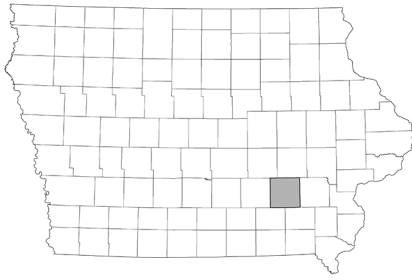


Data for Decision Makers



What Cheer, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for What Cheer is 607. Between 2010 and 2020 the population decreased by 6.0%. The City of What Cheer is in Keokuk County. Keokuk County saw a 4.5% population decrease between 2010 and 2020.

Keokuk County Cities - Total Population¹

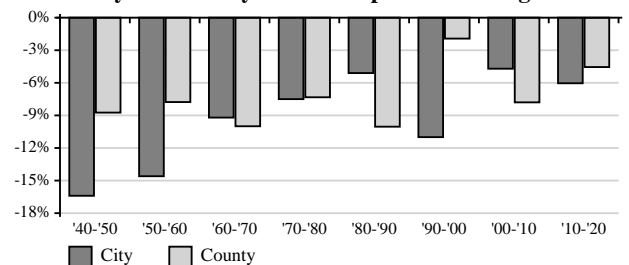
City	2000	2010	2020
What Cheer	678	646	607
Male Total	320	309	315
Female Total	358	337	292
Delta	410	328	264
Gibson	92	61	63
Harper	134	114	118
Hayesville	64	50	41
Hedrick	837	764	728
Keota	1,025	1,009	897
Keswick	295	246	242
Kinross	80	73	80
Martinsburg	126	112	110
North English [†]	991	1,041	1,065
Ollie	224	215	201
Richland	587	584	542
Sigourney	2,209	2,059	2,004
South English	213	212	202
Thornburg	84	67	45
Webster	110	88	94
Keokuk County Total	11,400	10,511	10,033
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
Delta	0.2%	-20.0%	-19.5%
Gibson	46.0%	-33.7%	3.3%
Keswick	3.9%	-16.6%	-1.6%
Rose Hill	19.9%	-18.0%	-6.5%
Thornburg	-7.7%	-20.2%	-32.8%
What Cheer	-11.0%	-4.7%	-6.0%
Keokuk County	-1.9%	7.8%	-4.5%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



Regional Director

Katharina Bain
400 220th Ave., Ste A
Sigourney, IA 52591
kbain@iastate.edu
641-622-2680

County Office

Kelly Albert
400 220th Ave, Ste A
Sigourney, IA 52591
klalbert@iastate.edu
641-622-2680

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

Demographic Profile

What Cheer, Iowa

What Cheer's population is predominantly White. The City of What Cheer, compared to Keokuk 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	99.1%	96.2%	99.4%	96.8%
White	98.6%	94.2%	98.4%	95.2%
White alone, not Hispanic	98.6%	94.1%	97.9%	94.4%
Black or African American	0.0%	0.0%	0.5%	0.5%
Asian	0.2%	1.0%	0.2%	0.2%
American Indian or Alaska Native	0.2%	0.7%	0.1%	0.1%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.0%
Other	0.2%	0.3%	0.3%	0.8%
Two or more races	0.9%	3.8%	0.6%	3.2%
Hispanic origin ^a	0.2%	1.3%	0.9%	2.1%

^a Hispanics can be of any race.

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

	City		County	
	2010	2020	2010	2020
Total households	293	264	4,408	4,174
Family households ^{a,b}	56.0%	50.0%	66.7%	65.0%
Married couple family ^b	40.6%	34.5%	54.6%	51.4%
With own children	13.0%	11.4%	18.6%	17.1%
Other family ^c	15.4%	15.5%	12.1%	13.6%
Male householder ^c	4.1%	5.7%	4.5%	5.5%
With own children	1.7%	4.2%	2.9%	3.1%
Female householder ^c	11.3%	9.8%	7.6%	8.0%
With own children	6.5%	5.7%	5.0%	5.0%
Nonfamily households ^d	44.0%	50.0%	33.3%	35.0%
Male living alone	18.1%	22.0%	13.7%	15.5%
Female living alone	20.8%	20.8%	15.2%	14.6%

