



Community Profile

Hawarden city, IA (1935265)

Geography: Place

Hawarden city...

Population Summary

2000 Total Population	2,461
2010 Total Population	2,546
2019 Total Population	2,706
2019 Group Quarters	51
2024 Total Population	2,787
2019-2024 Annual Rate	0.59%
2019 Total Daytime Population	2,652
Workers	1,224
Residents	1,428

Household Summary

2000 Households	1,030
2000 Average Household Size	2.33
2010 Households	1,020
2010 Average Household Size	2.45
2019 Households	1,077
2019 Average Household Size	2.47
2024 Households	1,110
2024 Average Household Size	2.46
2019-2024 Annual Rate	0.61%
2010 Families	667
2010 Average Family Size	3.06
2019 Families	695
2019 Average Family Size	3.09
2024 Families	711
2024 Average Family Size	3.11
2019-2024 Annual Rate	0.46%

Housing Unit Summary

2000 Housing Units	1,097
Owner Occupied Housing Units	71.6%
Renter Occupied Housing Units	22.3%
Vacant Housing Units	6.1%
2010 Housing Units	1,152
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	23.1%
Vacant Housing Units	11.5%
2019 Housing Units	1,223
Owner Occupied Housing Units	63.9%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	11.9%
2024 Housing Units	1,258
Owner Occupied Housing Units	64.5%
Renter Occupied Housing Units	23.8%
Vacant Housing Units	11.8%

Median Household Income

2019	\$50,579
2024	\$54,574

Median Home Value

2019	\$82,143
2024	\$85,310

Per Capita Income

2019	\$24,437
2024	\$27,662

Median Age

2010	39.1
2019	39.7
2024	39.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income

Household Income Base	1,078
<\$15,000	9.0%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	22.4%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	4.3%
\$200,000+	0.9%
Average Household Income	\$61,520

2024 Households by Income

Household Income Base	1,110
<\$15,000	7.2%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	21.3%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	5.8%
\$200,000+	1.0%
Average Household Income	\$69,663

2019 Owner Occupied Housing Units by Value

Total	781
<\$50,000	19.5%
\$50,000 - \$99,999	47.5%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	13.4%
\$200,000 - \$249,999	1.3%
\$250,000 - \$299,999	1.7%
\$300,000 - \$399,999	2.3%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$97,471

2024 Owner Occupied Housing Units by Value

Total	812
<\$50,000	17.7%
\$50,000 - \$99,999	45.7%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	15.0%
\$200,000 - \$249,999	1.5%
\$250,000 - \$299,999	2.2%
\$300,000 - \$399,999	3.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$103,387

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age

Total	2,546
0 - 4	8.0%
5 - 9	7.5%
10 - 14	5.9%
15 - 24	11.9%
25 - 34	12.5%
35 - 44	10.4%
45 - 54	12.1%
55 - 64	11.6%
65 - 74	8.0%
75 - 84	7.7%
85 +	4.5%
18 +	74.6%

2019 Population by Age

Total	2,708
0 - 4	7.2%
5 - 9	7.2%
10 - 14	6.6%
15 - 24	10.4%
25 - 34	13.2%
35 - 44	10.5%
45 - 54	10.2%
55 - 64	12.7%
65 - 74	10.4%
75 - 84	6.6%
85 +	4.9%
18 +	75.8%

2024 Population by Age

Total	2,789
0 - 4	7.2%
5 - 9	7.3%
10 - 14	7.6%
15 - 24	10.6%
25 - 34	11.3%
35 - 44	12.4%
45 - 54	9.7%
55 - 64	11.3%
65 - 74	11.2%
75 - 84	7.3%
85 +	4.3%
18 +	74.0%

2010 Population by Sex

Males	1,252
Females	1,294

2019 Population by Sex

Males	1,337
Females	1,371

2024 Population by Sex

Males	1,389
Females	1,400

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Community Profile

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	Hawarden city...
2010 Population by Race/Ethnicity	
Total	2,546
White Alone	86.8%
Black Alone	0.5%
American Indian Alone	0.9%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	10.6%
Two or More Races	0.9%
Hispanic Origin	20.0%
Diversity Index	48.7
2019 Population by Race/Ethnicity	
Total	2,707
White Alone	82.2%
Black Alone	1.0%
American Indian Alone	1.4%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	13.7%
Two or More Races	1.2%
Hispanic Origin	25.9%
Diversity Index	58.3
2024 Population by Race/Ethnicity	
Total	2,786
White Alone	79.5%
Black Alone	1.3%
American Indian Alone	1.8%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	15.6%
Two or More Races	1.3%
Hispanic Origin	29.3%
Diversity Index	63.0
2010 Population by Relationship and Household Type	
Total	2,546
In Households	98.0%
In Family Households	82.3%
Householder	26.2%
Spouse	21.3%
Child	28.8%
Other relative	3.8%
Nonrelative	2.2%
In Nonfamily Households	15.7%
In Group Quarters	2.0%
Institutionalized Population	2.0%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment

