

# Iowa West Regional Data Overview



# Acknowledgements

## *Prepared By*

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## About the Data

Data for this analysis comes from the U.S. Census Bureau, American Community Survey, 5-Year Estimates, for multiple years for the following categories:

- Demographics
- Housing Characteristics
- Economic Characteristics
- Social Characteristics
- Geographic Mobility Characteristics
- Educational Characteristics
- Business and Occupation Characteristics

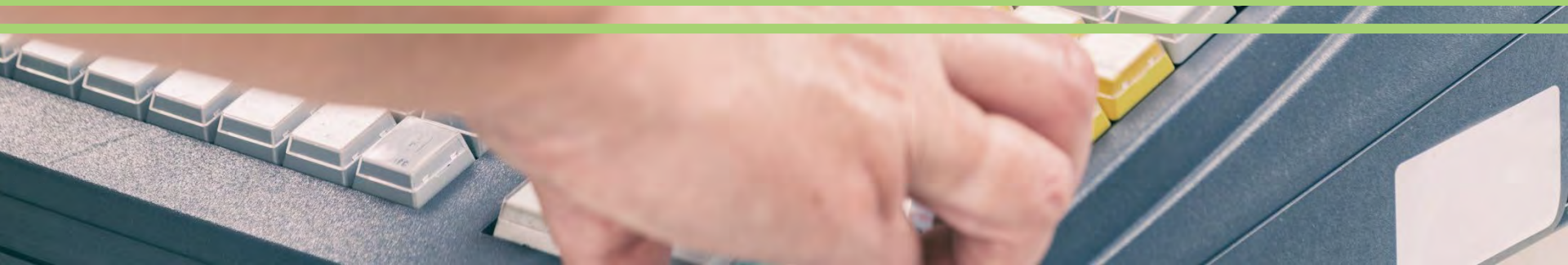
*Note: 5-Year Estimates are used instead of the 1-Year Estimates as the 5-year data offers more robust estimates and data is not available for all counties using the 1-Year Estimates.*

# Key Takeaways

- The regional population has declined 3.6% in the past 10 years. However, Pottawattamie County grew 0.5% over the same time.
- The region's population is aging, with a large share in the 35 to 54 and 65 to 74 age groups and a smaller share among younger residents.
- Population decline in the region is driven by fewer children and net domestic out-migration.
- Most counties are predominantly White; however, Crawford and Pottawattamie counties are more diverse, with growing Latino/a and foreign-born populations.
- Net out-migration is highest among residents with lower levels of educational attainment, which reflects the broader regional pattern — most adults in the region have not completed a college degree.
- Labor force participation is high across the region, especially among households with children.
- Despite high labor force participation, most do not work in high wage occupations (>\$75,000).
- Median household income in most counties in the region is below the statewide median household income of \$73,147.
- The region's economy is concentrated in the education, healthcare, and retail trade industries.
- Metro-adjacent counties in the region have higher home values and rental costs.
- Housing cost burden affects both renters and homeowners in the Iowa West Region, with at least 10% of homeowners and 15% of renters in most counties spending 35% or more of their income on mortgage or rent, respectively.



