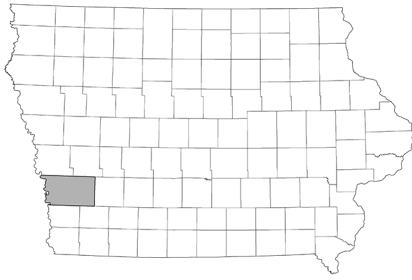# Data for Decision Makers

Pottawattamie County
County Profile

report created: 12/13/2024

Population profile

Pottawattamie County is a metropolitan county in southwest Iowa. It is composed of fifteen incorporated communities and their surrounding rural areas. From 2010 to 2020, Pottawattamie County's population increased by 0.55% while the state's population increased by 4.73%.
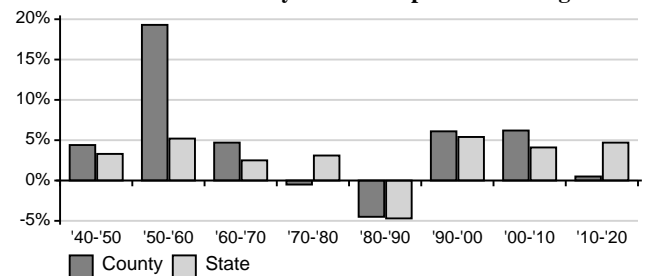
Total Population[1]

Totals	2000	2010	2020
Pottawattamie County	**87,704**	**93,158**	**93,667**
Male Total	42,854	45,690	46,439
Female Total	44,850	47,468	47,228
City			
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
Neola	845	842	918
Oakland	1,487	1,527	1,524
Shelby[†]	696	641	727
Treynor	950	919	1,032
Underwood	688	917	954
Walnut	778	785	747
State Total	2,926,324	3,046,355	3,190,369

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

Neighboring Counties - Percent Population Change[1]

County	'90-'00	'00-'10	'10-'20
Cass, IA	-2.93%	-4.96%	-5.94%
Douglas, NE	11.32%	11.55%	13.04%
Harrison, IA	6.35%	-4.71%	-2.32%
Mills, IA	10.19%	3.52%	-3.82%
Montgomery, IA	-2.53%	-8.76%	-3.82%
Pottawattamie, IA	**6.14%**	**6.22%**	**0.55%**
Sarpy, NE	19.51%	29.56%	20.00%
Shelby, IA	-0.43%	-7.64%	-3.46%
Washington, NE	13.08%	7.74%	3.12%
State of Iowa	5.39%	4.10%	4.73%

Pottawattamie County Percent Population Change[1]

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As with the other 98 counties in the state, Pottawattamie County's population is predominantly white. The percentage of the population of Hispanic origin increased between 2010 and 2020. In 2020, Pottawattamie County had a higher percentage of those 17 or younger than the state. 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	County 2010	County 2020	State 2010	State 2020
One race only	98.1%	94.1%	98.2%	94.4%
White	92.9%	86.8%	91.3%	84.5%
White alone, not Hispanic	89.7%	84.5%	88.7%	82.7%
Black or African American	1.4%	2.0%	2.9%	4.1%
Asian	0.6%	0.8%	1.7%	2.4%
American Indian	0.5%	0.7%	0.4%	0.5%
Hawaiian/other Pacific Islander	0.0%	0.1%	0.1%	0.2%
Other	2.7%	3.6%	1.8%	2.8%
Two or more races	1.9%	5.9%	1.8%	5.6%
Hispanic origin[a]	6.6%	8.2%	5.0%	6.8%

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

Households by Family or Nonfamily Type[1,3]

	County 2010	County 2020	State 2010	State 2020
Total households	36,775	37,284	1,221,576	1,288,560
Family households[a,b]	66.7%	64.8%	64.7%	63.0%
Married couple family[b]	48.5%	46.0%	51.2%	48.5%
With own children	18.0%	16.3%	20.0%	18.2%
Other family[c]	18.2%	18.8%	13.5%	14.4%
Male householder[c]	5.6%	6.1%	4.2%	4.9%
With own children	3.0%	3.1%	2.5%	2.7%
Female householder[c]	12.6%	12.7%	9.3%	9.6%
With own children	7.3%	7.0%	5.9%	5.7%
Nonfamily households[d]	33.3%	35.2%	35.3%	37.0%
Male living alone	11.8%	13.5%	12.8%	14.2%
Female living alone	15.2%	15.3%	15.7%	15.8%

