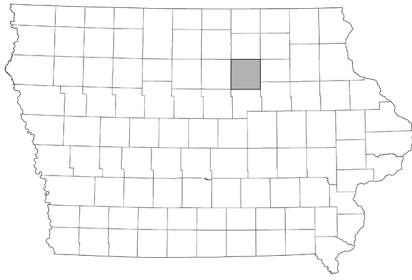


Data for Decision Makers



Shell Rock, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Shell Rock is 1,268. Between 2010 and 2020 the population decreased by 2.2%. The City of Shell Rock is in Butler County. Butler County saw a 3.6% population decrease between 2010 and 2020.

Butler County Cities - Total Population¹

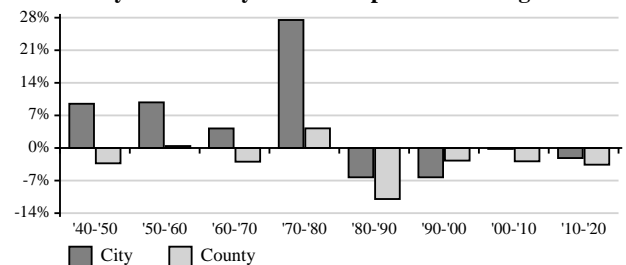
City	2000	2010	2020
Shell Rock	1,298	1,296	1,268
Male Total	635	635	606
Female Total	663	661	662
Allison	1,006	1,029	966
Aplington	1,054	1,128	1,116
Aredale	89	74	62
Bristow	202	160	145
Clarksville	1,441	1,439	1,264
Dumont	676	637	634
Greene	1,099	1,130	990
New Hartford	659	516	570
Parkersburg	1,889	1,870	2,015
Butler County Total	15,305	14,867	14,334
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
Clarksville	4.3%	-0.1%	-12.2%
Janesville	0.9%	12.2%	11.2%
New Hartford	-3.5%	-21.7%	10.5%
Plainfield	-3.7%	-0.5%	-9.9%
Waverly	5.0%	10.1%	5.3%
Shell Rock	-6.3%	-0.2%	-2.2%
Butler County	-2.7%	2.9%	-3.6%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



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Demographic Profile

Shell Rock, Iowa

Shell Rock's population is predominantly White. The City of Shell Rock, compared to Butler 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 Origin¹

Race Groups	City		County	
	2010	2020	2010	2020
One race only	98.4%	96.8%	99.3%	97.5%
White	97.5%	96.1%	98.4%	96.5%
White alone, not Hispanic	96.8%	95.6%	97.9%	95.9%
Black or African American	0.0%	0.0%	0.2%	0.2%
Asian	0.2%	0.2%	0.2%	0.2%
American Indian or Alaska Native	0.4%	0.0%	0.1%	0.2%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.0%
Other	0.3%	0.6%	0.2%	0.5%
Two or more races	1.6%	3.2%	0.7%	2.5%
Hispanic origin ^a	1.2%	1.6%	0.9%	1.3%

^a Hispanics can be of any race.

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

	City		County	
	2010	2020	2010	2020
Total households	554	539	6,120	5,992
Family households ^{a,b}	65.5%	63.6%	70.6%	68.7%
Married couple family ^b	53.8%	52.1%	60.3%	57.3%
With own children	17.3%	19.1%	20.7%	18.9%
Other family ^c	11.7%	11.5%	10.4%	11.4%
Male householder ^c	4.9%	3.2%	4.0%	4.0%
With own children	2.5%	1.9%	2.3%	2.1%
Female householder ^c	6.9%	8.3%	6.4%	7.4%
With own children	5.6%	4.6%	4.2%	4.4%
Nonfamily households ^d	34.5%	36.4%	29.4%	31.3%
Male living alone	13.7%	15.2%	11.7%	13.1%
Female living alone	17.1%	17.4%	14.2%	14.4%

