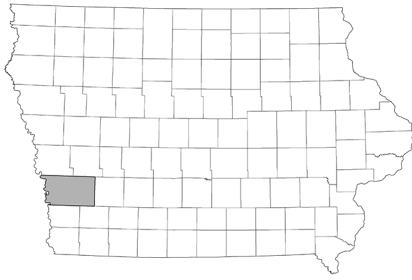


Data for Decision Makers



Neola, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Neola is 918. Between 2010 and 2020 the population increased by 9.0%. The City of Neola is in Pottawattamie County. Pottawattamie County saw a 0.5% population increase between 2010 and 2020.

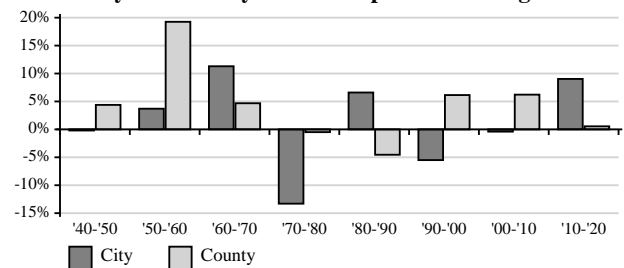
Pottawattamie County Cities - Total Population¹

City	2000	2010	2020
Neola	845	842	918
Male Total	402	415	441
Female Total	443	427	477
Avoca	1,610	1,506	1,683
Carson	668	812	766
Carter Lake	3,248	3,785	3,791
Council Bluffs	58,268	62,230	62,799
Crescent	537	617	628
Hancock	207	196	200
Macedonia	325	246	267
McClelland	129	151	146
Minden	564	599	600
Oakland	1,487	1,527	1,524
Shelby [†]	696	641	727
Treynor	950	919	1,032
Underwood	688	917	954
Walnut	778	785	747
Pottawattamie County Total	87,704	93,158	93,667
State of Iowa Total	2,926,324	3,046,355	3,190,369

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
McClelland	-7.2%	17.1%	-3.3%
Minden	13.3%	6.2%	0.2%
Persia	16.3%	-12.1%	-6.9%
Shelby	9.3%	-7.9%	13.4%
Underwood	33.6%	33.3%	4.0%
Neola	-5.5%	-0.4%	9.0%
Pottawattamie County	6.1%	6.2%	0.5%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



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

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Demographic Profile

Neola, Iowa

Neola's population is predominantly White. The City of Neola, compared to Pottawattamie 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	99.8%	95.0%	98.1%	94.1%
White	98.8%	94.1%	92.9%	86.8%
White alone, not Hispanic	96.6%	93.2%	89.7%	84.5%
Black or African American	0.2%	0.1%	1.4%	2.0%
Asian	0.1%	0.1%	0.6%	0.8%
American Indian or Alaska Native	0.1%	0.0%	0.5%	0.7%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.1%
Other	0.5%	0.7%	2.7%	3.6%
Two or more races	0.2%	5.0%	1.9%	5.9%
Hispanic origin ^a	2.7%	3.3%	6.6%	8.2%

^a Hispanics can be of any race.

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

	City		County	
	2010	2020	2010	2020
Total households	346	363	36,775	37,284
Family households ^{a,b}	68.2%	60.3%	66.7%	64.8%
Married couple family ^b	51.4%	40.5%	48.5%	46.0%
With own children	24.6%	22.3%	18.0%	16.3%
Other family ^c	16.8%	16.5%	18.2%	18.8%
Male householder ^c	5.5%	3.3%	5.6%	6.1%
With own children	3.8%	1.7%	3.0%	3.1%
Female householder ^c	11.3%	13.2%	12.6%	12.7%
With own children	7.8%	9.4%	7.3%	7.0%
Nonfamily households ^d	31.8%	39.7%	33.3%	35.2%
Male living alone	11.8%	10.5%	11.8%	13.5%
Female living alone	15.3%	19.8%	15.2%	15.3%