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

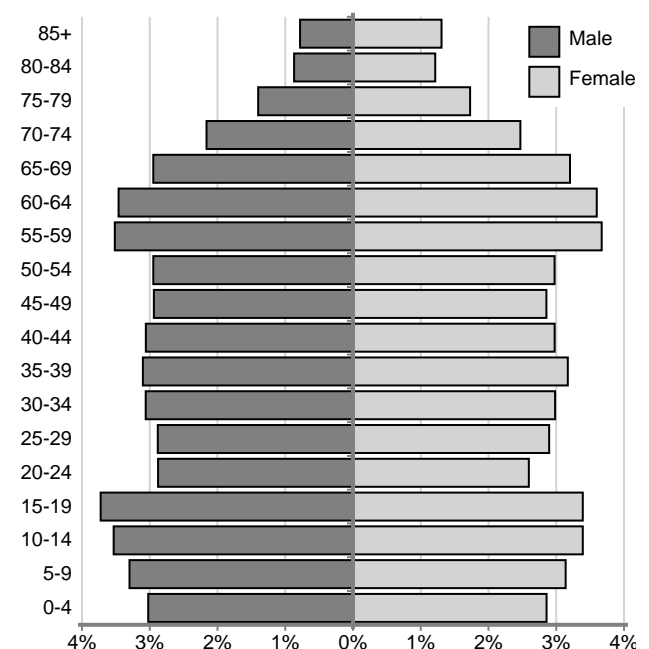|	County 2010	County 2020	State 2010	State 2020
Total households	36,775	37,284	1,221,576	1,288,560
Married couple[b]	48.5%	46.0%	51.2%	48.5%
Cohabiting couple[b,f]	NA[e]	7.7%	NA[e]	7.1%
Male householder[g]	NA[e]	19.5%	NA[e]	19.5%
Female householder[g]	NA[e]	26.8%	NA[e]	24.9%

[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	County 2010	County 2020	State 2010	State 2020
17 or younger	24.1%	23.3%	23.9%	23.2%
0 - 4	6.8%	5.9%	6.6%	6.0%
5 - 9	6.7%	6.4%	6.6%	6.5%
10 - 14	6.6%	6.9%	6.6%	6.8%
15 -17	4.0%	4.1%	4.1%	3.9%
18 - 24	9.4%	8.5%	10.0%	9.8%
25 - 44	24.5%	24.1%	24.5%	24.6%
45 - 64	27.7%	26.0%	26.7%	24.5%
65 or older	14.3%	18.1%	14.9%	18.0%
65 - 84	12.3%	16.0%	12.4%	15.6%
85 or older	2.0%	2.1%	2.5%	2.4%
Median[4] age (years)	38.5	40.1	38.1	38.6
Age dependency[a,5]	62.3	70.6	63.4	69.9
Old-Age	23.2	30.9	24.3	30.6
Child	39.1	39.8	39.1	39.4

[a]*Age Dependency Ratio.*

Pottawattamie County Population Pyramid[a], 2020[1]

[a]*Each bar represents the percentage that each age-sex group comprises of the total population.*

The median household income in Pottawattamie County is less than the median household income of the state. More households in Pottawattamie County are in the $50,000 to $99,999 household income group while more of Iowa households are in the $100,000 or more household income group. The median value of owner-occupied housing can vary among counties. The median value of owner-occupied housing units is lower in Pottawattamie County than for the state. There is a lower percentage of vacant housing units in Pottawattamie County than there is for the state. Many housing units in Pottawattamie County were built prior to 1940. Pottawattamie County has a lower percentage of college graduates than does the state.

Median[4] Household and Per Capita Income, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total households	37,162	+/- 466	1,290,139	+/- 4,032
Less than $14,999	8.1%	+/- 1.1%	7.8%	+/- 0.4%
$15,000 to $34,999	17.7%	+/- 1.4%	15.2%	+/- 0.6%
$35,000 to $49,999	10.4%	+/- 1.0%	11.9%	+/- 0.2%
$50,000 to $99,999	32.1%	+/- 1.6%	32.2%	+/- 0.6%
$100,000 Or More	31.7%	+/- 1.6%	32.9%	+/- 0.8%
Median[4] household income	$68,718	+/- $1,923	$70,571	+/- $395
Median[4] family income	$84,320	+/- $3,294	$90,921	+/- $579
Per capita income	$34,701	+/- $985	$37,949	+/- $241

Housing Characteristics, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total units	39,914	+/- 62	1,417,064	+/- 977
Vacant	6.9%	+/- 1.2%	9.0%	+/- 0.3%
Occupied	93.1%	+/- 1.2%	91.0%	+/- 0.3%
Occupied[a]	37,162	+/- 466	1,290,139	+/- 4,032
Owner	69.6%	+/- 1.4%	71.5%	+/- 0.3%
Renter	30.4%	+/- 1.4%	28.5%	+/- 0.3%
Median[4] rent[b]	$956	+/- $25	$914	+/- $6
Median value[c]	$169,400	+/- $3,065	$181,600	+/- $1,035

[a]Occupied Units. [b]Median gross rent of renter-occupied units [c]Median value of owner-occupied units.

Educational Attainment, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	63,639	+/-149	2,131,202	+/-967
High school graduate or higher	90.6%	+/-0.9%	93.0%	+/-0.1%
Bachelor's degree or higher	23.4%	+/-1.1%	30.3%	+/-0.3%

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.

