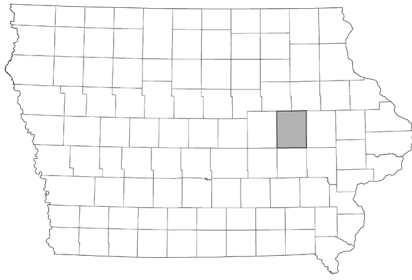


Data for Decision Makers



Urbana, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Urbana is 1,554. Between 2010 and 2020 the population increased by 6.6%. The City of Urbana is in Benton County. Benton County saw a 1.9% population decrease between 2010 and 2020.

Benton County Cities - Total Population¹

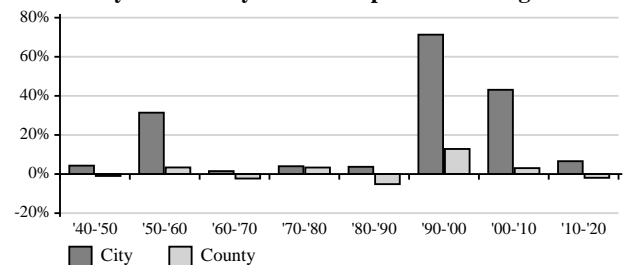
City	2000	2010	2020
Urbana	1,019	1,458	1,554
Male Total	511	736	799
Female Total	508	722	755
Atkins	977	1,670	2,056
Belle Plaine	2,878	2,534	2,330
Blairstown	682	692	713
Garrison	413	371	344
Keystone	687	622	599
Luzerne	105	96	112
Mount Auburn	160	150	162
Newhall	886	875	876
Norway	601	545	466
Shellsburg	938	983	961
Van Horne	716	682	774
Vinton	5,102	5,257	4,938
Walford [†]	1,224	1,463	1,366
Benton County Total	25,308	26,076	25,575
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
Brandon	-2.8%	-0.6%	10.4%
Center Point	18.5%	20.6%	6.5%
Shellsburg	22.6%	4.8%	-2.2%
Vinton	0.0%	3.0%	-6.1%
Walker	11.4%	5.5%	-13.0%
Urbana	71.3%	43.1%	6.6%
Benton County	12.8%	3.0%	-1.9%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



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Demographic Profile

Urbana, Iowa

Urbana's population is predominantly White. The City of Urbana, compared to Benton 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	98.3%	96.7%	99.1%	96.3%
White	97.5%	95.4%	98.1%	94.9%
White alone, not Hispanic	96.8%	94.7%	97.4%	94.1%
Black or African American	0.3%	0.5%	0.4%	0.4%
Asian	0.3%	0.4%	0.3%	0.3%
American Indian or Alaska Native	0.0%	0.0%	0.2%	0.1%
Hawaiian or Pacific Islander	0.0%	0.1%	0.0%	0.0%
Other	0.2%	0.3%	0.2%	0.5%
Two or more races	1.7%	3.3%	0.9%	3.7%
Hispanic origin ^a	1.0%	1.2%	1.1%	1.8%

^a Hispanics can be of any race.

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

	City		County	
	2010	2020	2010	2020
Total households	520	554	10,302	10,282
Family households ^{a,b}	79.2%	57.6%	71.6%	69.2%
Married couple family ^b	64.8%	42.4%	59.6%	55.8%
With own children	36.5%	31.9%	23.8%	20.5%
Other family ^c	14.4%	13.2%	12.0%	13.4%
Male householder ^c	5.4%	5.6%	4.3%	5.2%
With own children	3.7%	4.3%	2.7%	3.1%
Female householder ^c	9.0%	7.6%	7.7%	8.3%
With own children	6.3%	4.7%	4.9%	4.7%
Nonfamily households ^d	20.8%	42.4%	28.4%	30.8%
Male living alone	7.7%	9.6%	11.3%	12.9%
Female living alone	7.9%	8.3%	12.7%	12.6%

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

	City		County	
	2010	2020	2010	2020
Total households	520	554	10,302	10,282
Married couple ^b	64.8%	42.4%	59.6%	55.8%
Cohabiting couple ^{b,f}	NA ^e	9.4%	NA ^e	7.1%
Male householder ^g	NA ^e	14.3%	NA ^e	17.5%
Female householder ^g	NA ^e	14.3%	NA ^e	19.6%

