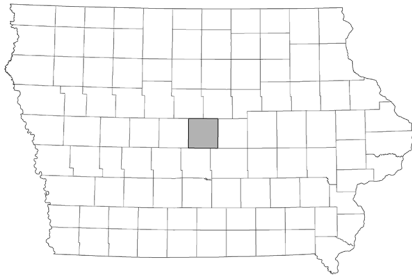# Data for Decision Makers

Gilbert, Iowa
City Profile

report created: 12/17/2024

Population profile

The 2020 population for Gilbert is 1,211. Between 2010 and 2020 the population increased by 11.9%. The City of Gilbert is in Story County. Story County saw a 10.0% population increase between 2010 and 2020.
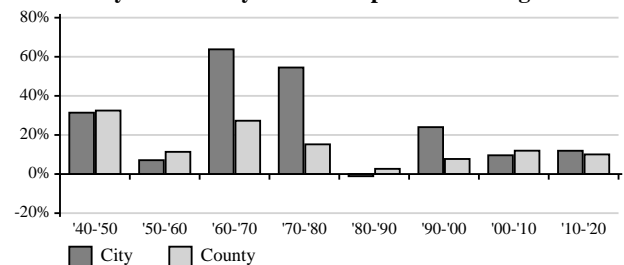
Story County Cities - Total Population[1]

City	2000	2010	2020
Gilbert	**987**	**1,082**	**1,211**
Male Total	501	531	625
Female Total	486	551	586
Ames	50,731	58,965	66,427
Cambridge	819	827	827
Collins	499	495	495
Colo	868	876	845
Huxley	2,316	3,317	4,244
Kelley	300	309	304
Maxwell	807	920	859
McCallsburg	318	333	353
Nevada	6,658	6,798	6,925
Roland	1,324	1,284	1,362
Sheldahl[†]	336	319	297
Slater	1,306	1,489	1,543
Story City	3,228	3,431	3,352
Zearing	617	554	528
Story County Total	79,981	89,542	98,537
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
Ames	7.5%	16.2%	12.7%
Kelley	22.0%	3.0%	-1.6%
Randall	-8.1%	16.9%	-11.0%
Roland	27.9%	-3.0%	6.1%
Story City	9.1%	6.3%	-2.3%
Gilbert	24.0%	9.6%	11.9%
Story County	7.7%	12.0%	10.0%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change[1]

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IOWA STATE UNIVERSITY
Extension and Outreach
Community and Economic Development

Gilbert's population is predominantly White. The City of Gilbert, compared to Story 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 Origin[1]

Race Groups	City 2010	City 2020	County 2010	County 2020
One race only	98.8%	94.6%	98.3%	93.9%
White	95.3%	91.0%	88.6%	82.2%
White alone, not Hispanic	94.7%	90.2%	86.9%	81.1%
Black or African American	1.4%	1.4%	2.5%	3.1%
Asian	1.1%	0.7%	6.0%	5.5%
American Indian or Alaska Native	0.2%	0.3%	0.2%	0.3%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.0%
Other	0.8%	1.2%	1.0%	2.7%
Two or more races	1.2%	5.4%	1.7%	6.1%
Hispanic origin[a]	1.5%	2.9%	3.0%	5.1%

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

Households by Family or Nonfamily Type[1,3]

	City 2010	City 2020	County 2010	County 2020
Total households	382	440	34,736	38,273
Family households[a,b]	79.3%	58.6%	53.2%	50.9%
Married couple family[b]	67.5%	45.2%	44.0%	41.0%
With own children	38.0%	34.5%	17.9%	15.7%
Other family[c]	11.8%	12.3%	9.2%	9.9%
Male householder[c]	2.4%	4.5%	3.0%	3.7%
With own children	1.8%	2.7%	1.4%	1.9%
Female householder[c]	9.4%	7.7%	6.2%	6.2%
With own children	7.6%	5.9%	3.9%	3.5%
Nonfamily households[d]	20.7%	41.4%	46.8%	49.1%
Male living alone	9.7%	5.7%	13.7%	16.1%
Female living alone	7.6%	9.8%	14.6%	16.1%

