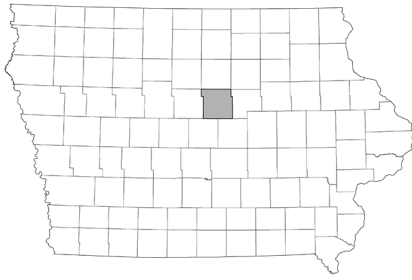


Data for Decision Makers



Iowa Falls, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Iowa Falls is 5,106. Between 2010 and 2020 the population decreased by 2.5%. The City of Iowa Falls is in Hardin County. Hardin County saw a 3.7% population decrease between 2010 and 2020.

Hardin County Cities - Total Population¹

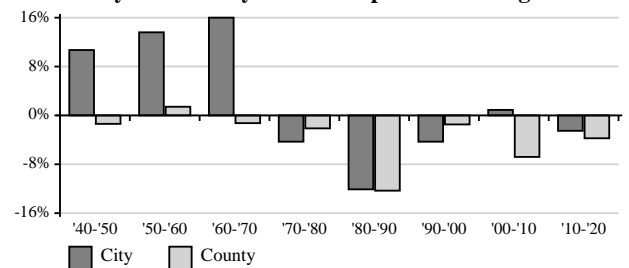
City	2000	2010	2020
Iowa Falls	5,193	5,238	5,106
Male Total	2,453	2,524	2,480
Female Total	2,740	2,714	2,626
Ackley [†]	1,809	1,589	1,599
Alden	904	787	763
Buckeye	110	108	86
Eldora	3,035	2,732	2,663
Hubbard	885	845	860
New Providence	227	228	236
Owasa	38	43	34
Radcliffe	607	545	555
Steamboat Rock	336	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
Ackley	6.7%	-12.2%	0.6%
Alden	5.7%	-12.9%	-3.0%
Buckeye	4.8%	-1.8%	-20.4%
Owasa	2.7%	13.2%	-20.9%
Popejoy	-15.2%	1.3%	-2.5%
Iowa Falls	-4.3%	0.9%	-2.5%
Hardin County	-1.5%	6.8%	-3.7%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



Regional Director

Anne Tedore
2608 South 2nd St., Ste E
Marshalltown, IA 50158
atedore@iastate.edu
641-752-1551

<https://indicators.extension.iastate.edu>

County Office

Missy Crawford
831 S. Oak St., Ste A
Iowa Falls, IA 50126
meljcraw@iastate.edu
641-648-4850

Demographic Profile

Iowa Falls, Iowa

Iowa Falls's population is predominantly White. The City of Iowa Falls, 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 Origin¹

Race Groups	City		County	
	2010	2020	2010	2020
One race only	98.9%	94.9%	98.9%	95.7%
White	94.0%	89.1%	95.8%	91.6%
White alone, not Hispanic	91.7%	87.9%	93.7%	90.6%
Black or African American	2.7%	1.1%	1.2%	0.9%
Asian	0.7%	0.9%	0.5%	0.5%
American Indian or Alaska Native	0.4%	0.4%	0.2%	0.2%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.0%
Other	1.0%	3.4%	1.2%	2.4%
Two or more races	1.1%	5.1%	1.1%	4.3%
Hispanic origin ^a	3.9%	6.6%	3.7%	4.8%

^a Hispanics can be of any race.

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

	City		County	
	2010	2020	2010	2020
Total households	2,207	2,146	7,296	7,070
Family households ^{a,b}	58.7%	73.5%	64.5%	62.8%
Married couple family ^b	44.0%	63.9%	53.0%	50.1%
With own children	15.3%	14.8%	17.8%	16.4%
Other family ^c	14.6%	15.3%	11.5%	12.7%
Male householder ^c	4.1%	5.1%	4.0%	4.8%
With own children	2.7%	2.9%	2.7%	3.0%
Female householder ^c	10.6%	10.2%	7.5%	7.9%
With own children	7.2%	6.2%	5.1%	4.6%
Nonfamily households ^d	41.3%	26.5%	35.5%	37.2%
Male living alone	13.2%	15.8%	13.3%	15.5%
Female living alone	23.9%	21.5%	17.9%	17.0%

