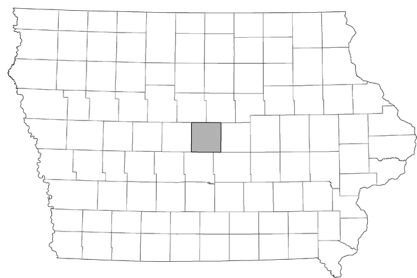


# Data for Decision Makers



## Nevada, Iowa City Profile

report created: 12/17/2024

### Population profile

The 2020 population for Nevada is 6,925. Between 2010 and 2020 the population increased by 1.9%. The City of Nevada is in Story County. Story County saw a 10.0% population increase between 2010 and 2020.

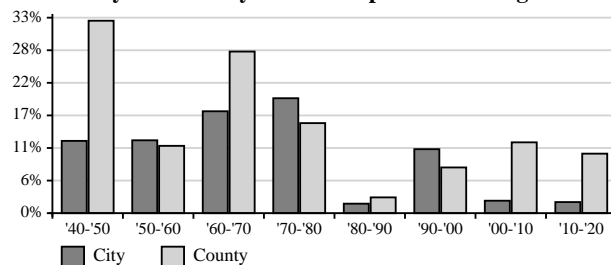
Story County Cities - Total Population<sup>1</sup>

City	2000	2010	2020
<b>Nevada</b>	<b>6,658</b>	<b>6,798</b>	<b>6,925</b>
Male Total	3,215	3,304	3,445
Female Total	3,443	3,494	3,480
Ames	50,731	58,965	66,427
Cambridge	819	827	827
Collins	499	495	495
Colo	868	876	845
Gilbert	987	1,082	1,211
Huxley	2,316	3,317	4,244
Kelley	300	309	304
Maxwell	807	920	859
McCallsburg	318	333	353
Roland	1,324	1,284	1,362
Sheldahl <sup>†</sup>	336	319	297
Slater	1,306	1,489	1,543
Story City	3,228	3,431	3,352
Zearing	617	554	528
Story County Total	79,981	89,542	98,537
State of Iowa Total	2,926,324	3,046,355	3,190,369

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
Ames	7.5%	16.2%	12.7%
Cambridge	14.7%	1.0%	0.0%
Colo	12.6%	0.9%	-3.5%
Maxwell	2.4%	14.0%	-6.6%
Roland	27.9%	-3.0%	6.1%
Nevada	10.8%	2.1%	1.9%
Story County	7.7%	12.0%	10.0%
State of Iowa	5.4%	4.1%	4.7%

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



#### Regional Director

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

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

# Demographic Profile

# Nevada, Iowa

Nevada's population is predominantly White. The City of Nevada, compared to Story 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	98.5%	94.8%	98.3%	93.9%
White	94.3%	88.5%	88.6%	82.2%
White alone, not Hispanic	92.9%	87.0%	86.9%	81.1%
Black or African American	1.3%	1.3%	2.5%	3.1%
Asian	1.0%	1.0%	6.0%	5.5%
American Indian or Alaska Native	0.3%	0.3%	0.2%	0.3%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.0%
Other	1.7%	3.7%	1.0%	2.7%
Two or more races	1.5%	5.2%	1.7%	6.1%
Hispanic origin <sup>a</sup>	3.4%	6.3%	3.0%	5.1%

<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	2,761	2,880	34,736	38,273
Family households <sup>a,b</sup>	65.6%	46.7%	53.2%	50.9%
Married couple family <sup>b</sup>	51.3%	37.2%	44.0%	41.0%
With own children	22.1%	19.1%	17.9%	15.7%
Other family <sup>c</sup>	14.3%	14.8%	9.2%	9.9%
Male householder <sup>c</sup>	3.7%	5.2%	3.0%	3.7%
With own children	2.4%	3.1%	1.4%	1.9%
Female householder <sup>c</sup>	10.6%	9.6%	6.2%	6.2%
With own children	7.7%	5.5%	3.9%	3.5%
Nonfamily households <sup>d</sup>	34.4%	53.3%	46.8%	49.1%
Male living alone	12.7%	15.0%	13.7%	16.1%
Female living alone	16.8%	16.8%	14.6%	16.1%