**ECONOMY**

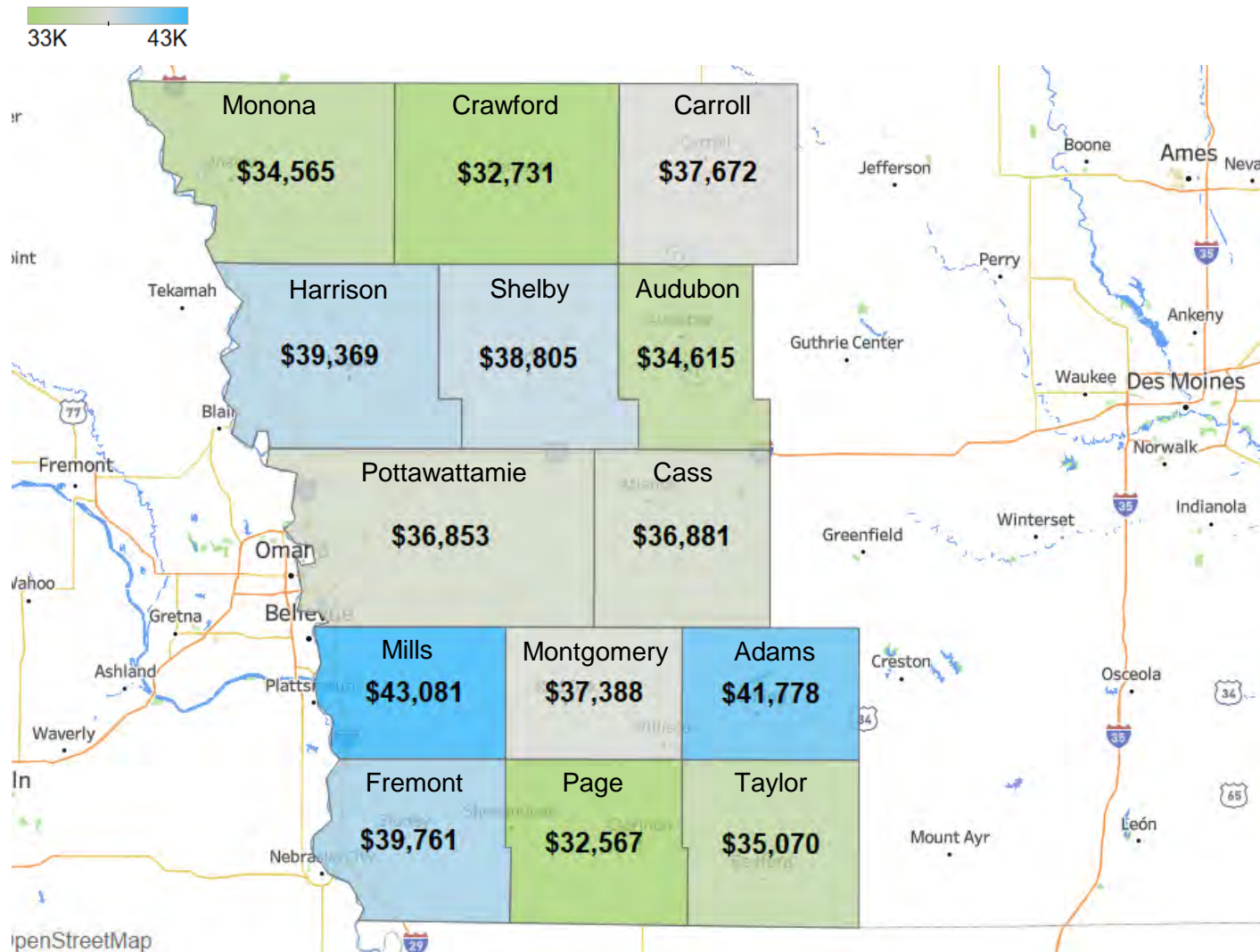


# Per Capita Income, 2023 Dollars by County

Per capita income varies widely across the Iowa West Region, ranging from around \$32,500 to over \$43,000.

Mills and Adams counties lead the way with per capita income above \$40,000, while Crawford and Page counties are just over \$32,500.

Comparatively, Iowa's per capita income is \$39,728.