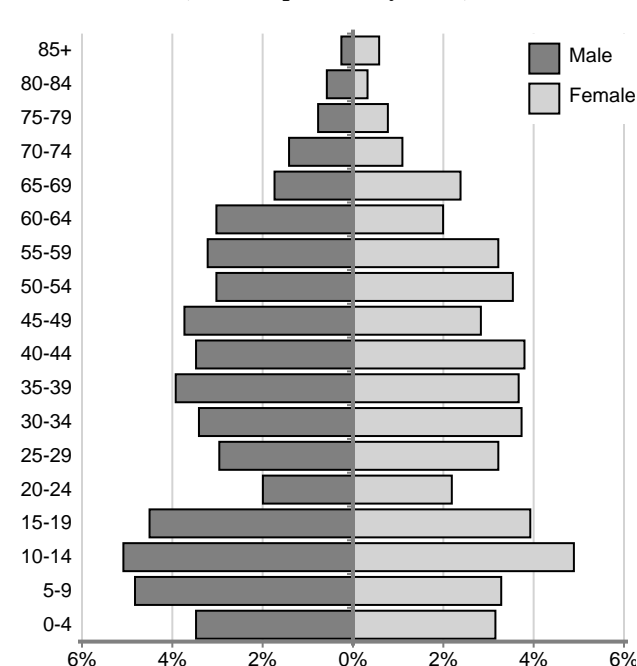
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder 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	32.2%	30.1%	25.5%	23.9%
0 - 4	10.2%	6.6%	6.3%	5.9%
5 - 9	9.7%	8.1%	7.1%	6.7%
10 - 14	7.8%	10.0%	7.2%	7.0%
15 - 17	4.5%	5.4%	4.9%	4.3%
18 - 24	5.5%	7.2%	6.4%	6.5%
25 - 44	35.1%	28.2%	24.1%	22.5%
45 - 64	19.5%	24.6%	28.6%	28.6%
65 or older	7.6%	9.9%	15.4%	18.3%
65 - 84	6.6%	9%	12.8%	16%
85 or older	1%	0.8%	2.6%	2.3%
Median ⁴ Age (years)	32.1	34.6	40.9	42.3
Age Dependency ^{a, 5}	66.1	66.7	69.2	73.3
Old-Age	12.6	16.5	26.1	31.8
Child	53.5	50.2	43.1	41.5

^aAge Dependency Ratio

Urbana, Iowa Population Pyramid, ^a 2020¹



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

Socioeconomic Profile

Urbana, Iowa

The median household income in Urbana is less than the median household income of Benton County. The median value of owner-occupied housing units is higher in Urbana than for Benton County. There is a lower percentage of vacant housing units in Urbana than there is for Benton County. Many housing units in Urbana were built between 1980 to 1999. There is a higher percentage of individuals 25 and older with a Bachelor's degree or higher in Urbana compared to Benton County.

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	521	+/- 86	10,114	+/- 222
Less than \$34,999	11.4%	+/- 3.3%	19.4%	+/- 2.3%
\$35,000 To \$49,999	8.4%	+/- 4.4%	9.7%	+/- 1.2%
\$50,000 To \$99,999	21.9%	+/- 3.1%	33.3%	+/- 2.0%
\$100,000 Or More	58.4%	+/- 4.2%	37.6%	+/- 2.2%
Median ⁴ Household Income	\$107,625	+/- \$3,777	\$79,444	+/- \$4,092
Median Family Income	\$118,750	+/- \$19,571	\$95,589	+/- \$5,495
Per Capita Income	\$38,264	+/- \$3,707	\$37,926	+/- \$1,272

Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	941	+/-133	17,867	+/-59
High School Graduate or Higher	97.0%	+/-2.0%	94.4%	+/-1.2%
Bachelor's Degree or Higher	27.2%	+/-6.4%	23.3%	+/-1.7%

*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.