Total	1,857
Less than 9th Grade	11.1%
9th - 12th Grade, No Diploma	10.4%
High School Graduate	29.3%
GED/Alternative Credential	6.8%
Some College, No Degree	18.0%
Associate Degree	5.5%
Bachelor's Degree	12.8%
Graduate/Professional Degree	6.0%

2019 Population 15+ by Marital Status

Total	2,139
Never Married	16.6%
Married	62.7%
Widowed	11.2%
Divorced	9.4%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	95.7%
Civilian Unemployed (Unemployment Rate)	4.3%

2019 Employed Population 16+ by Industry

Total	1,279
Agriculture/Mining	17.8%
Construction	7.5%
Manufacturing	30.3%
Wholesale Trade	3.7%
Retail Trade	6.6%
Transportation/Utilities	2.4%
Information	0.2%
Finance/Insurance/Real Estate	2.4%
Services	26.4%
Public Administration	2.7%

2019 Employed Population 16+ by Occupation

Total	1,281
White Collar	38.6%
Management/Business/Financial	13.7%
Professional	13.5%
Sales	4.3%
Administrative Support	7.1%
Services	11.1%
Blue Collar	50.3%
Farming/Forestry/Fishing	10.9%
Construction/Extraction	7.7%
Installation/Maintenance/Repair	2.9%
Production	15.8%
Transportation/Material Moving	13.0%

2010 Population By Urban/ Rural Status

Total Population	2,546
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 10, 2019



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2010 Households by Type

Total	1,020
Households with 1 Person	31.8%
Households with 2+ People	68.2%
Family Households	65.4%
Husband-wife Families	53.1%
With Related Children	21.5%
Other Family (No Spouse Present)	12.3%
Other Family with Male Householder	4.6%
With Related Children	2.6%
Other Family with Female Householder	7.6%
With Related Children	5.2%
Nonfamily Households	2.8%
All Households with Children	29.7%
Multigenerational Households	2.6%
Unmarried Partner Households	4.3%
Male-female	4.1%
Same-sex	0.2%

2010 Households by Size

Total	1,020
1 Person Household	31.8%
2 Person Household	34.4%
3 Person Household	12.1%
4 Person Household	10.5%
5 Person Household	6.1%
6 Person Household	2.8%
7 + Person Household	2.4%

2010 Households by Tenure and Mortgage Status

Total	1,020
Owner Occupied	73.9%
Owned with a Mortgage/Loan	40.1%
Owned Free and Clear	33.8%
Renter Occupied	26.1%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,152
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Heartland Communities (6F)
2. Top Tier (1A)
3. Professional Pride (1B)

2019 Consumer Spending

Apparel & Services: Total \$	\$1,526,695
Average Spent	\$1,417.54
Spending Potential Index	66
Education: Total \$	\$1,037,453
Average Spent	\$963.28
Spending Potential Index	60
Entertainment/Recreation: Total \$	\$2,720,912
Average Spent	\$2,526.38
Spending Potential Index	77
Food at Home: Total \$	\$4,252,907
Average Spent	\$3,948.85
Spending Potential Index	76
Food Away from Home: Total \$	\$2,733,699
Average Spent	\$2,538.25
Spending Potential Index	69
Health Care: Total \$	\$5,427,578
Average Spent	\$5,039.53
Spending Potential Index	85
HH Furnishings & Equipment: Total \$	\$1,613,558
Average Spent	\$1,498.20
Spending Potential Index	70
Personal Care Products & Services: Total \$	\$642,627
Average Spent	\$596.68
Spending Potential Index	67
Shelter: Total \$	\$13,042,566
Average Spent	\$12,110.09
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,934,308
Average Spent	\$1,796.01
Spending Potential Index	72
Travel: Total \$	\$1,579,435
Average Spent	\$1,466.51
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$937,338
Average Spent	\$870.32
Spending Potential Index	76

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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