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

	City		County	
	2010	2020	2010	2020
Total households	2,761	2,880	34,736	38,273
Married couple <sup>b</sup>	51.3%	37.2%	44.0%	41.0%
Cohabiting couple <sup>b,f</sup>	NA <sup>e</sup>	6.6%	NA <sup>e</sup>	6.6%
Male householder <sup>g</sup>	NA <sup>e</sup>	20.2%	NA <sup>e</sup>	26.4%
Female householder <sup>g</sup>	NA <sup>e</sup>	25.3%	NA <sup>e</sup>	26.1%

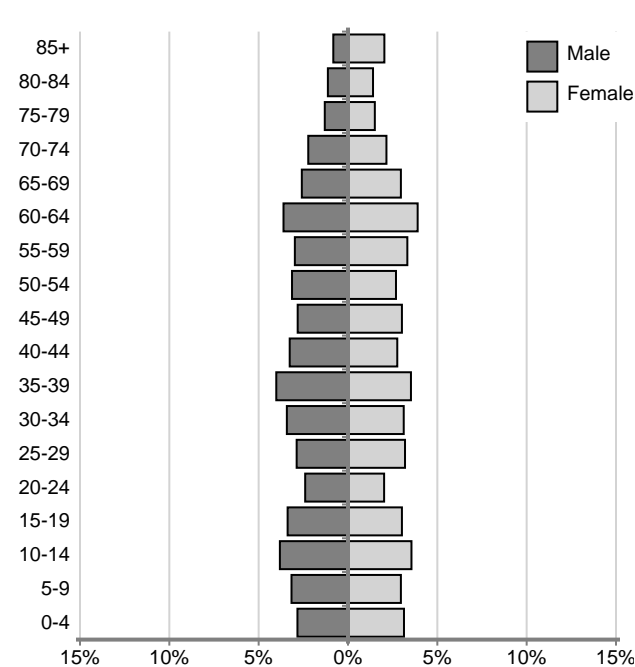
<sup>a</sup>Householder and at least one other person related to the householder. <sup>b</sup>For 2020 includes same-sex couples. <sup>c</sup>No spouse present, but at least one relative present. <sup>d</sup>In 2010 included same-sex couples whether married or not (if no relatives present). <sup>e</sup>2010 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	25.3%	23.7%	17.8%	16.8%
0 - 4	7.8%	6.0%	5.4%	4.6%
5 - 9	7.2%	6.1%	5.0%	4.6%
10 - 14	6.4%	7.4%	4.7%	4.8%
15 - 17	3.9%	4.2%	2.7%	2.8%
18 - 24	7.4%	6.6%	29.0%	30.1%
25 - 44	27.1%	26.1%	23.6%	23%
45 - 64	26.1%	25.4%	19.6%	17%
65 or older	14%	18.1%	10.0%	13.1%
65 - 84	11.3%	15.2%	8.3%	11.3%
85 or older	2.7%	2.9%	1.7%	1.8%
Median <sup>4</sup> Age (years)	37.1	39.8	26.7	26.9
Age Dependency <sup>a, 5</sup>	64.7	71.9	38.5	42.7
Old-Age	23.1	31.2	13.9	18.7
Child	41.7	40.8	24.7	24.0

<sup>a</sup>Age Dependency Ratio

**Nevada, 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

## Nevada, Iowa

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

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

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	3,094	+/- 213	38,412	+/- 519
Less than \$34,999	20.9%	+/- 3.4%	27.1%	+/- 2.1%
\$35,000 To \$49,999	11.6%	+/- 3.6%	10.8%	+/- 0.9%
\$50,000 To \$99,999	39.2%	+/- 3.3%	31.2%	+/- 1.7%
\$100,000 Or More	28.4%	+/- 3.3%	30.9%	+/- 1.8%
Median <sup>4</sup> Household Income	\$69,742	+/- \$8,288	\$66,197	+/- \$2,497
Median Family Income	\$95,034	+/- \$8,970	\$109,432	+/- \$5,237
Per Capita Income	\$47,535	+/- \$14,219	\$35,704	+/- \$1,335

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

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	4,789	+/-292	51,740	+/-159
High School Graduate or Higher	94.4%	+/-2.6%	97.1%	+/-0.5%
Bachelor's Degree or Higher	31.9%	+/-4.9%	52.5%	+/-1.7%

\*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.

