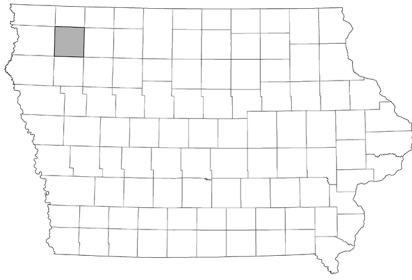


# Data for Decision Makers



## Paullina, Iowa City Profile

report created: 12/17/2024

### Population profile

The 2020 population for Paullina is 982. Between 2010 and 2020 the population decreased by 7.0%. The City of Paullina is in O'Brien County. O'Brien County saw a 1.5% population decrease between 2010 and 2020.

O'Brien County Cities - Total Population<sup>1</sup>

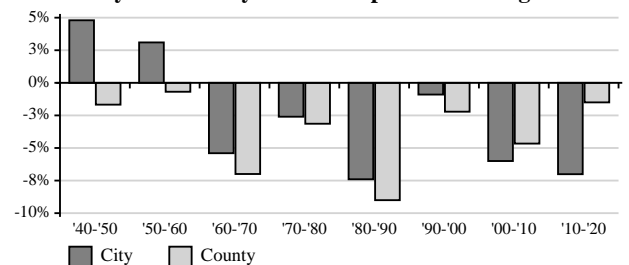
| City                 | 2000         | 2010         | 2020       |
|----------------------|--------------|--------------|------------|
| <b>Paullina</b>      | <b>1,124</b> | <b>1,056</b> | <b>982</b> |
| Male Total           | 515          | 512          | 495        |
| Female Total         | 609          | 544          | 487        |
| Archer               | 126          | 131          | 117        |
| Calumet              | 181          | 170          | 146        |
| Hartley              | 1,733        | 1,672        | 1,605      |
| Primghar             | 891          | 909          | 896        |
| Sanborn              | 1,353        | 1,404        | 1,392      |
| Sheldon <sup>†</sup> | 4,914        | 5,188        | 5,512      |
| Sutherland           | 707          | 649          | 629        |
| O'Brien County Total | 15,102       | 14,398       | 14,182     |
| State of Iowa Total  | 2,926,324    | 3,046,355    | 3,190,369  |

<sup>†</sup>City is located in multiple counties, total population is provided.

Neighboring Cities - Percent Population Change

|                | '90-'00 | '00-'10 | '10-'20 |
|----------------|---------|---------|---------|
| Archer         | -3.8%   | 4.0%    | -10.7%  |
| Calumet        | 13.1%   | -6.1%   | -14.1%  |
| Granville      | 9.1%    | -4.0%   | -0.6%   |
| Primghar       | -6.2%   | 2.0%    | -1.4%   |
| Sutherland     | -1.0%   | -8.2%   | -3.1%   |
| Paullina       | -0.9%   | -6.0%   | -7.0%   |
| O'Brien County | -2.2%   | 4.7%    | -1.5%   |
| State of Iowa  | 5.4%    | 4.1%    | 4.7%    |

City and County Percent Population Change<sup>1</sup>



#### Regional Director

Greta Giese  
400 Central Ave. NW, Ste 700  
Orange City, IA 51041  
gmgieste@iastate.edu  
712-737-4230

#### County Office

Marsha Rehder  
340 2nd St. SE  
Primghar, IA 51245  
mrehder@iastate.edu  
712-957-5045

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

## Demographic Profile

## Paullina, Iowa

Paullina's population is predominantly White. The City of Paullina, compared to O'Brien County, had a higher 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.<sup>3</sup>

