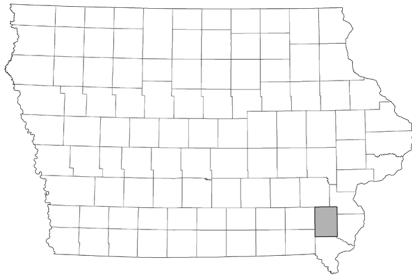


Data for Decision Makers



New London, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for New London is 1,910. Between 2010 and 2020 the population increased by 0.7%. The City of New London is in Henry County. Henry County saw a 1.7% population increase between 2010 and 2020.

Henry County Cities - Total Population¹

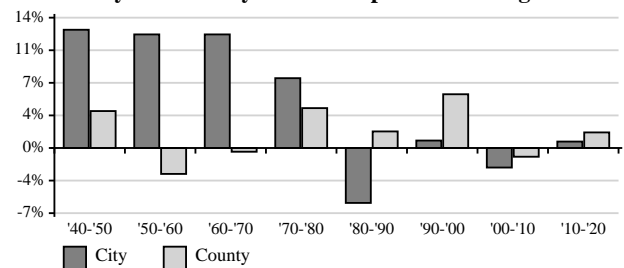
City	2000	2010	2020
New London	1,937	1,897	1,910
Male Total	907	924	937
Female Total	1,030	973	973
Coppock [†]	57	47	36
Hillsboro	205	180	163
Mount Pleasant	8,751	8,668	9,274
Mount Union	132	0	132
Olds	249	229	192
Rome	113	117	114
Salem	464	383	394
Wayland	945	966	964
Westwood	127	112	101
Winfield	1,131	1,134	1,033
Henry County Total	20,336	20,145	20,482
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
Danville	-1.3%	2.2%	-0.7%
Middletown	38.6%	-40.6%	14.2%
Mount Pleasant	9.0%	-0.9%	7.0%
Mount Union	-5.7%	-100.0%	inf%
Westwood	22.1%	-11.8%	-9.8%
New London	0.8%	-2.1%	0.7%
Henry County	5.8%	0.9%	1.7%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



Regional Director

Whitney Howell
317 Van Buren St.
Wapello, IA 52653
whowell@iastate.edu
319-523-2371

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

County Office

Kristen Brinck
127 North Main St.
Mount Pleasant, IA 52641
kbrinck@iastate.edu
319-385-8126

Demographic Profile

New London, Iowa

New London's population is predominantly White. The City of New London, compared to Henry 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 2010.³

Percentage of Population by Race/Hispanic Origin¹

Race Groups	City		County	
	2010	2020	2010	2020
One race only	98.9%	95.7%	98.4%	95.2%
White	96.5%	92.7%	92.1%	87.8%
White alone, not Hispanic	95.8%	91.4%	90.1%	86.1%
Black or African American	1.7%	1.5%	2.2%	2.5%
Asian	0.4%	0.4%	2.3%	2.2%
American Indian or Alaska Native	0.3%	0.4%	0.3%	0.4%
Hawaiian or Pacific Islander	0.0%	0.0%	0.1%	0.0%
Other	0.1%	0.8%	1.4%	2.3%
Two or more races	1.1%	4.3%	1.6%	4.8%
Hispanic origin ^a	0.9%	2.0%	3.8%	5.3%

^a Hispanics can be of any race.

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

	City		County	
	2010	2020	2010	2020
Total households	769	797	7,666	7,746
Family households ^{a,b}	67.2%	84.6%	68.3%	66.4%
Married couple family ^b	50.8%	46.2%	53.9%	51.3%
With own children	20.2%	16.7%	19.7%	16.8%
Other family ^c	16.4%	19.2%	14.4%	15.1%
Male householder ^c	4.3%	4.6%	4.9%	4.9%
With own children	3.1%	3.1%	3.0%	3.0%
Female householder ^c	12.1%	14.6%	9.5%	10.2%
With own children	7.9%	9.7%	6.3%	5.6%
Nonfamily households ^d	32.8%	15.4%	31.7%	33.6%
Male living alone	11.3%	11.4%	12.0%	13.0%
Female living alone	16.3%	15.4%	14.9%	15.5%

