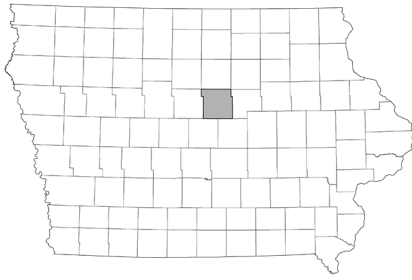# Data for Decision Makers

Hubbard, Iowa
City Profile

report created: 12/17/2024

Population profile

The 2020 population for Hubbard is 860. Between 2010 and 2020 the population increased by 1.8%. The City of Hubbard is in Hardin County. Hardin County saw a 3.7% population decrease between 2010 and 2020.
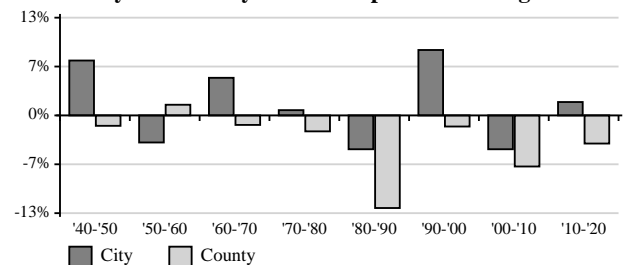
Hardin County Cities - Total Population[1]

City	2000	2010	2020
Hubbard	**885**	**845**	**860**
Male Total	411	381	418
Female Total	474	464	442
Ackley[†]	1,809	1,589	1,599
Alden	904	787	763
Buckeye	110	108	86
Eldora	3,035	2,732	2,663
Iowa Falls	5,193	5,238	5,106
New Providence	227	228	236
Owasa	38	43	34
Radcliffe	607	545	555
Steamboat Rock	336	310	264
Union	427	397	399
Whitten	160	149	100
Hardin County Total	18,812	17,534	16,878
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
Buckeye	4.8%	-1.8%	-20.4%
New Providence	-5.4%	0.4%	3.5%
Owasa	2.7%	13.2%	-20.9%
Radcliffe	5.7%	-10.2%	1.8%
Zearing	0.5%	-10.2%	-4.7%
Hubbard	8.7%	-4.5%	1.8%
Hardin County	-1.5%	6.8%	-3.7%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change[1]

City and County Percent Population Change bar chart, '40-'50 through '10-'20, comparing City and County.

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

Race Groups	City 2010	City 2020	County 2010	County 2020
One race only	99.3%	97.0%	98.9%	95.7%
White	97.6%	94.8%	95.8%	91.6%
White alone, not Hispanic	96.3%	93.8%	93.7%	90.6%
Black or African American	0.1%	0.3%	1.2%	0.9%
Asian	0.4%	0.1%	0.5%	0.5%
American Indian or Alaska Native	0.1%	0.2%	0.2%	0.2%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.0%
Other	1.1%	1.5%	1.2%	2.4%
Two or more races	0.7%	3.0%	1.1%	4.3%
Hispanic origin[a]	2.8%	3.1%	3.7%	4.8%

[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	356	356	7,296	7,070
Family households[a,b]	61.5%	77.3%	64.5%	62.8%
Married couple family[b]	53.9%	45.5%	53.0%	50.1%
With own children	17.4%	17.1%	17.8%	16.4%
Other family[c]	7.6%	10.1%	11.5%	12.7%
Male householder[c]	1.4%	4.2%	4.0%	4.8%
With own children	1.4%	3.1%	2.7%	3.0%
Female householder[c]	6.2%	5.9%	7.5%	7.9%
With own children	4.8%	4.8%	5.1%	4.6%
Nonfamily households[d]	38.5%	22.7%	35.5%	37.2%
Male living alone	11.5%	15.7%	13.3%	15.5%
Female living alone	21.3%	19.9%	17.9%	17.0%

