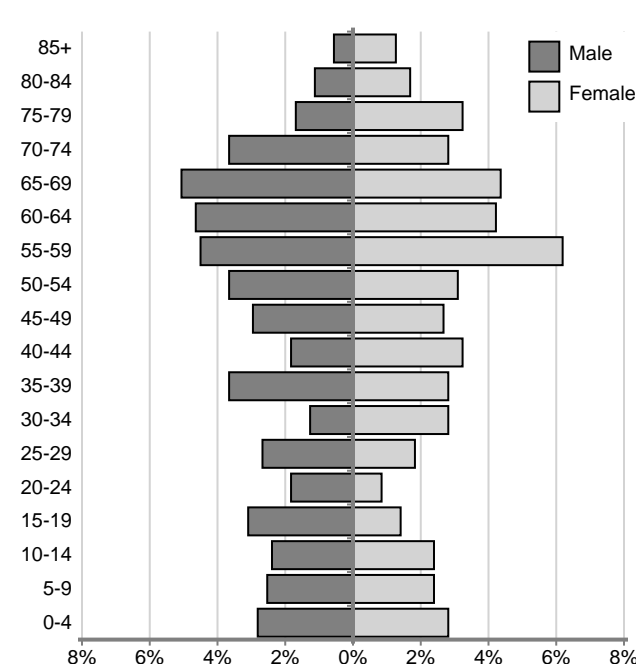|	City		County	
	2010	2020	2010	2020
Total households	315	325	19,350	19,224
Married couple[b]	58.4%	41.0%	47.6%	45.1%
Cohabiting couple[b,f]	NA[e]	5.5%	NA[e]	7.3%
Male householder [g]	NA[e]	12.6%	NA[e]	19.9%
Female householder [g]	NA[e]	21.2%	NA[e]	27.7%

[a]*Householder and at least one other person related to the householder.* [b]*For 2020 includes same-sex couples.* [c]*No spouse present, but at least one relative present.* [d]*In 2010 included same-sex couples whether married or not (if no relatives present).* [e]*2010 not comparable with 2020.* [f]*For 2020 householder has an unmarried partner.* [g]*For 2020 no spouse or partner present, but relatives, nonrelatives may be present or householder may be living alone.*

Percentage of Population by Age[1]

	City		County	
Age Groups	2010	2020	2010	2020
17 or younger	18.5%	17.9%	21.5%	20.2%
0 - 4	5%	5.6%	5.8%	5.1%
5 - 9	5%	4.9%	5.6%	5.6%
10 - 14	6.1%	4.8%	6.2%	6.1%
15 - 17	2.4%	2.6%	3.9%	3.4%
18 - 24	5.4%	4.6%	8.4%	7.5%
25 - 44	20.5%	20.2%	22.1%	22.5%
45 - 64	34%	32%	30.1%	26.5%
65 or older	21.5%	25.5%	17.9%	23.3%
65 - 84	19%	23.6%	14.9%	19.8%
85 or older	2.5%	1.8%	3.0%	3.5%
Median[4] Age (years)	48.3	51.6	43.3	44.7
Age Dependency[a,5]	66.7	76.4	65.0	77.0
Old-Age	35.8	44.9	29.5	41.2
Child	30.8	31.5	35.5	35.8

[a]*Age Dependency Ratio*

Ventura, Iowa Population Pyramid,[a] 2020[1]

[a]*Each bar represents the percentage that an age-sex group comprises of the total population.*

The median household income in Ventura is greater than the median household income of Cerro Gordo County. The median value of owner-occupied housing units is higher in Ventura than for Cerro Gordo County. There is a higher percentage of vacant housing units in Ventura than there is for Cerro Gordo County. Many housing units in Ventura were built between 1960 to 1979. There is a higher percentage of individuals 25 and older with a Bachelor's degree or higher in Ventura compared to Cerro Gordo County.

Median Household and Per Capita Income, 2018-2022[2]

| | City | | County | |
	Estimate	MOE*	Estimate	MOE*
Total Households	278	+/- 68	19,450	+/- 330
Less than $34,999	21.2%	+/- 3.9%	25.4%	+/- 2.2%
$35,000 To $49,999	7.9%	+/- 6.0%	14.0%	+/- 1.9%
$50,000 To $99,999	40.6%	+/- 4.1%	33.2%	+/- 1.9%
$100,000 Or More	30.2%	+/- 4.2%	27.4%	+/- 2.0%
Median[4] Household Income	$76,667	+/- $10,575	$63,149	+/- $2,092
Median Family Income	$88,750	+/- $20,618	$85,924	+/- $6,143
Per Capita Income	$42,091	+/- $8,629	$38,377	+/- $2,450

Housing Characteristics, 2018-2022[2]

| | City | | County | |
	Estimate	MOE*	Estimate	MOE*
Total Units	357	+/- 75	22,651	+/- 60
Vacant	22.1%	+/- 9.3%	14.1%	+/- 1.4%
Occupied	77.9%	+/- 9.3%	85.9%	+/- 1.4%
Occupied[a]	278	+/- 68	19,450	+/- 330
Owner	80.2%	+/- 8.4%	71.6%	+/- 1.9%
Renter	19.8%	+/- 8.4%	28.4%	+/- 1.9%
Rent[b]	$950	+/- $177	$812	+/- $29
Value[c]	$322,100	+/-$61,053	$145,200	+/-$5,938