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

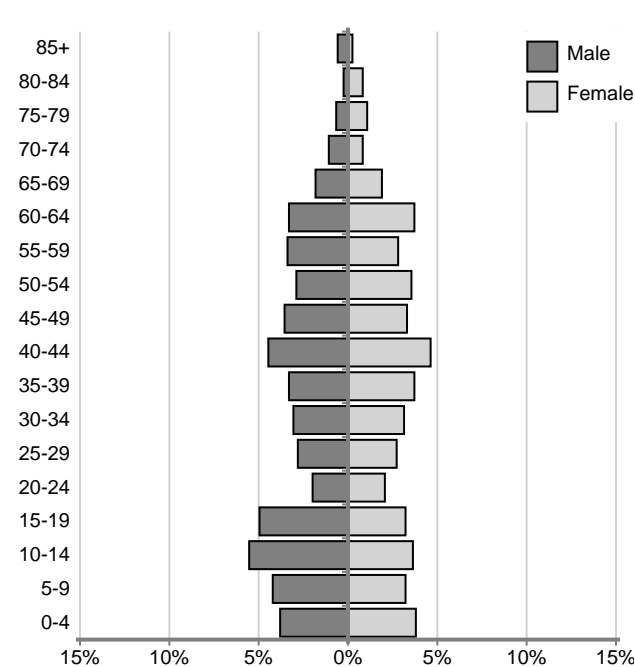|	City 2010	City 2020	County 2010	County 2020
Total households	382	440	34,736	38,273
Married couple[b]	67.5%	45.2%	44.0%	41.0%
Cohabiting couple[b,f]	NA[e]	3.6%	NA[e]	6.6%
Male householder[g]	NA[e]	10.0%	NA[e]	26.4%
Female householder[g]	NA[e]	16.4%	NA[e]	26.1%

[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	City 2010	City 2020	County 2010	County 2020
17 or younger	32.4%	30%	17.8%	16.8%
0 - 4	7.1%	7.6%	5.4%	4.6%
5 - 9	8.6%	7.4%	5.0%	4.6%
10 - 14	10.1%	9.2%	4.7%	4.8%
15 - 17	6.6%	5.8%	2.7%	2.8%
18 - 24	5.7%	6.4%	29.0%	30.1%
25 - 44	29.1%	27.8%	23.6%	23%
45 - 64	26.3%	26.5%	19.6%	17%
65 or older	6.4%	9.2%	10.0%	13.1%
65 - 84	5.8%	8.4%	8.3%	11.3%
85 or older	0.6%	0.8%	1.7%	1.8%
Median[4] Age (years)	34.2	36.8	26.7	26.9
Age Dependency[a,5]	63.4	64.6	38.5	42.7
Old-Age	10.5	15.2	13.9	18.7
Child	52.9	49.4	24.7	24.0

[a]*Age Dependency Ratio*

Gilbert, Iowa Population Pyramid,[a] 2020[1]

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

The median household income in Gilbert is less than the median household income of Story County. The median value of owner-occupied housing units is higher in Gilbert than for Story County. There is a lower percentage of vacant housing units in Gilbert than there is for Story County. Many housing units in Gilbert were built between 1960 to 1979. There is a lower percentage of individuals 25 and older with a Bachelor's degree or higher in Gilbert compared to Story County.

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

	City Estimate	City MOE*	County Estimate	County MOE*
Total Households	494	+/- 76	38,412	+/- 519
Less than $34,999	10.7%	+/- 3.4%	27.1%	+/- 2.1%
$35,000 To $49,999	9.7%	+/- 5.3%	10.8%	+/- 0.9%
$50,000 To $99,999	26.7%	+/- 3.3%	31.2%	+/- 1.7%
$100,000 Or More	52.8%	+/- 4.1%	30.9%	+/- 1.8%
Median[4] Household Income	$105,000	+/- $15,973	$66,197	+/- $2,497
Median Family Income	$122,578	+/- $13,518	$109,432	+/- $5,237
Per Capita Income	$47,165	+/- $4,996	$35,704	+/- $1,335

Housing Characteristics, 2018-2022[2]

	City Estimate	City MOE*	County Estimate	County MOE*
Total Units	494	+/- 76	41,347	+/- 104
Vacant	0.0%	+/- 4.9%	7.1%	+/- 1.2%
Occupied	100.0%	+/- 4.9%	92.9%	+/- 1.2%
Occupied[a]	494	+/- 76	38,412	+/- 519
Owner	84.4%	+/- 6.8%	55.7%	+/- 1.5%
Renter	15.6%	+/- 6.8%	44.3%	+/- 1.5%
Rent[b]	$918	+/- $140	$991	+/- $31
Value[c]	$257,200	+/-$18,252	$229,100	+/-$4,981