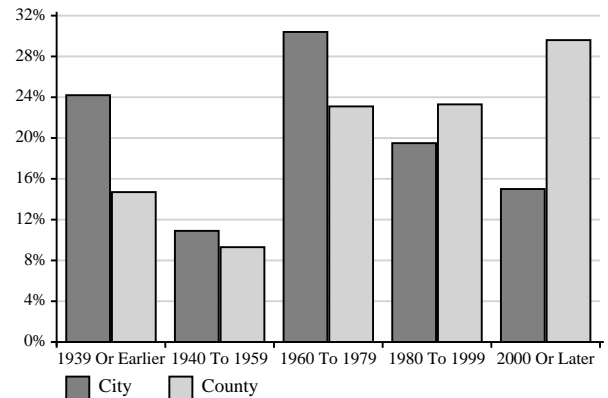
\*\*MOE is high, use county estimate.

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

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	3,329	+/- 212	41,347	+/- 104
Vacant	7.1%	+/- 3.3%	7.1%	+/- 1.2%
Occupied	92.9%	+/- 3.3%	92.9%	+/- 1.2%
Occupied <sup>a</sup>	3,094	+/- 213	38,412	+/- 519
Owner	76.1%	+/- 5.0%	55.7%	+/- 1.5%
Renter	23.9%	+/- 5.0%	44.3%	+/- 1.5%
Rent <sup>b</sup>	\$806	+/- \$54	\$991	+/- \$31
Value <sup>c</sup>	\$163,500	+/- \$8,513	\$229,100	+/- \$4,981

<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 Nevada 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 15.2% 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	3,590	+/- 314	53,259	+/- 1,076
Management, business, science, and arts	33.2%	+/- 4.9%	46.4%	+/- 1.7%
Service	17.4%	+/- 4.5%	18.0%	+/- 1.4%
Sales and office	20.8%	+/- 5.0%	18.6%	+/- 1.2%
Natural resources, construction, and maintenance	13.4%	+/- 3.9%	6.7%	+/- 0.7%
Production, transportation, and material moving	15.2%	+/- 3.9%	10.4%	+/- 1.2%

## Socioeconomic Profile

## Nevada, Iowa

Nevada has a higher proportion of the population age 16 or older in the labor force than Story 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 Nevada tend to be higher than the median earnings for Story 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>	3,805	+/- 285	66,257	+/- 727
Median Earnings	\$45,018	+/- \$45	\$25,496	+/- \$1,879
Female	\$36,968	+/- \$5,248	\$21,413	+/- \$1,716
Female, full time <sup>b</sup>	\$50,994	+/- \$8,225	\$50,290	+/- \$2,523
Male	\$49,212	+/- \$3,744	\$29,186	+/- \$1,623
Male, full time <sup>b</sup>	\$58,961	+/- \$4,233	\$65,109	+/- \$2,900

<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>	6,820	+/-24	97,986	+/-81
With a disability <sup>b</sup>	14.5%	+/-4.2%	8.8%	+/-0.7%
With Health Insurance	96.0%	+/-2.0%	94.9%	+/-0.8%
With Private <sup>c</sup> Coverage	75.0%	+/-4.9%	84.4%	+/-1.3%
With Public <sup>d</sup> Coverage	36.0%	+/-5.7%	21.4%	+/-1.0%
No Health Insurance	4.0%	+/-2.0%	5.1%	+/-0.8%

<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+	5,351	+/- 227	84,617	+/- 183
in labor force	68.3%	+/- 5.2%	66.7%	+/- 1.1%
not in labor force	31.7%	+/- 5.2%	33.3%	+/- 1.1%
Civilian labor force	3,654	+/- 311	56,398	+/- 952
Unemployed	1.8%	+/- 1.4%	5.6%	+/- 1.3%

\*\*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>	6,747	+/-89	86,383	+/-184
Below poverty	11.4%	+/-4.9%	19.6%	+/-1.3%
17 and under	***	+/-***%	8.6%	+/-2.5%
18 - 64	12.4%	+/-5.5%	25.4%	+/-1.7%
65+	***	+/-***%	5.8%	+/-1.8%
All Families	***	+/-***%	5.9%	+/-1.7%
with children	***	+/-***%	8.5%	+/-3.4%
Married Couple	***	+/-***%	2.1%	+/-0.6%
with children	***	+/-***%	***	+/-***%
Female HH <sup>b</sup>	47.6%	+/-22.2%	29.3%	+/-11.0%
with children	***	+/-***%	37.7%	+/-14.7%

<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.

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