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

	City		County	
	2010	2020	2010	2020
Total households	769	797	7,666	7,746
Married couple ^b	50.8%	46.2%	53.9%	51.3%
Cohabiting couple ^{b,f}	NA ^e	8.8%	NA ^e	6.8%
Male householder ^g	NA ^e	16.3%	NA ^e	17.4%
Female householder ^g	NA ^e	28.2%	NA ^e	24.5%

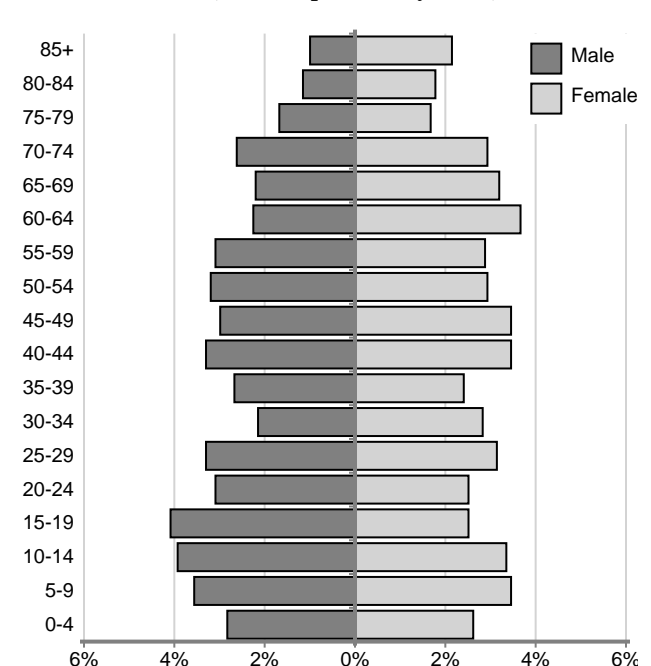
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder 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	26.1%	24.1%	23.2%	21.1%
0 - 4	7.1%	5.4%	5.8%	5.1%
5 - 9	8.1%	7.0%	6.2%	6.0%
10 - 14	6.7%	7.3%	6.9%	6.1%
15 - 17	4.2%	4.4%	4.3%	3.9%
18 - 24	6.9%	7.8%	8.8%	9.9%
25 - 44	24.8%	23.3%	24.3%	23.5%
45 - 64	24.6%	24.4%	27.7%	25.6%
65 or older	17.6%	20.4%	16.0%	19.8%
65 - 84	14.5%	17.2%	13.3%	17.2%
85 or older	3.1%	3.1%	2.7%	2.6%
Median ⁴ Age (years)	38.7	41.1	40.2	40.8
Age Dependency ^{a, 5}	77.8	80.2	64.5	69.3
Old-Age	31.3	36.8	26.3	33.6
Child	46.4	43.4	38.2	35.8

^aAge Dependency Ratio

New London, Iowa Population Pyramid,^a 2020¹



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

Socioeconomic Profile

New London, Iowa

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

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	888	+/- 108	7,642	+/- 184
Less than \$34,999	28.5%	+/- 3.8%	26.6%	+/- 2.5%
\$35,000 To \$49,999	12.2%	+/- 4.1%	12.0%	+/- 1.9%
\$50,000 To \$99,999	37.2%	+/- 3.3%	32.5%	+/- 2.2%
\$100,000 Or More	22.2%	+/- 3.0%	28.8%	+/- 2.4%
Median ⁴ Household Income	\$60,735	+/- \$5,535	\$62,365	+/- \$3,449
Median Family Income	\$74,509	+/- \$14,781	\$80,893	+/- \$4,267
Per Capita Income	\$26,946	+/- \$2,445	\$30,151	+/- \$1,528

Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	1,535	+/-185	13,931	+/-138
High School Graduate or Higher	93.0%	+/-2.5%	91.1%	+/-1.6%
Bachelor's Degree or Higher	20.9%	+/-6.1%	22.8%	+/-2.5%

*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.