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

	City		County	
	2010	2020	2010	2020
Total households	346	363	36,775	37,284
Married couple ^b	51.4%	40.5%	48.5%	46.0%
Cohabiting couple ^{b,f}	NA ^e	4.4%	NA ^e	7.7%
Male householder ^g	NA ^e	13.2%	NA ^e	19.5%
Female householder ^g	NA ^e	32.8%	NA ^e	26.8%

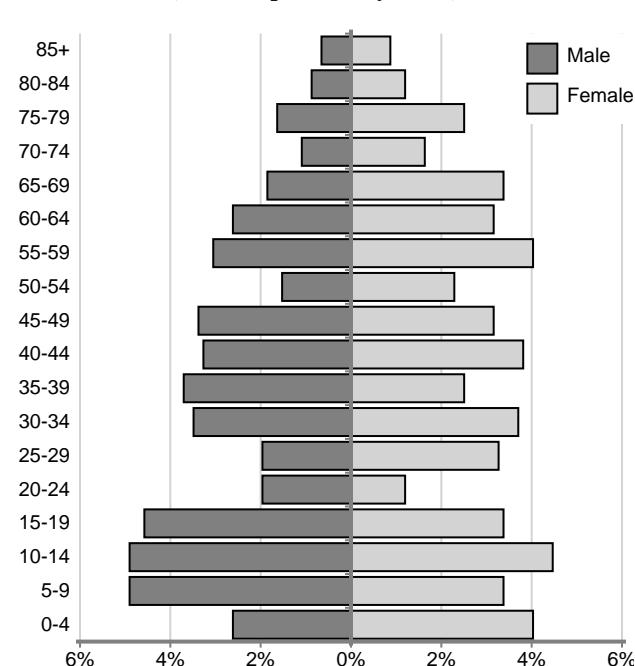
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder 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	28.5%	29.8%	24.1%	23.3%
0 - 4	8.6%	6.6%	6.8%	5.9%
5 - 9	6.5%	8.3%	6.7%	6.4%
10 - 14	9%	9.4%	6.6%	6.9%
15 - 17	4.4%	5.5%	4.0%	4.1%
18 - 24	7.2%	5.7%	9.4%	8.5%
25 - 44	24.7%	25.7%	24.5%	24.1%
45 - 64	24.7%	23.2%	27.7%	26%
65 or older	14.8%	15.7%	14.3%	18.1%
65 - 84	12.9%	14.1%	12.3%	16%
85 or older	1.9%	1.5%	2.0%	2.1%
Median ⁴ Age (years)	36.9	35.7	38.5	40.1
Age Dependency ^{a, 5}	76.4	83.3	62.3	70.6
Old-Age	26.1	28.8	23.2	30.9
Child	50.3	54.6	39.1	39.8

^aAge Dependency Ratio

Neola, Iowa Population Pyramid,^a 2020¹



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

Socioeconomic Profile

Neola, Iowa

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

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	398	+/- 62	37,162	+/- 466
Less than \$34,999	23.8%	+/- 3.8%	25.8%	+/- 1.8%
\$35,000 To \$49,999	12.8%	+/- 6.1%	10.4%	+/- 1.0%
\$50,000 To \$99,999	33.7%	+/- 3.7%	32.1%	+/- 1.6%
\$100,000 Or More	29.6%	+/- 3.4%	31.7%	+/- 1.6%
Median ⁴ Household Income	\$69,167	+/- \$5,983	\$68,718	+/- \$1,923
Median Family Income	\$87,250	+/- \$13,557	\$84,320	+/- \$3,294
Per Capita Income	\$29,688	+/- \$3,784	\$34,701	+/- \$985

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	407	+/- 62	39,914	+/- 62
Vacant	2.2%	+/- 2.5%	6.9%	+/- 1.2%
Occupied	97.8%	+/- 2.5%	93.1%	+/- 1.2%
Occupied ^a	398	+/- 62	37,162	+/- 466
Owner	70.4%	+/- 9.2%	69.6%	+/- 1.4%
Renter	29.6%	+/- 9.2%	30.4%	+/- 1.4%
Rent ^b	\$934	+/- \$110	\$956	+/- \$25
Value ^c	\$162,200	+/- \$15,695	\$169,400	+/- \$3,065