**Percentage of Population by Race/Hispanic Origin<sup>1</sup>**

| Race Groups                      | City  |       | County |       |
|----------------------------------|-------|-------|--------|-------|
|                                  | 2010  | 2020  | 2010   | 2020  |
| One race only                    | 99.5% | 97.4% | 99.2%  | 95.4% |
| White                            | 98.7% | 95.5% | 96.0%  | 90.4% |
| White alone, not Hispanic        | 97.6% | 93.8% | 94.5%  | 88.9% |
| Black or African American        | 0.8%  | 0.8%  | 0.5%   | 1.1%  |
| Asian                            | 0.0%  | 0.0%  | 0.6%   | 0.6%  |
| American Indian or Alaska Native | 0.0%  | 0.1%  | 0.1%   | 0.6%  |
| Hawaiian or Pacific Islander     | 0.0%  | 0.0%  | 0.0%   | 0.1%  |
| Other                            | 0.1%  | 0.9%  | 2.0%   | 2.7%  |
| Two or more races                | 0.5%  | 2.6%  | 0.8%   | 4.6%  |
| Hispanic origin <sup>a</sup>     | 1.2%  | 3.0%  | 3.8%   | 6.9%  |

<sup>a</sup> Hispanics can be of any race.

**Households by Family or Nonfamily Type<sup>1,3</sup>**

|                                    | City  |       | County |       |
|------------------------------------|-------|-------|--------|-------|
|                                    | 2010  | 2020  | 2010   | 2020  |
| Total households                   | 496   | 446   | 6,069  | 5,861 |
| Family households <sup>a,b</sup>   | 62.3% | 59.9% | 64.7%  | 63.4% |
| Married couple family <sup>b</sup> | 52.0% | 46.0% | 55.1%  | 52.7% |
| With own children                  | 15.7% | 15.5% | 19.5%  | 17.9% |
| Other family <sup>c</sup>          | 10.3% | 12.1% | 9.6%   | 10.7% |
| Male householder <sup>c</sup>      | 4.0%  | 4.3%  | 3.5%   | 4.3%  |
| With own children                  | 3.4%  | 3.1%  | 2.4%   | 2.5%  |
| Female householder <sup>c</sup>    | 6.3%  | 7.8%  | 6.1%   | 6.4%  |
| With own children                  | 3.8%  | 6.7%  | 4.1%   | 5.0%  |
| Nonfamily households <sup>d</sup>  | 37.7% | 40.1% | 35.3%  | 36.6% |
| Male living alone                  | 12.7% | 16.6% | 13.5%  | 15.3% |
| Female living alone                | 23.2% | 18.6% | 17.9%  | 16.5% |

**Households by Couple or Non-couple Type<sup>1,3</sup>**

|                                  | City            |       | County          |       |
|----------------------------------|-----------------|-------|-----------------|-------|
|                                  | 2010            | 2020  | 2010            | 2020  |
| Total households                 | 496             | 446   | 6,069           | 5,861 |
| Married couple <sup>b</sup>      | 52.0%           | 46.0% | 55.1%           | 52.7% |
| Cohabiting couple <sup>b,f</sup> | NA <sup>e</sup> | 7.0%  | NA <sup>e</sup> | 6.2%  |
| Male householder <sup>g</sup>    | NA <sup>e</sup> | 19.3% | NA <sup>e</sup> | 19.3% |
| Female householder <sup>g</sup>  | NA <sup>e</sup> | 25.1% | NA <sup>e</sup> | 21.8% |

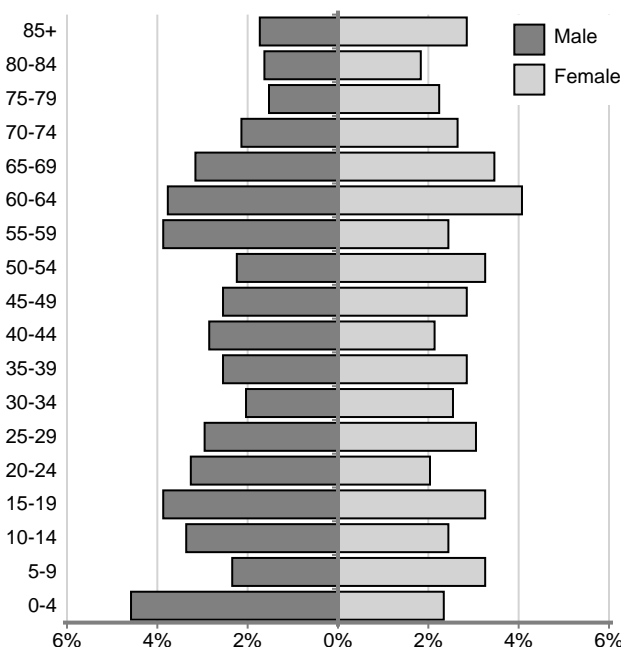
<sup>a</sup>Householder and at least one other person related to the householder. <sup>b</sup>For 2020 includes same-sex couples. <sup>c</sup>No spouse present, but at least one relative present. <sup>d</sup>In 2010 included same-sex couples whether married or not (if no relatives present). <sup>e</sup>2010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