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

	City		County	
	2010	2020	2010	2020
Total households	293	264	4,408	4,174
Married couple ^b	40.6%	34.5%	54.6%	51.4%
Cohabiting couple ^{b,f}	NA ^e	9.8%	NA ^e	7.4%
Male householder ^g	NA ^e	26.5%	NA ^e	20.0%
Female householder ^g	NA ^e	29.2%	NA ^e	21.2%

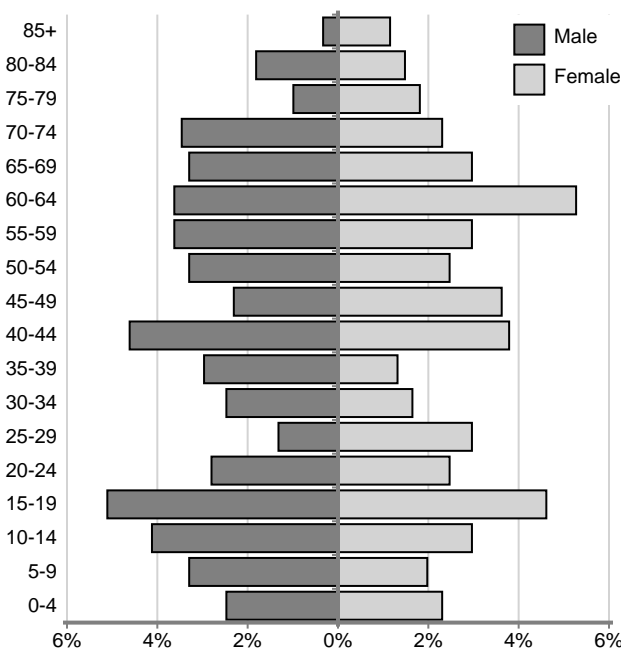
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder 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	23.2%	24.1%	23.2%	23.7%
0 - 4	6%	4.8%	5.8%	5.7%
5 - 9	5.4%	5.3%	6.4%	6.4%
10 - 14	6.5%	7.1%	6.6%	7.3%
15 - 17	5.3%	6.9%	4.4%	4.3%
18 - 24	7%	8.1%	6.6%	6.3%
25 - 44	19.5%	21.1%	21.6%	21.6%
45 - 64	28%	27.2%	29.3%	26.7%
65 or older	22.3%	19.6%	19.2%	21.7%
65 - 84	19.2%	18.2%	15.8%	18.6%
85 or older	3.1%	1.5%	3.4%	3.0%
Median ⁴ Age (years)	45.3	43.0	43.8	43.5
Age Dependency ^{a, 5}	83.5	77.5	73.7	83.2
Old-Age	40.9	34.8	33.4	39.7
Child	42.6	42.7	40.3	43.4

^aAge Dependency Ratio

What Cheer, Iowa Population Pyramid,^a 2020¹



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

Socioeconomic Profile

What Cheer, Iowa

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

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	262	+/- 50	4,085	+/- 99
Less than \$34,999	45.0%	+/- 5.1%	28.6%	+/- 2.6%
\$35,000 To \$49,999	14.1%	+/- 6.2%	12.2%	+/- 1.9%
\$50,000 To \$99,999	26.4%	+/- 3.3%	34.3%	+/- 2.3%
\$100,000 Or More	14.5%	+/- 4.3%	24.9%	+/- 2.3%
Median ⁴ Household Income	\$45,500	+/- \$19,879	\$60,016	+/- \$3,203
Median Family Income	\$60,313	+/- \$14,374	\$77,740	+/- \$5,567
Per Capita Income	\$23,933	+/- \$5,496	\$32,747	+/- \$1,979

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	335	+/- 54	4,668	+/- 26
Vacant	21.8%	+/- 7.5%	12.5%	+/- 2.1%
Occupied	78.2%	+/- 7.5%	87.5%	+/- 2.1%
Occupied ^a	262	+/- 50	4,085	+/- 99
Owner	69.5%	+/- 8.5%	78.5%	+/- 2.6%
Renter	30.5%	+/- 8.5%	21.5%	+/- 2.6%
Rent ^b	\$781	+/- \$113	\$744	+/- \$53
Value ^c	\$43,300	+/- \$16,630	\$105,500	+/- \$5,329