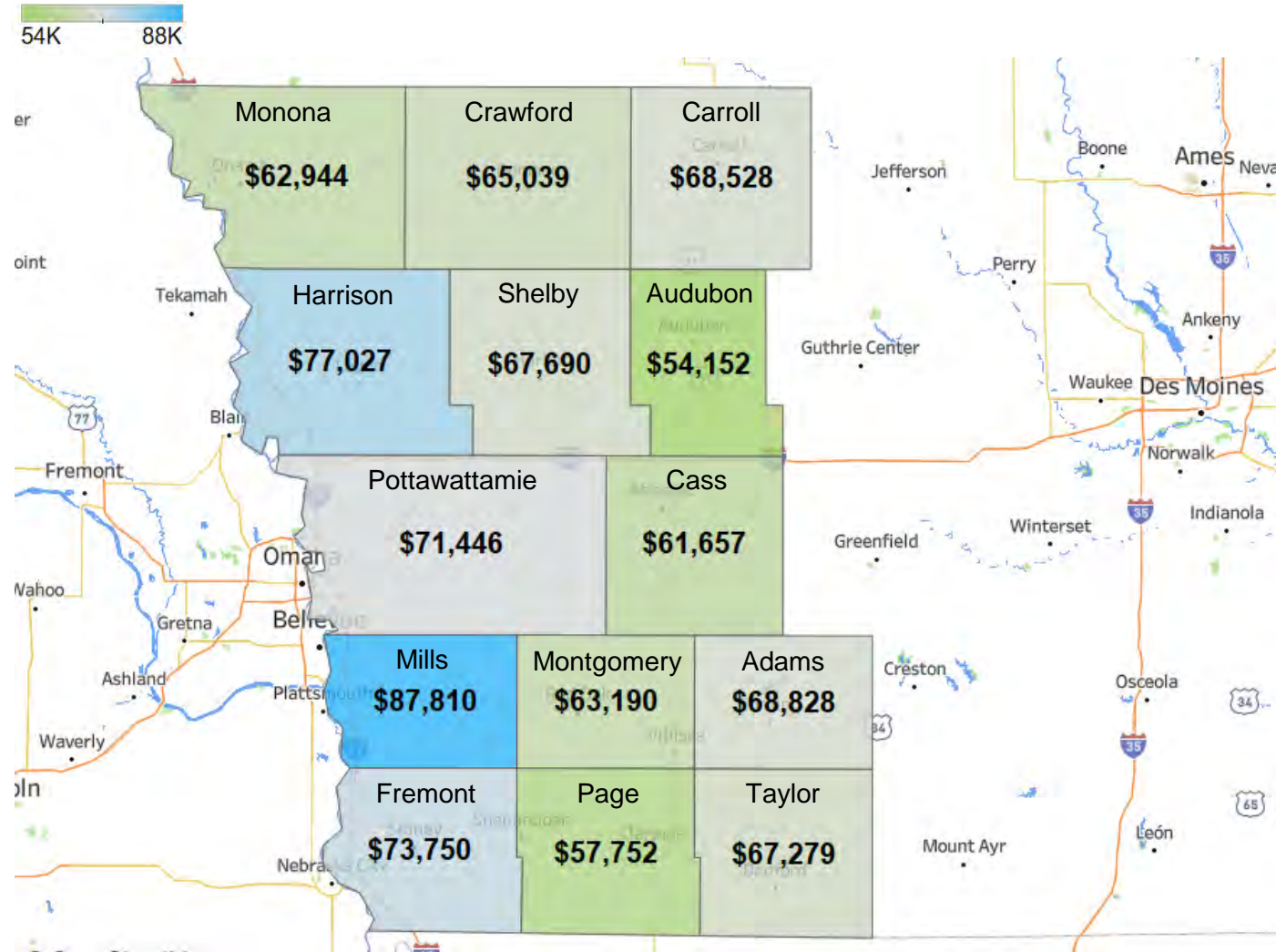


# Median Household Income, 2023 Dollars by County

Median household income varies widely across the Iowa West Region, ranging from around \$54,000 to over \$87,000.

Metro-adjacent counties, like Mills County at \$87,810 and Harrison County at \$77,027, have the highest median household incomes.

Comparatively, Iowa's median household income is \$73,147.