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

	City		County	
	2010	2020	2010	2020
Total households	2,207	2,146	7,296	7,070
Married couple ^b	44.0%	63.9%	53.0%	50.1%
Cohabiting couple ^{b,f}	NA ^e	6.3%	NA ^e	6.2%
Male householder ^g	NA ^e	20.8%	NA ^e	19.9%
Female householder ^g	NA ^e	30.6%	NA ^e	23.8%

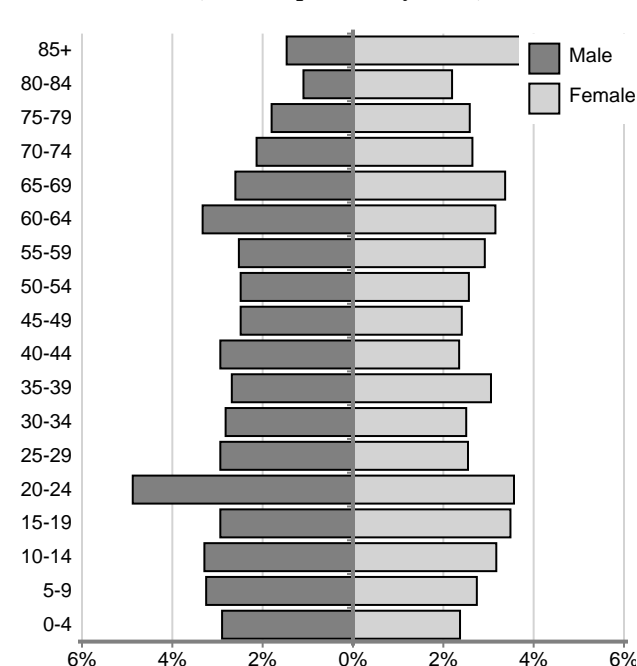
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder 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	21.2%	21.2%	23.1%	22.6%
0 - 4	6.4%	5.3%	6.0%	5.4%
5 - 9	5.5%	6.0%	5.9%	6.0%
10 - 14	6%	6.5%	6.4%	7.0%
15 - 17	3.3%	3.4%	4.8%	4.2%
18 - 24	12.7%	11.4%	8.1%	7.5%
25 - 44	20.1%	21.8%	20.2%	21.3%
45 - 64	23.6%	21.9%	27.6%	25.4%
65 or older	22.4%	23.7%	21.0%	23.2%
65 - 84	17%	18.5%	16.9%	19.3%
85 or older	5.4%	5.3%	4.1%	3.9%
Median ⁴ Age (years)	40.9	40.7	43.7	43.5
Age Dependency ^{a, 5}	77.3	81.5	78.8	84.5
Old-Age	39.7	43.0	37.5	42.8
Child	37.6	38.5	41.3	41.7

^aAge Dependency Ratio

Iowa Falls, Iowa Population Pyramid, ^a 2020¹



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

Socioeconomic Profile

Iowa Falls, Iowa

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

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	2,187	+/- 171	7,029	+/- 194
Less than \$34,999	33.7%	+/- 4.1%	28.6%	+/- 2.5%
\$35,000 To \$49,999	16.2%	+/- 4.7%	12.0%	+/- 2.0%
\$50,000 To \$99,999	34.9%	+/- 3.3%	34.9%	+/- 2.2%
\$100,000 Or More	15.1%	+/- 2.6%	24.3%	+/- 2.0%
Median ⁴ Household Income	\$50,035	+/- \$12,966	\$64,656	+/- \$4,778
Median Family Income	\$76,218	+/- \$5,908	\$80,857	+/- \$3,540
Per Capita Income	\$28,183	+/- \$2,452	\$32,181	+/- \$1,328

Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	3,612	+/-165	12,328	+/-63
High School Graduate or Higher	94.5%	+/-3.0%	93.4%	+/-1.1%
Bachelor's Degree or Higher	21.5%	+/-3.9%	20.8%	+/-2.1%

*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.