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

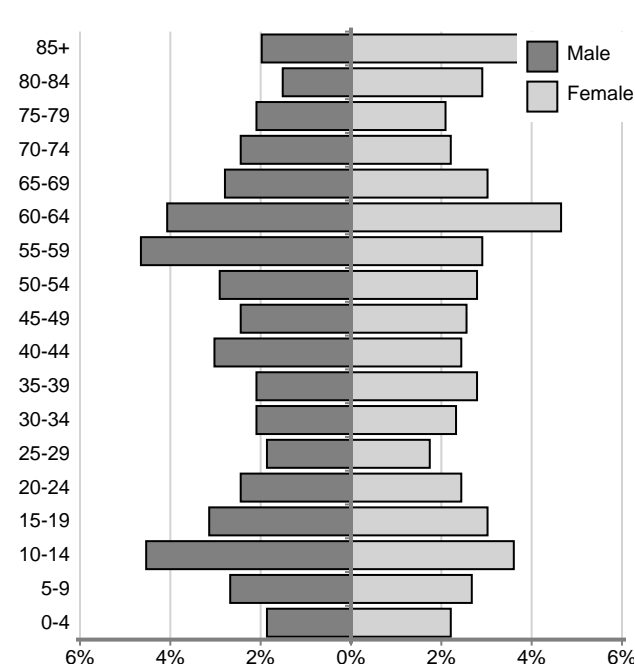|	City 2010	City 2020	County 2010	County 2020
Total households	356	356	7,296	7,070
Married couple[b]	53.9%	45.5%	53.0%	50.1%
Cohabiting couple[b,f]	NA[e]	5.1%	NA[e]	6.2%
Male householder[g]	NA[e]	19.1%	NA[e]	19.9%
Female householder[g]	NA[e]	24.2%	NA[e]	23.8%

[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	21.7%	21.2%	23.1%	22.6%
0 - 4	7.1%	4.1%	6.0%	5.4%
5 - 9	5.8%	5.3%	5.9%	6.0%
10 - 14	5.4%	8.1%	6.4%	7.0%
15 - 17	3.4%	3.7%	4.8%	4.2%
18 - 24	5.2%	7.4%	8.1%	7.5%
25 - 44	19.6%	18.4%	20.2%	21.3%
45 - 64	25.7%	27%	27.6%	25.4%
65 or older	27.8%	26.0%	21.0%	23.2%
65 - 84	20%	19.1%	16.9%	19.3%
85 or older	7.8%	7.0%	4.1%	3.9%
Median[4] Age (years)	47.8	48.2	43.7	43.5
Age Dependency[a,5]	98.0	89.4	78.8	84.5
Old-Age	55.0	49.2	37.5	42.8
Child	43.0	40.2	41.3	41.7

[a] *Age Dependency Ratio*

Hubbard, 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 Hubbard is greater than the median household income of Hardin County. The median value of owner-occupied housing units is lower in Hubbard than for Hardin County. There is a lower percentage of vacant housing units in Hubbard than there is for Hardin County. Many housing units in Hubbard were built between 1940 to 1959. There is a lower percentage of individuals 25 and older with a Bachelor's degree or higher in Hubbard compared to Hardin County.

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

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	373	+/- 63	7,029	+/- 194
Less than $34,999	29.7%	+/- 4.5%	28.6%	+/- 2.5%
$35,000 To $49,999	8.3%	+/- 4.0%	12.0%	+/- 2.0%
$50,000 To $99,999	38.3%	+/- 3.9%	34.9%	+/- 2.2%
$100,000 Or More	23.7%	+/- 3.0%	24.3%	+/- 2.0%
Median[4] Household Income	$65,688	+/- $10,868	$64,656	+/- $4,778
Median Family Income	$84,063	+/- $15,730	$80,857	+/- $3,540
Per Capita Income	$36,533	+/- $5,185	$32,181	+/- $1,328

Housing Characteristics, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	399	+/- 65	8,031	+/- 44
Vacant	6.5%	+/- 4.8%	12.5%	+/- 2.3%
Occupied	93.5%	+/- 4.8%	87.5%	+/- 2.3%
Occupied[a]	373	+/- 63	7,029	+/- 194
Owner	83.9%	+/- 5.5%	74.2%	+/- 2.7%
Renter	16.1%	+/- 5.5%	25.8%	+/- 2.7%
Rent[b]	$647	+/- $128	$752	+/- $71
Value[c]	$91,400	+/-$6,776	$109,300	+/-$5,249