**Percentage of Population by Age<sup>1</sup>**

| Age Groups                      | City  |       | County |       |
|---------------------------------|-------|-------|--------|-------|
|                                 | 2010  | 2020  | 2010   | 2020  |
| 17 or younger                   | 21.5% | 23.5% | 23.6%  | 23.3% |
| 0 - 4                           | 4.9%  | 6.9%  | 6.4%   | 6.0%  |
| 5 - 9                           | 6.7%  | 5.6%  | 6.5%   | 6.3%  |
| 10 - 14                         | 5.3%  | 5.8%  | 6.6%   | 6.8%  |
| 15 - 17                         | 4.6%  | 5.2%  | 4.1%   | 4.2%  |
| 18 - 24                         | 5.6%  | 7.2%  | 6.6%   | 7.3%  |
| 25 - 44                         | 17.5% | 21%   | 21.3%  | 23%   |
| 45 - 64                         | 27.2% | 25%   | 28.1%  | 24.3% |
| 65 or older                     | 28.2% | 23.2% | 20.4%  | 22.1% |
| 65 - 84                         | 23.5% | 18.7% | 16.4%  | 17.4% |
| 85 or older                     | 4.7%  | 4.6%  | 4.0%   | 4.6%  |
| Median <sup>4</sup> Age (years) | 48.9  | 43.4  | 43.6   | 42.0  |
| Age Dependency <sup>a, 5</sup>  | 98.8  | 87.8  | 78.6   | 83.2  |
| Old-Age                         | 56.1  | 43.6  | 36.4   | 40.5  |
| Child                           | 42.7  | 44.2  | 42.1   | 42.7  |

<sup>a</sup>Age Dependency Ratio

**Paullina, Iowa Population Pyramid,<sup>a</sup> 2020<sup>1</sup>**



<sup>a</sup>Each bar represents the percentage that an age-sex group comprises of the total population.

## Socioeconomic Profile

## Paullina, Iowa

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

**Median Household and Per Capita Income, 2018-2022<sup>2</sup>**

|                                      | City     |              | County   |             |
|--------------------------------------|----------|--------------|----------|-------------|
|                                      | Estimate | MOE*         | Estimate | MOE*        |
| Total Households                     | 415      | +/- 61       | 5,700    | +/- 198     |
| Less than \$34,999                   | 19.5%    | +/- 3.7%     | 23.9%    | +/- 2.4%    |
| \$35,000 To \$49,999                 | 17.1%    | +/- 7.2%     | 14.0%    | +/- 2.4%    |
| \$50,000 To \$99,999                 | 43.3%    | +/- 3.9%     | 34.6%    | +/- 2.4%    |
| \$100,000 Or More                    | 20.0%    | +/- 3.3%     | 27.5%    | +/- 2.5%    |
| Median <sup>4</sup> Household Income | \$60,250 | +/- \$18,218 | \$65,076 | +/- \$6,868 |
| Median Family Income                 | \$86,705 | +/- \$10,716 | \$89,832 | +/- \$4,507 |
| Per Capita Income                    | \$39,665 | +/- \$5,980  | \$32,460 | +/- \$1,798 |

**Educational Attainment, 2018-2022<sup>2</sup>**

|                                | City     |         | County   |         |
|--------------------------------|----------|---------|----------|---------|
|                                | Estimate | MOE*    | Estimate | MOE*    |
| Population 25 and older        | 628      | +/-109  | 9,734    | +/-46   |
| High School Graduate or Higher | 89.0%    | +/-5.3% | 90.7%    | +/-2.3% |
| Bachelor's Degree or Higher    | 19.9%    | +/-5.9% | 21.6%    | +/-3%   |

\*MOE = the margin of error for American Community Survey estimates<sup>2</sup> 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.