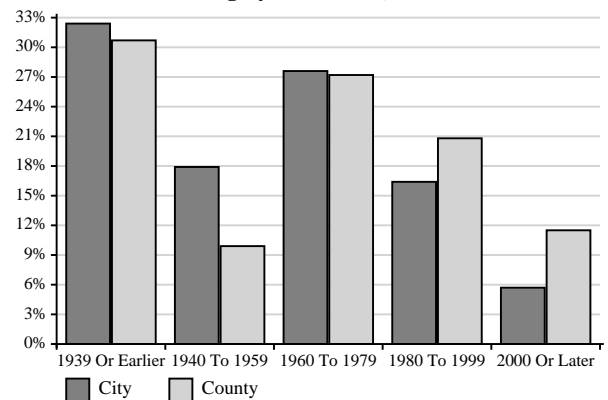
**MOE is high, use county estimate.

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	929	+/- 103	8,412	+/- 52
Vacant	4.4%	+/- 3.3%	9.2%	+/- 2.1%
Occupied	95.6%	+/- 3.3%	90.8%	+/- 2.1%
Occupied ^a	888	+/- 108	7,642	+/- 184
Owner	70.9%	+/- 6.6%	74.6%	+/- 2.6%
Renter	29.1%	+/- 6.6%	25.4%	+/- 2.6%
Rent ^b	\$760	+/- \$76	\$727	+/- \$60
Value ^c	\$120,500	+/- \$10,740	\$145,200	+/- \$6,383

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

Percent Housing by Year Built, 2018-2022²



In New London 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 20.3% 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	1,290	+/- 187	9,748	+/- 370
Management, business, science, and arts	28.5%	+/- 7.1%	29.7%	+/- 3.2%
Service	22.9%	+/- 5.8%	18.7%	+/- 2.4%
Sales and office	18.8%	+/- 4.4%	18.4%	+/- 2.4%
Natural resources, construction, and maintenance	9.5%	+/- 3.6%	10.5%	+/- 1.5%
Production, transportation, and material moving	20.3%	+/- 6.6%	22.7%	+/- 2.9%

Socioeconomic Profile

New London, Iowa

New London has a higher proportion of the population age 16 or older in the labor force than Henry 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 New London tend to be lower than the median earnings for Henry 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	1,371	+/- 192	10,660	+/- 383
Median Earnings	\$31,130	+/- \$31	\$36,549	+/- \$2,263
Female	\$26,773	+/- \$2,960	\$28,714	+/- \$2,795
Female, full time ^b	\$31,292	+/- \$8,337	\$41,033	+/- \$2,467
Male	\$39,911	+/- \$5,301	\$43,422	+/- \$1,993
Male, full time ^b	\$45,714	+/- \$6,082	\$50,445	+/- \$3,488

^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	2,433	+/-293	19,280	+/-110
With a disability ^b	11.5%	+/-3.0%	14.1%	+/-1.7%
With Health Insurance	93.8%	+/-2.6%	96.6%	+/-0.8%
With Private ^c Coverage	69.4%	+/-7.0%	74.0%	+/-2.4%
With Public ^d Coverage	35.8%	+/-6.4%	38.4%	+/-2.6%
No Health Insurance	6.2%	+/-2.6%	3.4%	+/-0.8%

^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+	1,991	+/- 210	16,750	+/- 91
in labor force	66.4%	+/- 4.8%	59.8%	+/- 2.1%
not in labor force	33.6%	+/- 4.8%	40.2%	+/- 2.1%
Civilian labor force	1,323	+/- 189	10,016	+/- 359
Unemployed	2.5%	+/- 1.4%	2.7%	+/- 1.0%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	2,433	+/-293	18,788	+/-133
Below poverty	9.2%	+/-3.6%	11.3%	+/-2.1%
17 and under	***	+/-***%	15.7%	+/-4.4%
18 - 64	6.7%	+/-3.1%	10.0%	+/-2.1%
65+	12.8%	+/-6.2%	10.2%	+/-3.0%
All Families	***	+/-***%	7.5%	+/-2.1%
with children	***	+/-***%	13.3%	+/-4.0%
Married Couple	***	+/-***%	3.5%	+/-1.7%
with children	***	+/-***%	***	+/-***%
Female HH ^b	***	+/-***%	24.9%	+/-9.2%
with children	***	+/-***%	29.4%	+/-12.5%

^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

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