[a]Occupied Units, [b]Median gross rent of renter-occupied units, [c]Median value of owner-occupied units
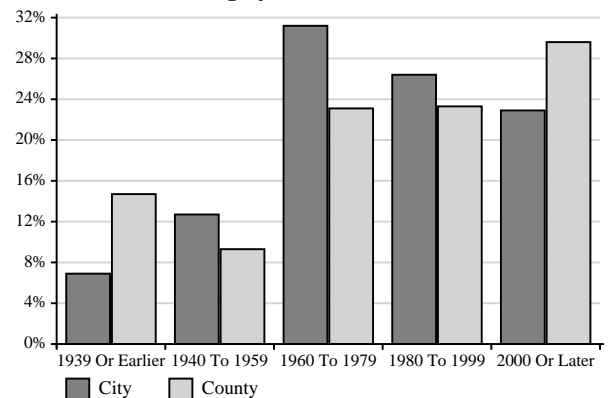
Educational Attainment, 2018-2022[2]

	City Estimate	City MOE*	County Estimate	County MOE*
Population 25 and older	827	+/-113	51,740	+/-159
High School Graduate or Higher	98.5%	+/-1.3%	97.1%	+/-0.5%
Bachelor's Degree or Higher	44.4%	+/-6.2%	52.5%	+/-1.7%

*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.
**MOE is high, use county estimate.

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

In Gilbert 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 6.9% of occupations of the civilian employed population in the city.

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

	City Estimate	City MOE*	County Estimate	County MOE*
Civilian employed population 16 years and over	667	+/- 105	53,259	+/- 1,076
Management, business, science, and arts	52.9%	+/- 6.2%	46.4%	+/- 1.7%
Service	15.7%	+/- 4.8%	18.0%	+/- 1.4%
Sales and office	18.6%	+/- 4.2%	18.6%	+/- 1.2%
Natural resources, construction, and maintenance	**%	+/- **%	6.7%	+/- 0.7%
Production, transportation, and material moving	6.9%	+/- 2.7%	10.4%	+/- 1.2%

Gilbert has a higher proportion of the population age 16 or older in the labor force than Story 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 Gilbert tend to be higher than the median earnings for Story County. Families with children tend to have a higher rate of poverty than families without children.

Median Employment Earnings, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ [a]	727	+/- 113	66,257	+/- 727
Median Earnings	$55,685	+/- $55	$25,496	+/- $1,879
Female	$50,595	+/- $4,342	$21,413	+/- $1,716
Female, full time[b]	$54,559	+/- $5,331	$50,290	+/- $2,523
Male	$70,114	+/- $10,162	$29,186	+/- $1,623
Male, full time[b]	$80,096	+/- $8,747	$65,109	+/- $2,900

[a] with earnings, [b] year round, **MOE is high, use county estimate.

Employment Status, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	928	+/- 124	84,617	+/- 183
in labor force	73.5%	+/- 5.2%	66.7%	+/- 1.1%
not in labor force	26.5%	+/- 5.2%	33.3%	+/- 1.1%
Civilian labor force	682	+/- 107	56,398	+/- 952
Unemployed	2.2%	+/- 2.2%	5.6%	+/- 1.3%

**MOE is high, use county estimate.*

Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population[a]	1,184	+/-157	97,986	+/-81
With a disability[b]	10.2%	+/-3.3%	8.8%	+/-0.7%
With Health Insurance	98.3%	+/-1.2%	94.9%	+/-0.8%
With Private[c] Coverage	86.7%	+/-4.7%	84.4%	+/-1.3%
With Public[d] Coverage	21.7%	+/-5.8%	21.4%	+/-1.0%
No Health Insurance	**%	+/-**%	5.1%	+/-0.8%

[a]*Civilan Noninstitutionalized Population,* [b]*limitations of activities or inability for full participation,* [c]*provided by employer, union, bought by individual, and some miliary plans,* [d]*includes 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 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]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population[a]	1,179	+/-158	86,383	+/-184
Below poverty	**%	+/-**%	19.6%	+/-1.3%
17 and under	**%	+/-**%	8.6%	+/-2.5%
18 - 64	**%	+/-**%	25.4%	+/-1.7%
65+	**%	+/-**%	5.8%	+/-1.8%
All Families	**%	+/-**%	5.9%	+/-1.7%
with children	**%	+/-**%	8.5%	+/-3.4%
Married Couple	**%	+/-**%	2.1%	+/-0.6%
with children	**%	+/-**%	**%	+/-**%
Female HH[b]	**%	+/-**%	29.3%	+/-11.0%
with children	**%	+/-**%	37.7%	+/-14.7%

[a] *for whom poverty status is determined,* [b] *female householder, no husband present,* **MOE is high, use county estimate.*