[a]*Occupied Units*, [b]*Median gross rent of renter-occupied units*, [c]*Median value of owner-occupied units*

Educational Attainment, 2018-2022[2]

| | City | | County | |
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	479	+/-109	30,790	+/-145
High School Graduate or Higher	95.8%	+/-4.2%	93.7%	+/-1%
Bachelor's Degree or Higher	36.7%	+/-6.6%	24%	+/-1.7%

*MOE = the margin of error for American Community Survey estimates[2] 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.
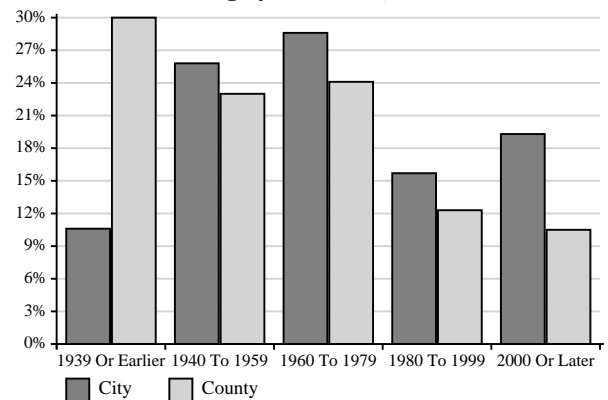***MOE is high, use county estimate.*

Percent Housing by Year Built, 2018-2022[2]

City / County

In Ventura there is a higher percentage of workers in management, business, science, and arts occupations than any other occupation category. The production, transportation, and material moving occupation category makes up **% of occupations of the civilian employed population in the city.

Occupation of the Civilian Employed Population, 2018-2022[2]

| | City | | County | |
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	351	+/- 95	21,989	+/- 595
Management, business, science, and arts	45.9%	+/- 9.9%	31.3%	+/- 2.4%
Service	14.5%	+/- 5.9%	19.0%	+/- 1.9%
Sales and office	16.5%	+/- 6.9%	20.9%	+/- 2.0%
Natural resources, construction, and maintenance	**%	+/- **%	7.3%	+/- 1.4%
Production, transportation, and material moving	**%	+/- **%	21.4%	+/- 1.9%

Ventura has a higher proportion of the population age 16 or older in the labor force than Cerro Gordo 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 Ventura tend to be higher than the median earnings for Cerro Gordo County. Families with children tend to have a higher rate of poverty than families without children.

Median Employment Earnings, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ [a]	372	+/- 100	24,096	+/- 576
Median Earnings	$45,952	+/- $45	$38,367	+/- $1,371
Female	$38,750	+/- $13,416	$32,522	+/- $1,910
Female, full time[b]	$49,091	+/- $8,643	$45,566	+/- $2,306
Male	$61,964	+/- $14,621	$47,847	+/- $2,443
Male, full time[b]	$64,926	+/- $9,720	$61,126	+/- $3,020

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

Employment Status, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	517	+/- 116	35,112	+/- 162
in labor force	68.7%	+/- 5.6%	64.6%	+/- 1.7%
not in labor force	31.3%	+/- 5.6%	35.4%	+/- 1.7%
Civilian labor force	355	+/- 95	22,661	+/- 581
Unemployed	1.1%	+/- 1.4%	3.0%	+/- 1.0%

**MOE is high, use county estimate.*

Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population[a]	638	+/-160	42,374	+/-36
With a disability[b]	**%	+/-**%	13.9%	+/-1.3%
With Health Insurance	98.3%	+/-1.4%	95.9%	+/-0.9%
With Private[c] Coverage	86.5%	+/-7.7%	72.1%	+/-2.1%
With Public[d] Coverage	29.9%	+/-9.1%	43.1%	+/-1.9%
No Health Insurance	**%	+/-**%	4.1%	+/-0.9%

[a]*Civilan Noninstitutionalized Population,* [b]*limitations of activities or inability for full participation,* [c]*provided by employer, union, bought by individual, and some miliary plans,* [d]*includes 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 estimates[2] 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.

Individuals and Families Below Poverty Level, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population[a]	638	+/-160	42,118	+/-39
Below poverty	4.9%	+/-2.4%	9.3%	+/-1.4%
17 and under	**%	+/-**%	11.5%	+/-3.6%
18 - 64	**%	+/-**%	9.5%	+/-1.6%
65+	**%	+/-**%	6.8%	+/-1.6%
All Families	**%	+/-**%	5.5%	+/-1.7%
with children	**%	+/-**%	8.9%	+/-4.3%
Married Couple	**%	+/-**%	**%	+/-**%
with children	**%	+/-**%	**%	+/-**%
Female HH[b]	**%	+/-**%	24.6%	+/-10.3%
with children	**%	+/-**%	**%	+/-**%

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

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Community and Economic Development   **Data for Decision Makers**