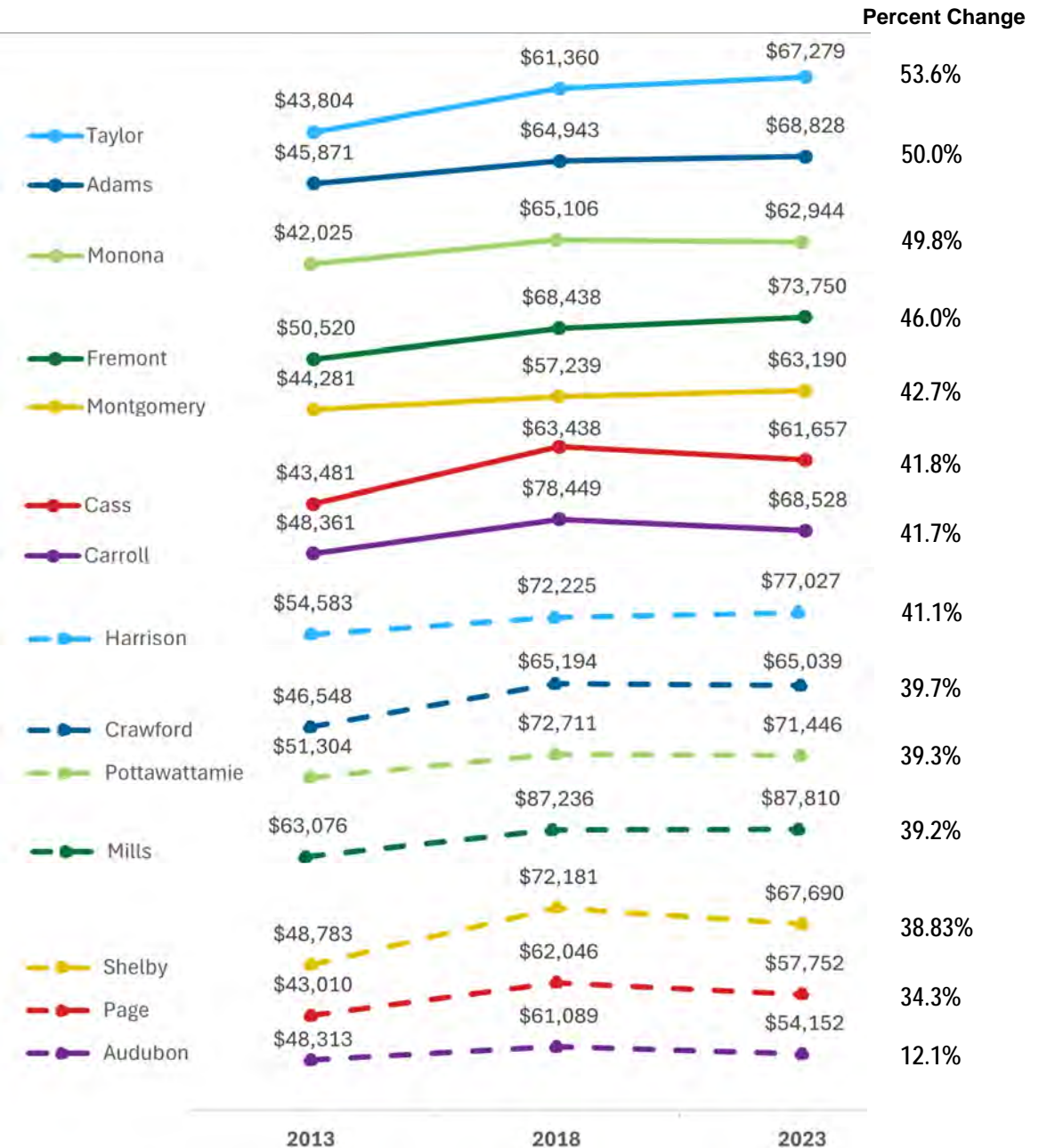
Note: Median Household Income values are NOT adjusted for inflation

# Median Household Income, 2023 Dollars by County

Median household income increased across all counties in the region from 2013 to 2023, with growth ranging from 12.1% to 53.6%.

All counties saw at least a 30% increase, except for Audubon County, which rose only 12.1%.

Comparatively, median household income rose by 41.1% in Iowa and 48.1% nationally.



