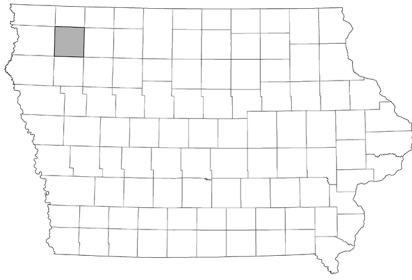# Data for Decision Makers

Hartley, Iowa
City Profile

Population profile

The 2020 population for Hartley is 1,605. Between 2010 and 2020 the population decreased by 4.0%. The City of Hartley is in O'Brien County. O'Brien County saw a 1.5% population decrease between 2010 and 2020.

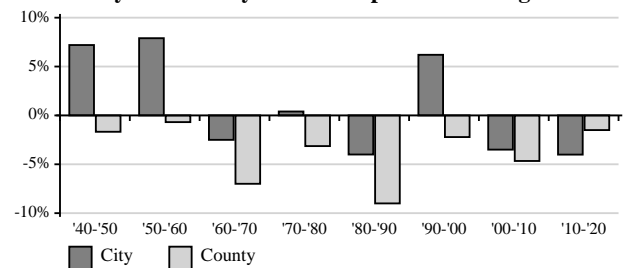**O'Brien County Cities - Total Population[1]**

City	2000	2010	2020
Hartley	**1,733**	**1,672**	**1,605**
Male Total	815	798	783
Female Total	918	874	822
Archer	126	131	117
Calumet	181	170	146
Paullina	1,124	1,056	982
Primghar	891	909	896
Sanborn	1,353	1,404	1,392
Sheldon[†]	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

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

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
Everly	-8.4%	-6.8%	-4.6%
Melvin	-2.8%	-11.9%	-7.0%
Primghar	-6.2%	2.0%	-1.4%
Royal	2.8%	-6.9%	-15.0%
Sanborn	0.6%	3.8%	-0.9%
Hartley	6.2%	-3.5%	-4.0%
O'Brien County	-2.2%	4.7%	-1.5%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change[1]

Legend: ■ City □ County

Regional Director
Greta Giese
400 Central Ave. NW, Ste 700
Orange City, IA 51041
gmgiese@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

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Hartley's population is predominantly White. The City of Hartley, compared to O'Brien 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]

Race Groups	City 2010	City 2020	County 2010	County 2020
One race only	98.0%	93.5%	99.2%	95.4%
White	95.8%	89.0%	96.0%	90.4%
White alone, not Hispanic	93.4%	86.4%	94.5%	88.9%
Black or African American	0.0%	1.5%	0.5%	1.1%
Asian	0.4%	0.3%	0.6%	0.6%
American Indian or Alaska Native	0.1%	0.2%	0.1%	0.6%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.1%
Other	1.7%	2.4%	2.0%	2.7%
Two or more races	2.0%	6.5%	0.8%	4.6%
Hispanic origin[a]	4.4%	8.5%	3.8%	6.9%

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

Households by Family or Nonfamily Type[1,3]

	City 2010	City 2020	County 2010	County 2020
Total households	713	679	6,069	5,861
Family households[a,b]	62.3%	76.9%	64.7%	63.4%
Married couple family[b]	49.8%	51.0%	55.1%	52.7%
With own children	18.0%	13.8%	19.5%	17.9%
Other family[c]	12.5%	13.1%	9.6%	10.7%
Male householder[c]	3.9%	4.7%	3.5%	4.3%
With own children	2.9%	2.7%	2.4%	2.5%
Female householder[c]	8.6%	8.4%	6.1%	6.4%
With own children	5.9%	6.6%	4.1%	5.0%
Nonfamily households[d]	37.7%	23.1%	35.3%	36.6%
Male living alone	13.0%	14.6%	13.5%	15.3%
Female living alone	20.8%	18.4%	17.9%	16.5%

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

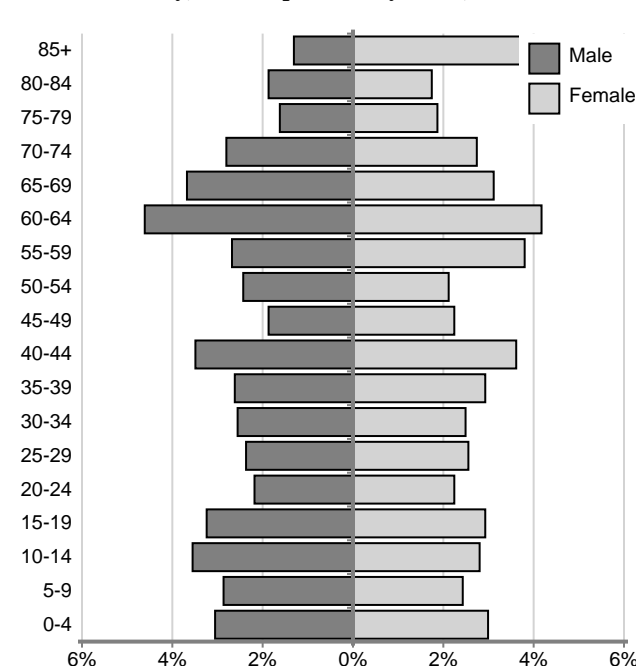|	City 2010	City 2020	County 2010	County 2020
Total households	713	679	6,069	5,861
Married couple[b]	49.8%	51.0%	55.1%	52.7%
Cohabiting couple[b,f]	NA[e]	7.5%	NA[e]	6.2%
Male householder[g]	NA[e]	19.0%	NA[e]	19.3%
Female householder[g]	NA[e]	24.7%	NA[e]	21.8%

[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]