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

	City		County	
	2010	2020	2010	2020
Total households	554	539	6,120	5,992
Married couple ^b	53.8%	52.1%	60.3%	57.3%
Cohabiting couple ^{b,f}	NA ^e	5.0%	NA ^e	5.2%
Male householder ^g	NA ^e	18.0%	NA ^e	16.6%
Female householder ^g	NA ^e	24.9%	NA ^e	20.9%

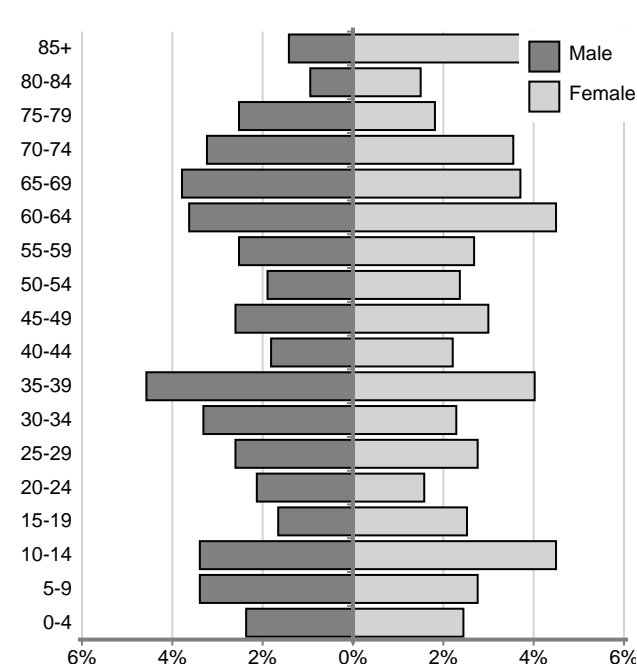
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder 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	21.3%	21.8%	23.6%	22.4%
0 - 4	6.7%	4.8%	6.6%	4.9%
5 - 9	6%	6.2%	6.4%	6.1%
10 - 14	5.5%	7.9%	6.6%	7.4%
15 - 17	3.1%	2.9%	4.0%	4%
18 - 24	6.6%	5%	5.9%	6.3%
25 - 44	23.3%	23.6%	22.1%	21%
45 - 64	29.1%	23.2%	28.6%	26.1%
65 or older	19.7%	26.5%	19.8%	24.3%
65 - 84	14.4%	21%	16.1%	20.6%
85 or older	5.3%	5.4%	3.7%	3.7%
Median ⁴ Age (years)	44.1	44.5	43.8	45.3
Age Dependency ^{a, 5}	69.5	93.2	76.7	87.5
Old-Age	33.4	51.2	35.0	45.5
Child	36.1	42.1	41.7	41.9

^aAge Dependency Ratio

Shell Rock, Iowa Population Pyramid, ^a 2020¹



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

Socioeconomic Profile

Shell Rock, Iowa

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

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	577	+/- 78	5,839	+/- 147
Less than \$34,999	21.2%	+/- 3.4%	22.8%	+/- 2.2%
\$35,000 To \$49,999	12.1%	+/- 5.0%	12.6%	+/- 1.7%
\$50,000 To \$99,999	39.0%	+/- 3.6%	36.6%	+/- 2.0%
\$100,000 Or More	27.8%	+/- 3.8%	28.0%	+/- 2.2%
Median ⁴ Household Income	\$68,125	+/- \$5,891	\$65,743	+/- \$3,053
Median Family Income	\$71,150	+/- \$4,589	\$80,578	+/- \$4,955
Per Capita Income	\$35,079	+/- \$9,766	\$33,943	+/- \$1,382

Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	1,014	+/-131	10,159	+/-50
High School Graduate or Higher	93.1%	+/-3.4%	93.5%	+/-1.1%
Bachelor's Degree or Higher	21.1%	+/-6.0%	19.4%	+/-1.8%

*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.