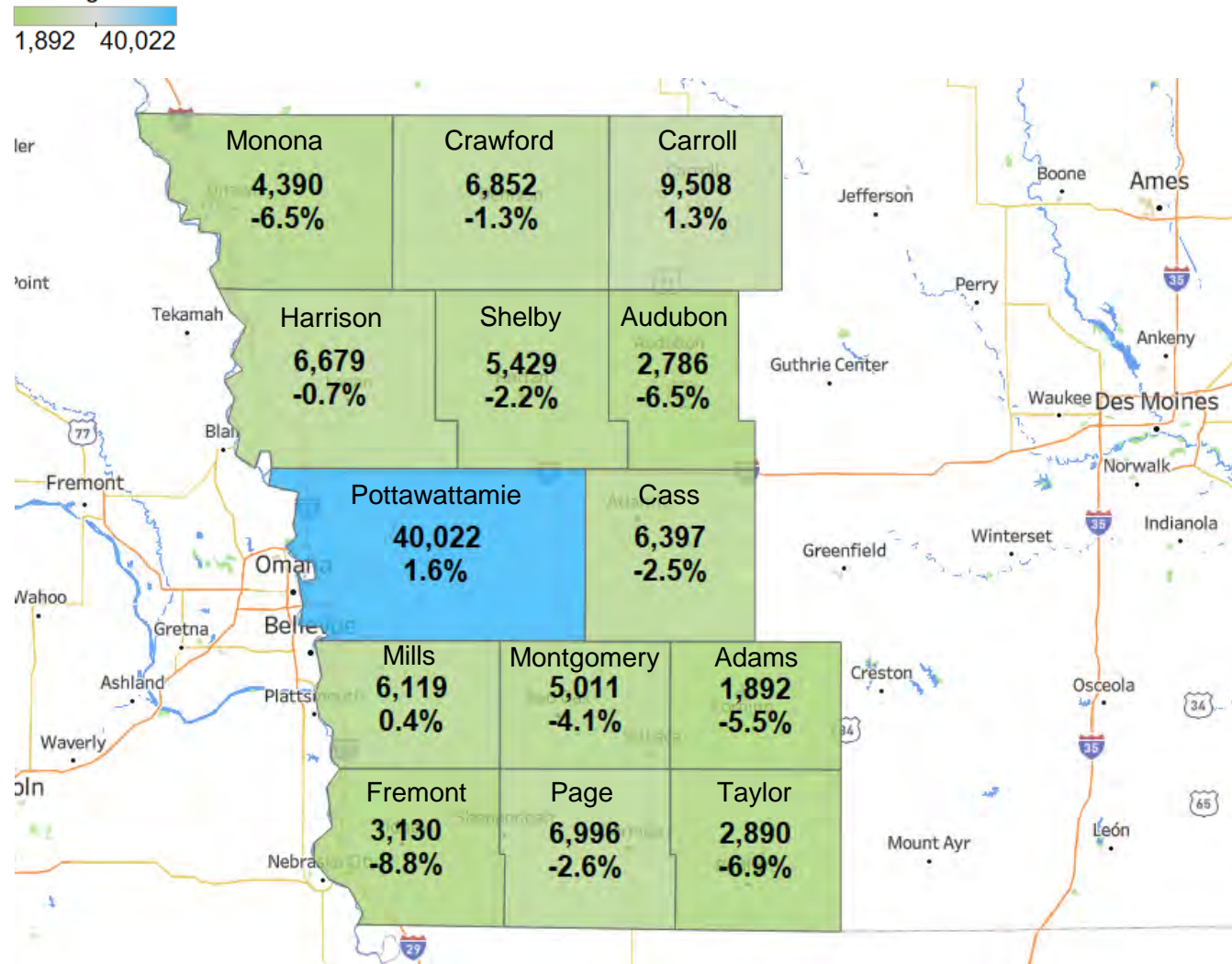


# HOUSING

# Estimate of Housing Units In 2023 and Percent Change In Housing Units 2013 to 2023, by County

Over the past decade, most counties in the Iowa West Region have experienced a decline in housing units. However, Pottawattamie County has a positive increase of 1.6% since 2013 as does Carroll, 1.3%, and Mills, 0.4%.

In comparison, the number of housing units increased by 6.4% in Iowa and 7.8% nationally.