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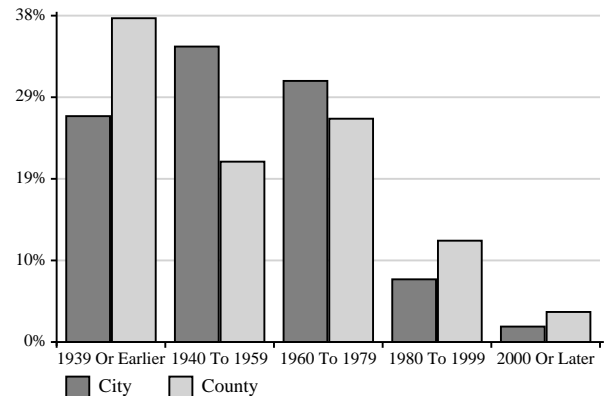
Educational Attainment, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	638	+/-95	12,328	+/-63
High School Graduate or Higher	97.3%	+/-3.7%	93.4%	+/-1.1%
Bachelor's Degree or Higher	11.8%	+/-3.5%	20.8%	+/-2.1%

*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 Hubbard 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 19.0% of occupations of the civilian employed population in the city.

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

	City		County	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	422	+/- 84	8,378	+/- 281
Management, business, science, and arts	30.3%	+/- 6.8%	31.9%	+/- 2.8%
Service	23.5%	+/- 5.7%	15.6%	+/- 2.0%
Sales and office	14.0%	+/- 4.6%	19.7%	+/- 2.4%
Natural resources, construction, and maintenance	13.3%	+/- 5.2%	15.7%	+/- 2.3%
Production, transportation, and material moving	19.0%	+/- 7.2%	17.1%	+/- 1.9%

Hubbard has a lower proportion of the population age 16 or older in the labor force than Hardin 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 Hubbard tend to be lower than the median earnings for Hardin 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]	458	+/- 83	9,232	+/- 253
Median Earnings	$36,875	+/- $36	$37,792	+/- $1,853
Female	$31,875	+/- $8,125	$31,448	+/- $3,540
Female, full time[b]	$37,083	+/- $10,142	$42,258	+/- $2,681
Male	$47,917	+/- $14,291	$43,511	+/- $2,350
Male, full time[b]	$57,500	+/- $8,147	$47,515	+/- $3,611

[a] with earnings, [b] year round, **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]	776	+/-122	16,393	+/-14
With a disability[b]	10.8%	+/-4.2%	13.7%	+/-1.3%
With Health Insurance	97.7%	+/-1.4%	95.6%	+/-0.9%
With Private[c] Coverage	82.2%	+/-5.7%	71.7%	+/-2.1%
With Public[d] Coverage	32.1%	+/-8.3%	39.2%	+/-2.1%
No Health Insurance	**%	+/-**%	4.4%	+/-0.9%

[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.

Employment Status, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	727	+/- 108	14,104	+/- 55
in labor force	58.7%	+/- 6.2%	61.5%	+/- 2.0%
not in labor force	41.3%	+/- 6.2%	38.5%	+/- 2.0%
Civilian labor force	427	+/- 84	8,680	+/- 268
Unemployed	1.2%	+/- 1.6%	3.5%	+/- 1.1%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022[2]

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population[a]	776	+/-122	16,112	+/-30
Below poverty	4.0%	+/-1.5%	8.4%	+/-1.3%
17 and under	**%	+/-**%	11.1%	+/-3.9%
18 - 64	**%	+/-**%	8.5%	+/-1.4%
65+	**%	+/-**%	5.9%	+/-2.0%
All Families	**%	+/-**%	5.2%	+/-1.6%
with children	**%	+/-**%	8.6%	+/-3.1%
Married Couple	**%	+/-**%	3.2%	+/-1.3%
with children	**%	+/-**%	**%	+/-**%
Female HH[b]	**%	+/-**%	19.5%	+/-8.7%
with children	**%	+/-**%	24.9%	+/-11.5%

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

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Community and Economic Development   Data for Decision Makers