Percent Housing by Year Built, 2018-2022[2]

In Pottawattamie County there is a higher percentage of workers in management, business, science, and arts occupations than any other occupation category while the production, transportation, and material moving occupation category makes up 16.7% of occupations of the civilian employed population in the county.

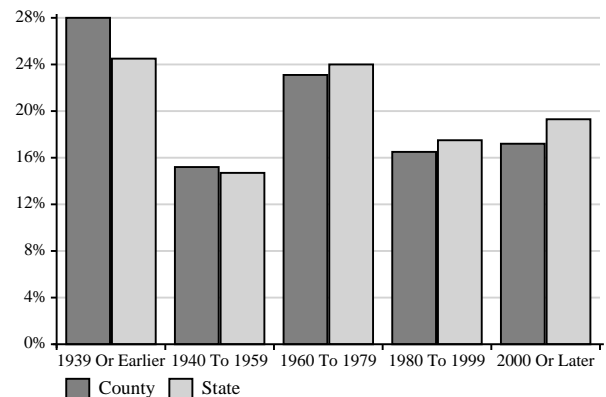### Occupation of the Civilian Employed Population, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	45,815	+/- 793	1,627,434	+/- 5,740
Management, business, science, and arts	34.5%	+/- 1.6%	38.1%	+/- 0.3%
Service	17.2%	+/- 1.2%	15.5%	+/- 0.2%
Sales and office	21.3%	+/- 1.3%	19.7%	+/- 0.2%
Natural resources, construction, and maintenance	10.4%	+/- 1.0%	9.5%	+/- 0.2%
Production, transportation, and material moving	16.7%	+/- 1.4%	17.2%	+/- 0.2%

Pottawattamie County has a lower proportion of the population age 16 or older in the labor force than the state. A portion of those who are not in the labor force are people who are retired. The percent unemployed in Pottawattamie County is lower than that for the state overall. Earnings data are provided for the population 16 and over who have earnings. Median[4] earnings in Pottawattamie County tend to be lower than the median earnings for the state. There is a higher percentage of families in Pottawattamie County below poverty level than for the state. Families with children tend to have a higher rate of poverty than families without children.

Employment Status, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 16+	74,514	+/- 185	2,544,719	+/- 1,266
In labor force	63.8%	+/- 1.0%	66.6%	+/- 0.2%
Not in labor force	36.2%	+/- 1.0%	33.4%	+/- 0.2%
Civilian labor force	47,502	+/- 760	1,692,129	+/- 5,407
Unemployed	3.6%	+/- 0.5%	3.8%	+/- 0.1%

Median[4] Employment Earnings, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 16+ [a]	49,747	+/- 808	1,799,851	+/- 5,338
Median earnings	$40,680	+/- $994	$40,905	+/- $219
Female	$35,476	+/- $1,120	$33,724	+/- $250
Male	$47,375	+/- $1,753	$48,115	+/- $407
Female, full time[b]	$45,983	+/- $1,147	$47,128	+/- $238
Male, full time[b]	$56,535	+/- $1,575	$59,875	+/- $356

[a]with earnings. [b]year round.

Individuals Below Poverty Level by Race, 2018-2022[2]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total population[a]	91,067	+/-152	3,088,999	+/-950
Percent below	11.3%	+/-0.2%	11.1%	+/-0.2%
White alone	10.7%	+/-1.2%	9.7%	+/-0.2%
Black/African American alone	**%	+/-**%	30.5%	+/-1.9%
Asian/Pacific Islander alone	**%	+/-**%	13.6%	+/-1.4%
American Indian alone	**%	+/-**%	27.6%	+/-4%
Hawaiian alone	**%	+/-**%	33.1%	+/-8.5%
Other race alone	**%	+/-**%	16.6%	+/-2.3%
Two or more races	18.5%	+/-8%	17.6%	+/-1.3%
Hispanic origin[b]	22.1%	+/-6.5%	17.4%	+/-1.1%

[a]for whom poverty status is determined, [b]Hispanics can be of any race. **MOE is high, use state 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]

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total population[a]	91,067	+/-152	3,088,999	+/-950
Below poverty	11.3%	+/-0.2%	11.1%	+/-0.2%
17 and under	15.6%	+/-3.1%	13%	+/-0.4%
18 - 64	10.4%	+/-1%	11.4%	+/-0.2%
65+	8.9%	+/-1.7%	7.7%	+/-0.2%
All families	8%	+/-1.3%	7%	+/-0.2%
With children	13.3%	+/-2.7%	11.5%	+/-0.4%
Married couple	3.1%	+/-0.9%	3.2%	+/-0.1%
With children	4%	+/-1.9%	4.1%	+/-0.3%
Female HH[b]	24.3%	+/-4.6%	25.4%	+/-1%
With children	30.4%	+/-6.2%	32.4%	+/-1.4%

[a]for whom poverty status is determined, [b]female householder, no spouse present, **MOE is high. Use state estimate.

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