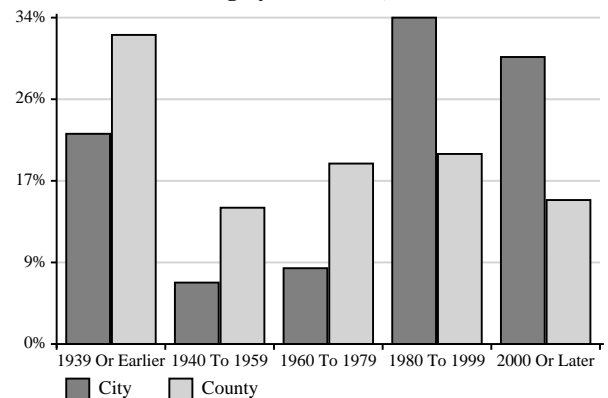
**MOE is high, use county estimate.

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	553	+/- 89	11,074	+/- 57
Vacant	5.8%	+/- 4.9%	8.7%	+/- 1.9%
Occupied	94.2%	+/- 4.9%	91.3%	+/- 1.9%
Occupied ^a	521	+/- 86	10,114	+/- 222
Owner	88.3%	+/- 6.2%	83.8%	+/- 2.2%
Renter	11.7%	+/- 6.2%	16.2%	+/- 2.2%
Rent ^b	\$763	+/- \$130	\$766	+/- \$73
Value ^c	\$202,700	+/- \$16,761	\$189,000	+/- \$8,699

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

Percent Housing by Year Built, 2018-2022²



In Urbana 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 14.2% 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	865	+/- 143	13,194	+/- 329
Management, business, science, and arts	39.9%	+/- 6.6%	33.4%	+/- 1.9%
Service	11.7%	+/- 4.7%	15.0%	+/- 1.9%
Sales and office	21.0%	+/- 5.6%	19.4%	+/- 1.8%
Natural resources, construction, and maintenance	13.2%	+/- 4.7%	14.8%	+/- 1.7%
Production, transportation, and material moving	14.2%	+/- 4.1%	17.3%	+/- 1.9%

Socioeconomic Profile

Urbana, Iowa

Urbana has a higher proportion of the population age 16 or older in the labor force than Benton 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 Urbana tend to be higher than the median earnings for Benton 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	935	+/- 151	14,253	+/- 311
Median Earnings	\$48,988	+/- \$48	\$46,432	+/- \$1,632
Female	\$37,470	+/- \$10,239	\$38,745	+/- \$1,989
Female, full time ^b	\$46,771	+/- \$7,053	\$49,246	+/- \$3,808
Male	\$59,423	+/- \$5,071	\$54,994	+/- \$2,196
Male, full time ^b	\$64,940	+/- \$7,600	\$61,834	+/- \$3,691

^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	1,565	+/-230	25,384	+/-20
With a disability ^b	8.5%	+/-2.7%	11.7%	+/-1.1%
With Health Insurance	99.2%	+/-0.8%	97.3%	+/-0.6%
With Private ^c Coverage	86.2%	+/-6.0%	78.6%	+/-2.0%
With Public ^d Coverage	20.6%	+/-6.2%	33.9%	+/-1.9%
No Health Insurance	**%	+/-**%	2.7%	+/-0.6%

^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+	1,136	+/- 167	20,422	+/- 68
in labor force	78.0%	+/- 5.2%	66.2%	+/- 1.5%
not in labor force	22.0%	+/- 5.2%	33.8%	+/- 1.5%
Civilian labor force	886	+/- 144	13,511	+/- 311
Unemployed	2.4%	+/- 1.6%	2.3%	+/- 0.7%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	1,553	+/-225	25,175	+/-138
Below poverty	**%	+/-**%	8.3%	+/-1.3%
17 and under	**%	+/-**%	7.2%	+/-1.9%
18 - 64	**%	+/-**%	7.4%	+/-1.3%
65+	**%	+/-**%	12.6%	+/-4.3%
All Families	**%	+/-**%	4.3%	+/-1.2%
with children	**%	+/-**%	4.5%	+/-1.5%
Married Couple	**%	+/-**%	2.8%	+/-1.2%
with children	**%	+/-**%	**%	+/-**%
Female HH ^b	**%	+/-**%	17.9%	+/-7.7%
with children	**%	+/-**%	25.8%	+/-11.0%

^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.

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