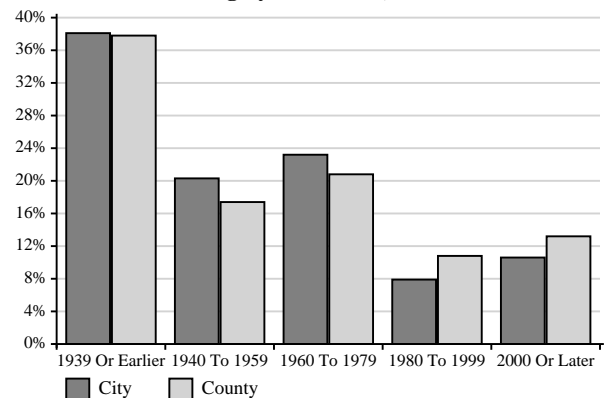
**MOE is high, use county estimate.

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	625	+/- 78	6,545	+/- 67
Vacant	7.7%	+/- 4.4%	10.8%	+/- 2.0%
Occupied	92.3%	+/- 4.4%	89.2%	+/- 2.0%
Occupied ^a	577	+/- 78	5,839	+/- 147
Owner	83.7%	+/- 5.7%	80.3%	+/- 2.0%
Renter	16.3%	+/- 5.7%	19.7%	+/- 2.0%
Rent ^b	\$617	+/- \$236	\$749	+/- \$52
Value ^c	\$159,100	+/- \$10,913	\$146,300	+/- \$6,936

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

Percent Housing by Year Built, 2018-2022²



In Shell Rock 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 27.9% 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	725	+/- 129	6,880	+/- 177
Management, business, science, and arts	23.9%	+/- 5.8%	34.0%	+/- 2.8%
Service	14.2%	+/- 4.7%	15.6%	+/- 1.8%
Sales and office	24.4%	+/- 6.8%	17.6%	+/- 2.0%
Natural resources, construction, and maintenance	9.7%	+/- 4.2%	12.4%	+/- 1.8%
Production, transportation, and material moving	27.9%	+/- 6.2%	20.4%	+/- 1.9%

Socioeconomic Profile

Shell Rock, Iowa

Shell Rock has a higher proportion of the population age 16 or older in the labor force than Butler 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 Shell Rock tend to be higher than the median earnings for Butler 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	780	+/- 129	7,524	+/- 187
Median Earnings	\$44,722	+/- \$44	\$40,127	+/- \$1,956
Female	\$34,063	+/- \$4,672	\$31,760	+/- \$3,252
Female, full time ^b	\$46,875	+/- \$7,972	\$42,803	+/- \$2,246
Male	\$50,990	+/- \$8,613	\$49,452	+/- \$2,573
Male, full time ^b	\$58,533	+/- \$7,173	\$56,804	+/- \$2,167

^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	1,498	+/-212	14,142	+/-9
With a disability ^b	9.7%	+/-3.0%	11.1%	+/-0.9%
With Health Insurance	98.4%	+/-1.3%	96.2%	+/-1.2%
With Private ^c Coverage	80.4%	+/-5.2%	73.0%	+/-2.5%
With Public ^d Coverage	32.8%	+/-5.8%	40.3%	+/-2.2%
No Health Insurance	**%	+/-**%	3.8%	+/-1.2%

^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+	1,124	+/- 142	11,538	+/- 63
in labor force	66.3%	+/- 5.5%	62.1%	+/- 1.7%
not in labor force	33.7%	+/- 5.5%	37.9%	+/- 1.7%
Civilian labor force	745	+/- 130	7,160	+/- 195
Unemployed	2.7%	+/- 1.9%	3.9%	+/- 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	1,491	+/-210	14,114	+/-19
Below poverty	7.2%	+/-3.1%	11.8%	+/-1.9%
17 and under	**%	+/-**%	16.3%	+/-5.1%
18 - 64	**%	+/-**%	12.0%	+/-1.9%
65+	**%	+/-**%	6.8%	+/-1.8%
All Families	**%	+/-**%	9.4%	+/-2.2%
with children	**%	+/-**%	16.8%	+/-5.1%
Married Couple	**%	+/-**%	5.2%	+/-1.7%
with children	**%	+/-**%	6.5%	+/-3.2%
Female HH ^b	**%	+/-**%	31.7%	+/-11.0%
with children	**%	+/-**%	48.0%	+/-15.1%

^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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