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

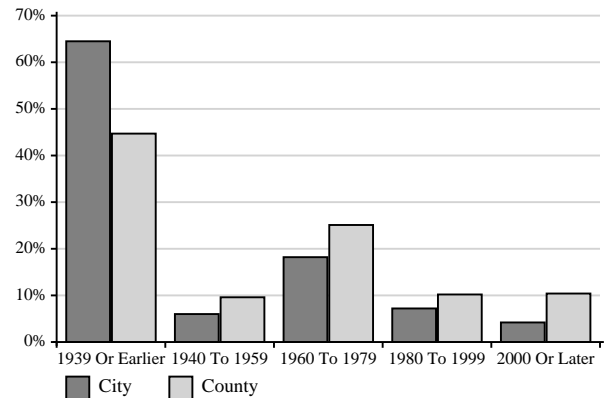
Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	398	+/-75	6,987	+/-33
High School Graduate or Higher	91.0%	+/-4.4%	93.5%	+/-1%
Bachelor's Degree or Higher	7.5%	+/-3.6%	16.4%	+/-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.

Percent Housing by Year Built, 2018-2022²



In What Cheer there is a higher percentage of workers in production, transportation, and material moving occupations than any other occupation category. The production, transportation, and material moving occupation category makes up 29.1% 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	265	+/- 68	4,631	+/- 189
Management, business, science, and arts	23.4%	+/- 7.7%	33.0%	+/- 2.3%
Service	***%	+/- ***%	12.9%	+/- 1.7%
Sales and office	24.5%	+/- 7.5%	18.1%	+/- 1.9%
Natural resources, construction, and maintenance	***%	+/- ***%	14.1%	+/- 2.5%
Production, transportation, and material moving	29.1%	+/- 8.8%	21.8%	+/- 2.4%

Socioeconomic Profile

What Cheer, Iowa

What Cheer has a lower proportion of the population age 16 or older in the labor force than Keokuk 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 What Cheer tend to be lower than the median earnings for Keokuk 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	302	+/- 72	5,194	+/- 158
Median Earnings	\$29,500	+/- \$29	\$39,074	+/- \$2,062
Female	\$**	+/- \$**	\$34,073	+/- \$2,529
Female, full time ^b	\$32,788	+/- \$3,871	\$43,963	+/- \$3,561
Male	\$36,417	+/- \$8,909	\$45,173	+/- \$2,151
Male, full time ^b	\$49,821	+/- \$22,238	\$52,030	+/- \$2,138

^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	724	+/-170	9,910	+/-7
With a disability ^b	25.8%	+/-8.0%	17.4%	+/-1.6%
With Health Insurance	95.0%	+/-3.0%	97.2%	+/-0.7%
With Private ^c Coverage	46.8%	+/-10.8%	68.4%	+/-2.8%
With Public ^d Coverage	68.0%	+/-8.4%	46.4%	+/-2.8%
No Health Insurance	**%	+/-**%	2.8%	+/-0.7%

^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+	515	+/- 105	8,032	+/- 47
in labor force	57.1%	+/- 6.6%	59.8%	+/- 2.4%
not in labor force	42.9%	+/- 6.6%	40.2%	+/- 2.4%
Civilian labor force	294	+/- 72	4,806	+/- 188
Unemployed	9.9%	+/- 5.1%	3.6%	+/- 1.1%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	724	+/-170	9,883	+/-26
Below poverty	26.4%	+/-10.4%	12.2%	+/-2.3%
17 and under	**%	+/-**%	13.2%	+/-4%
18 - 64	25.4%	+/-9.5%	11.1%	+/-2.4%
65+	**%	+/-**%	14.0%	+/-3.7%
All Families	22.9%	+/-11.2%	10.6%	+/-2.7%
with children	**%	+/-**%	15.9%	+/-5.1%
Married Couple	**%	+/-**%	6.5%	+/-2.3%
with children	**%	+/-**%	**%	+/-**%
Female HH ^b	**%	+/-**%	32.6%	+/-12.8%
with children	**%	+/-**%	45.0%	+/-16.5%

^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

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.