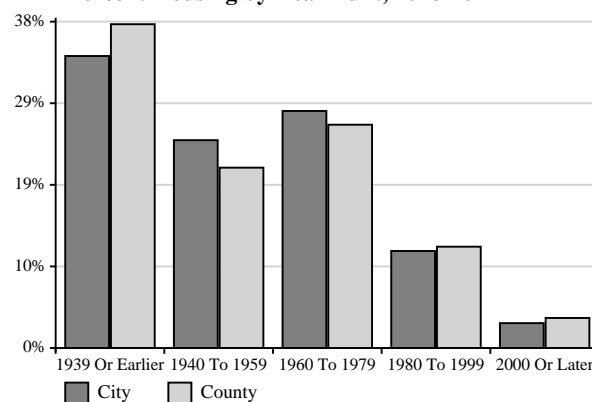
**MOE is high, use county estimate.

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	2,476	+/- 174	8,031	+/- 44
Vacant	11.7%	+/- 4.9%	12.5%	+/- 2.3%
Occupied	88.3%	+/- 4.9%	87.5%	+/- 2.3%
Occupied ^a	2,187	+/- 171	7,029	+/- 194
Owner	66.5%	+/- 5.5%	74.2%	+/- 2.7%
Renter	33.5%	+/- 5.5%	25.8%	+/- 2.7%
Rent ^b	\$877	+/- \$83	\$752	+/- \$71
Value ^c	\$111,200	+/- \$13,422	\$109,300	+/- \$5,249

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

Percent Housing by Year Built, 2018-2022²



In Iowa Falls 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 20.2% 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	2,405	+/- 204	8,378	+/- 281
Management, business, science, and arts	29.5%	+/- 6.4%	31.9%	+/- 2.8%
Service	19.4%	+/- 5.1%	15.6%	+/- 2.0%
Sales and office	20.2%	+/- 5.4%	19.7%	+/- 2.4%
Natural resources, construction, and maintenance	10.6%	+/- 3.9%	15.7%	+/- 2.3%
Production, transportation, and material moving	20.2%	+/- 5.2%	17.1%	+/- 1.9%

Socioeconomic Profile

Iowa Falls, Iowa

Iowa Falls 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 Iowa Falls 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, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ ^a	2,670	+/- 202	9,232	+/- 253
Median Earnings	\$32,260	+/- \$32	\$37,792	+/- \$1,853
Female	\$25,808	+/- \$3,347	\$31,448	+/- \$3,540
Female, full time ^b	\$38,476	+/- \$8,648	\$42,258	+/- \$2,681
Male	\$37,664	+/- \$4,163	\$43,511	+/- \$2,350
Male, full time ^b	\$42,813	+/- \$6,875	\$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, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population ^a	4,971	+/-20	16,393	+/-14
With a disability ^b	17.1%	+/-3.2%	13.7%	+/-1.3%
With Health Insurance	96.1%	+/-2.4%	95.6%	+/-0.9%
With Private ^c Coverage	71.4%	+/-5.2%	71.7%	+/-2.1%
With Public ^d Coverage	40.7%	+/-6.1%	39.2%	+/-2.1%
No Health Insurance	**%	+/-**%	4.4%	+/-0.9%

^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+	4,368	+/- 113	14,104	+/- 55
in labor force	58.6%	+/- 4.3%	61.5%	+/- 2.0%
not in labor force	41.4%	+/- 4.3%	38.5%	+/- 2.0%
Civilian labor force	2,561	+/- 194	8,680	+/- 268
Unemployed	6.1%	+/- 3.4%	3.5%	+/- 1.1%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	4,708	+/-20	16,112	+/-30
Below poverty	9.0%	+/-4.0%	8.4%	+/-1.3%
17 and under	**%	+/-**%	11.1%	+/-3.9%
18 - 64	10.2%	+/-4.3%	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.

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.

This series was prepared by:

Christopher J. Seeger, Professor & Extension Specialist
Bailey Hanson, Data Analyst III & Extension Specialist
Sandra Burke, Research Scientist III & Extension Specialist
Jay Maxwell, Data Analyst I & Extension Specialist

For more information on these and other topics, please call the Extension and Outreach specialists listed on the cover page or visit the ISU Extension and Outreach Indicators website at <https://indicators.extension.iastate.edu>

This institution is an equal opportunity provider. For the full non-discrimination statement or accommodation inquiries, go to www.extension.iastate.edu/diversity/ext.