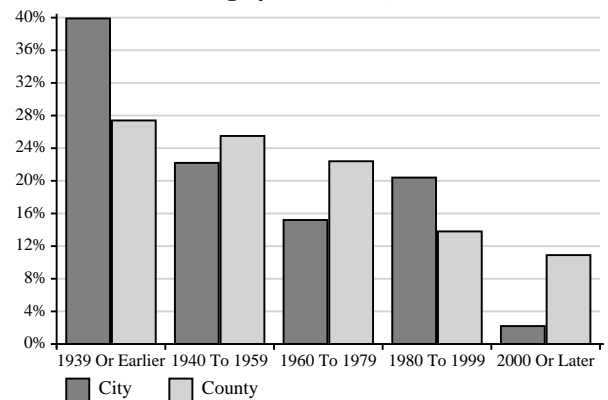
\*\*MOE is high, use county estimate.

**Housing Characteristics, 2018-2022<sup>2</sup>**

|                       | City      |              | County    |              |
|-----------------------|-----------|--------------|-----------|--------------|
|                       | Estimate  | MOE*         | Estimate  | MOE*         |
| Total Units           | 491       | +/- 61       | 6,546     | +/- 25       |
| Vacant                | 15.5%     | +/- 6.6%     | 12.9%     | +/- 3.0%     |
| Occupied              | 84.5%     | +/- 6.6%     | 87.1%     | +/- 3.0%     |
| Occupied <sup>a</sup> | 415       | +/- 61       | 5,700     | +/- 198      |
| Owner                 | 74.2%     | +/- 8.5%     | 76.0%     | +/- 3.5%     |
| Renter                | 25.8%     | +/- 8.5%     | 24.0%     | +/- 3.5%     |
| Rent <sup>b</sup>     | \$808     | +/- \$133    | \$691     | +/- \$79     |
| Value <sup>c</sup>    | \$112,900 | +/- \$10,367 | \$141,900 | +/- \$12,274 |

<sup>a</sup>Occupied Units, <sup>b</sup>Median gross rent of renter-occupied units, <sup>c</sup>Median value of owner-occupied units

**Percent Housing by Year Built, 2018-2022<sup>2</sup>**



In Paullina 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 21.2% of occupations of the civilian employed population in the city.

**Occupation of the Civilian Employed Population, 2018-2022<sup>2</sup>**

|  | City     |          | County   |          |
|--|----------|----------|----------|----------|
|  | Estimate | MOE*     | Estimate | MOE*     |
| Civilian employed population 16 years and over   | 463      | +/- 108  | 6,949    | +/- 370  |
| Management, business, science, and arts          | 33.7%    | +/- 8.4% | 33.7%    | +/- 4.0% |
| Service  | 20.1%    | +/- 7.3% | 15.5%    | +/- 2.6% |
| Sales and office                                 | 11.9%    | +/- 5.0% | 15.4%    | +/- 2.4% |
| Natural resources, construction, and maintenance | ***%     | +/- ***% | 13.3%    | +/- 2.6% |
| Production, transportation, and material moving  | 21.2%    | +/- 8.0% | 22.1%    | +/- 4.0% |

## Socioeconomic Profile

## Paullina, Iowa

Paullina has a higher proportion of the population age 16 or older in the labor force than O'Brien 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 Paullina tend to be lower than the median earnings for O'Brien County. Families with children tend to have a higher rate of poverty than families without children.

### Median Employment Earnings, 2018-2022<sup>2</sup>

|                                | City     |             | County   |             |
|--------------------------------|----------|-------------|----------|-------------|
|                                | Estimate | MOE*        | Estimate | MOE*        |
| Population 16+ <sup>a</sup>    | 479      | +/- 106     | 7,638    | +/- 314     |
| Median Earnings                | \$38,839 | +/- \$38    | \$40,000 | +/- \$2,679 |
| Female                         | \$28,264 | +/- \$5,577 | \$24,565 | +/- \$2,523 |
| Female, full time <sup>b</sup> | \$38,661 | +/- \$4,454 | \$40,746 | +/- \$4,464 |
| Male                           | \$47,292 | +/- \$5,187 | \$50,401 | +/- \$4,126 |
| Male, full time <sup>b</sup>   | \$57,917 | +/- \$8,704 | \$57,835 | +/- \$1,816 |

<sup>a</sup> with earnings, <sup>b</sup> year round, \*\*MOE is high, use county estimate.

### Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022<sup>2</sup>

|                                    | City     |         | County   |         |
|------------------------------------|----------|---------|----------|---------|
|                                    | Estimate | MOE*    | Estimate | MOE*    |
| Population <sup>a</sup>            | 873      | +/-162  | 13,880   | +/-8    |
| With a disability <sup>b</sup>     | 19.8%    | +/-8.9% | 15.4%    | +/-2.6% |
| With Health Insurance              | 98.4%    | +/-1.6% | 96.8%    | +/-1.3% |
| With Private <sup>c</sup> Coverage | 74.0%    | +/-9.2% | 71.6%    | +/-3.6% |
| With Public <sup>d</sup> Coverage  | 40.2%    | +/-9.6% | 42.7%    | +/-3.1% |
| No Health Insurance                | **%      | +/-**%  | 3.2%     | +/-1.3% |

<sup>a</sup>Civilian Noninstitutionalized Population, <sup>b</sup>limitations of activities or inability for full participation, <sup>c</sup>provided by employer, union, bought by individual, and some military plans, <sup>d</sup>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<sup>2</sup> 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, 2018-2022<sup>2</sup>

|                      | City     |          | County   |          |
|----------------------|----------|----------|----------|----------|
|                      | Estimate | MOE*     | Estimate | MOE*     |
| Population 16+       | 743      | +/- 130  | 11,139   | +/- 73   |
| in labor force       | 64.7%    | +/- 9.7% | 64.0%    | +/- 3.2% |
| not in labor force   | 35.3%    | +/- 9.7% | 36.0%    | +/- 3.2% |
| Civilian labor force | 481      | +/- 113  | 7,121    | +/- 358  |
| Unemployed           | 3.7%     | +/- 5.1% | 2.4%     | +/- 1.2% |

\*\*MOE is high, use county estimate.

### Individuals and Families Below Poverty Level, 2018-2022<sup>2</sup>

|                               | City     |        | County   |          |
|-------------------------------|----------|--------|----------|----------|
|                               | Estimate | MOE*   | Estimate | MOE*     |
| Total Population <sup>a</sup> | 873      | +/-162 | 13,868   | +/-19    |
| Below poverty                 | **%      | +/-**% | 12.1%    | +/-2.8%  |
| 17 and under                  | **%      | +/-**% | 14.4%    | +/-5.8%  |
| 18 - 64                       | **%      | +/-**% | 12.5%    | +/-3.5%  |
| 65+                           | **%      | +/-**% | 8.5%     | +/-3.0%  |
| All Families                  | **%      | +/-**% | 7.0%     | +/-2.1%  |
| with children                 | **%      | +/-**% | 12.6%    | +/-4.2%  |
| Married Couple                | **%      | +/-**% | 4.4%     | +/-1.7%  |
| with children                 | **%      | +/-**% | 6.6%     | +/-2.9%  |
| Female HH <sup>b</sup>        | **%      | +/-**% | 39.2%    | +/-16.4% |
| with children                 | **%      | +/-**% | 46.6%    | +/-20.0% |

<sup>a</sup> for whom poverty status is determined, <sup>b</sup> female householder, no husband present, \*\*MOE is high, use county estimate.

### Notes and Source Information:

<sup>1</sup> U.S. Census Bureau; Decennial Censuses 1940 - 2020

<sup>2</sup> U.S. Census Bureau; American Community Survey 2018-2022

<sup>3</sup> 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.

<sup>4</sup> Median is the middle value of a distribution.

<sup>5</sup> 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

For more information on these and other topics, please call the Extension and Outreach specialists listed on the cover page or visit the ISU Extension and Outreach Indicators website at <https://indicators.extension.iastate.edu>

This institution is an equal opportunity provider. For the full non-discrimination statement or accommodation inquiries, go to [www.extension.iastate.edu/diversity/ext](http://www.extension.iastate.edu/diversity/ext).