Age Groups	City 2010	City 2020	County 2010	County 2020
17 or younger	24.5%	21.7%	23.6%	23.3%
0 - 4	7%	6.0%	6.4%	6.0%
5 - 9	6.6%	5.3%	6.5%	6.3%
10 - 14	6.8%	6.4%	6.6%	6.8%
15 - 17	4.1%	4%	4.1%	4.2%
18 - 24	6%	6.6%	6.6%	7.3%
25 - 44	20.2%	22.5%	21.3%	23%
45 - 64	27.3%	23.9%	28.1%	24.3%
65 or older	22.1%	25.2%	20.4%	22.1%
65 - 84	15.6%	19.4%	16.4%	17.4%
85 or older	6.5%	5.7%	4.0%	4.6%
Median[4] Age (years)	44.3	44.4	43.6	42.0
Age Dependency[a,5]	87.1	88.5	78.6	83.2
Old-Age	41.3	47.5	36.4	40.5
Child	45.8	40.9	42.1	42.7

[a]*Age Dependency Ratio*

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

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

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	682	+/- 65	5,700	+/- 198
Less than $34,999	38.6%	+/- 4.3%	23.9%	+/- 2.4%
$35,000 To $49,999	13.3%	+/- 4.4%	14.0%	+/- 2.4%
$50,000 To $99,999	31.0%	+/- 3.1%	34.6%	+/- 2.4%
$100,000 Or More	17.1%	+/- 2.7%	27.5%	+/- 2.5%
Median[4] Household Income	$48,088	+/- $5,938	$65,076	+/- $6,868
Median Family Income	$67,386	+/- $15,043	$89,832	+/- $4,507
Per Capita Income	$28,853	+/- $3,128	$32,460	+/- $1,798

Housing Characteristics, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	760	+/- 65	6,546	+/- 25
Vacant	10.3%	+/- 4.3%	12.9%	+/- 3.0%
Occupied	89.7%	+/- 4.3%	87.1%	+/- 3.0%
Occupied[a]	682	+/- 65	5,700	+/- 198
Owner	74.5%	+/- 6.6%	76.0%	+/- 3.5%
Renter	25.5%	+/- 6.6%	24.0%	+/- 3.5%
Rent[b]	$720	+/- $65	$691	+/- $79
Value[c]	$97,000	+/-$6,119	$141,900	+/-$12,274

[a]Occupied Units, [b]Median gross rent of renter-occupied units, [c]Median value of owner-occupied units
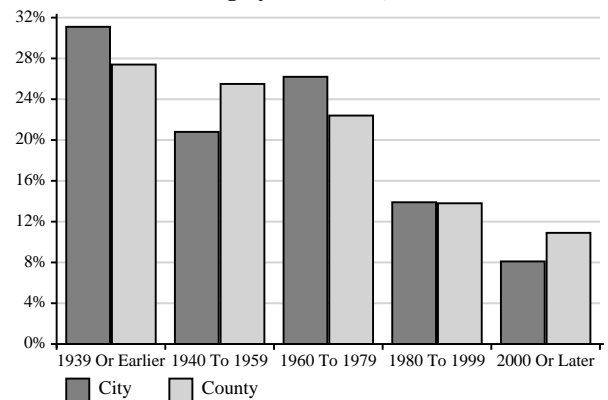
Educational Attainment, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	1,114	+/-119	9,734	+/-46
High School Graduate or Higher	88.2%	+/-5.0%	90.7%	+/-2.3%
Bachelor's Degree or Higher	14.1%	+/-4.0%	21.6%	+/-3%

*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]

Legend: City, County

In Hartley 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 22.3% 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	694	+/- 133	6,949	+/- 370
Management, business, science, and arts	29.1%	+/- 7.9%	33.7%	+/- 4.0%
Service	24.6%	+/- 5.8%	15.5%	+/- 2.6%
Sales and office	15.3%	+/- 4.1%	15.4%	+/- 2.4%
Natural resources, construction, and maintenance	8.6%	+/- 3.8%	13.3%	+/- 2.6%
Production, transportation, and material moving	22.3%	+/- 5.2%	22.1%	+/- 4.0%

Hartley has a lower 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 Hartley 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[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ [a]	741	+/- 142	7,638	+/- 314
Median Earnings	$32,964	+/- $32	$40,000	+/- $2,679
Female	$24,955	+/- $4,419	$24,565	+/- $2,523
Female, full time[b]	$33,542	+/- $6,635	$40,746	+/- $4,464
Male	$49,583	+/- $8,742	$50,401	+/- $4,126
Male, full time[b]	$55,000	+/- $3,976	$57,835	+/- $1,816

[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+	1,292	+/- 162	11,139	+/- 73
in labor force	55.5%	+/- 6.6%	64.0%	+/- 3.2%
not in labor force	44.5%	+/- 6.6%	36.0%	+/- 3.2%
Civilian labor force	717	+/- 136	7,121	+/- 358
Unemployed	3.2%	+/- 2.5%	2.4%	+/- 1.2%

**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]	1,464	+/-211	13,880	+/-8
With a disability[b]	22.1%	+/-4.7%	15.4%	+/-2.6%
With Health Insurance	95.5%	+/-2.6%	96.8%	+/-1.3%
With Private[c] Coverage	66.9%	+/-5.6%	71.6%	+/-3.6%
With Public[d] Coverage	49.9%	+/-7.5%	42.7%	+/-3.1%
No Health Insurance	**%	+/-**%	3.2%	+/-1.3%

[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]	1,464	+/-211	13,868	+/-19
Below poverty	14.1%	+/-4.2%	12.1%	+/-2.8%
17 and under	**%	+/-**%	14.4%	+/-5.8%
18 - 64	11.9%	+/-4.1%	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[b]	**%	+/-**%	39.2%	+/-16.4%
with children	**%	+/-**%	46.6%	+/-20.0%

[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.

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