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

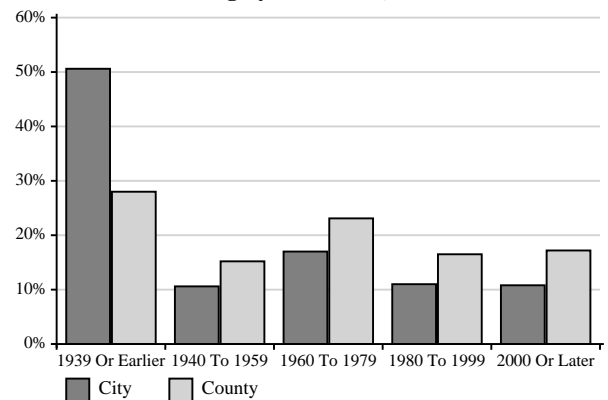
Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	661	+/-99	63,639	+/-149
High School Graduate or Higher	97.4%	+/-1.6%	90.6%	+/-0.9%
Bachelor's Degree or Higher	16.2%	+/-4.3%	23.4%	+/-1.1%

*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 Neola 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 12.9% 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	504	+/- 88	45,815	+/- 793
Management, business, science, and arts	29.0%	+/- 6.5%	34.5%	+/- 1.6%
Service	21.2%	+/- 8.6%	17.2%	+/- 1.2%
Sales and office	25.8%	+/- 5.5%	21.3%	+/- 1.3%
Natural resources, construction, and maintenance	11.1%	+/- 4.4%	10.4%	+/- 1.0%
Production, transportation, and material moving	12.9%	+/- 4.3%	16.7%	+/- 1.4%

Socioeconomic Profile

Neola, Iowa

Neola has a higher proportion of the population age 16 or older in the labor force than Pottawattamie 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 Neola tend to be higher than the median earnings for Pottawattamie 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	534	+/- 91	49,747	+/- 808
Median Earnings	\$45,595	+/- \$45	\$40,680	+/- \$994
Female	\$43,229	+/- \$8,888	\$35,476	+/- \$1,120
Female, full time ^b	\$48,583	+/- \$7,128	\$45,983	+/- \$1,147
Male	\$52,500	+/- \$5,589	\$47,375	+/- \$1,753
Male, full time ^b	\$53,950	+/- \$1,839	\$56,535	+/- \$1,575

^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	1,125	+/-195	92,357	+/-71
With a disability ^b	11.6%	+/-3.3%	15.2%	+/-0.8%
With Health Insurance	98.1%	+/-1.1%	94.8%	+/-0.6%
With Private ^c Coverage	79.9%	+/-5.4%	68.3%	+/-1.5%
With Public ^d Coverage	31.2%	+/-7.2%	39.2%	+/-1.3%
No Health Insurance	**%	+/-**%	5.2%	+/-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+	736	+/- 107	74,514	+/- 185
in labor force	68.9%	+/- 6.1%	63.8%	+/- 1.0%
not in labor force	31.1%	+/- 6.1%	36.2%	+/- 1.0%
Civilian labor force	507	+/- 89	47,502	+/- 760
Unemployed	0.6%	+/- 0.7%	3.6%	+/- 0.5%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	1,125	+/-195	91,067	+/-152
Below poverty	6.4%	+/-3.1%	11.3%	+/-1.1%
17 and under	**%	+/-**%	15.6%	+/-3.1%
18 - 64	**%	+/-**%	10.4%	+/-1.0%
65+	**%	+/-**%	8.9%	+/-1.7%
All Families	**%	+/-**%	8.0%	+/-1.3%
with children	**%	+/-**%	13.3%	+/-2.7%
Married Couple	**%	+/-**%	3.1%	+/-0.9%
with children	**%	+/-**%	4.0%	+/-1.9%
Female HH ^b	**%	+/-**%	24.3%	+/-4.6%
with children	**%	+/-**%	30.4%	+/-6.2%

^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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