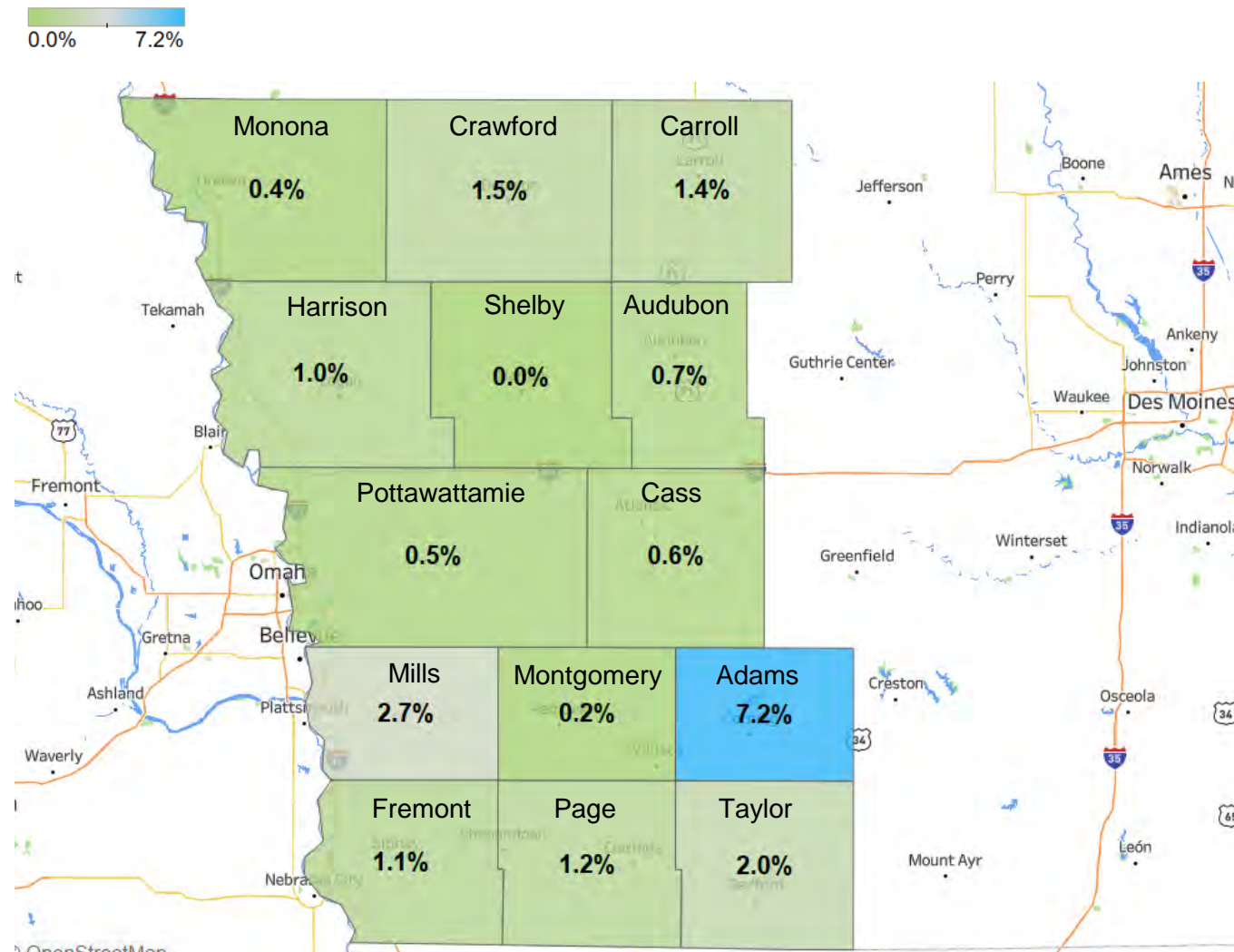
# Homeowner Vacancy Rate by Percent, 2023 by County

Homeowner vacancy rates refers to units that are for sale but currently vacant.

Most counties across the Iowa West Region have homeowner vacancy rates below 3.0%.

Adams County has the highest homeowner vacancy rate at 7.2%.

Comparatively, the homeowner vacancy rate is 0.9% in Iowa and 1.0% nationally.



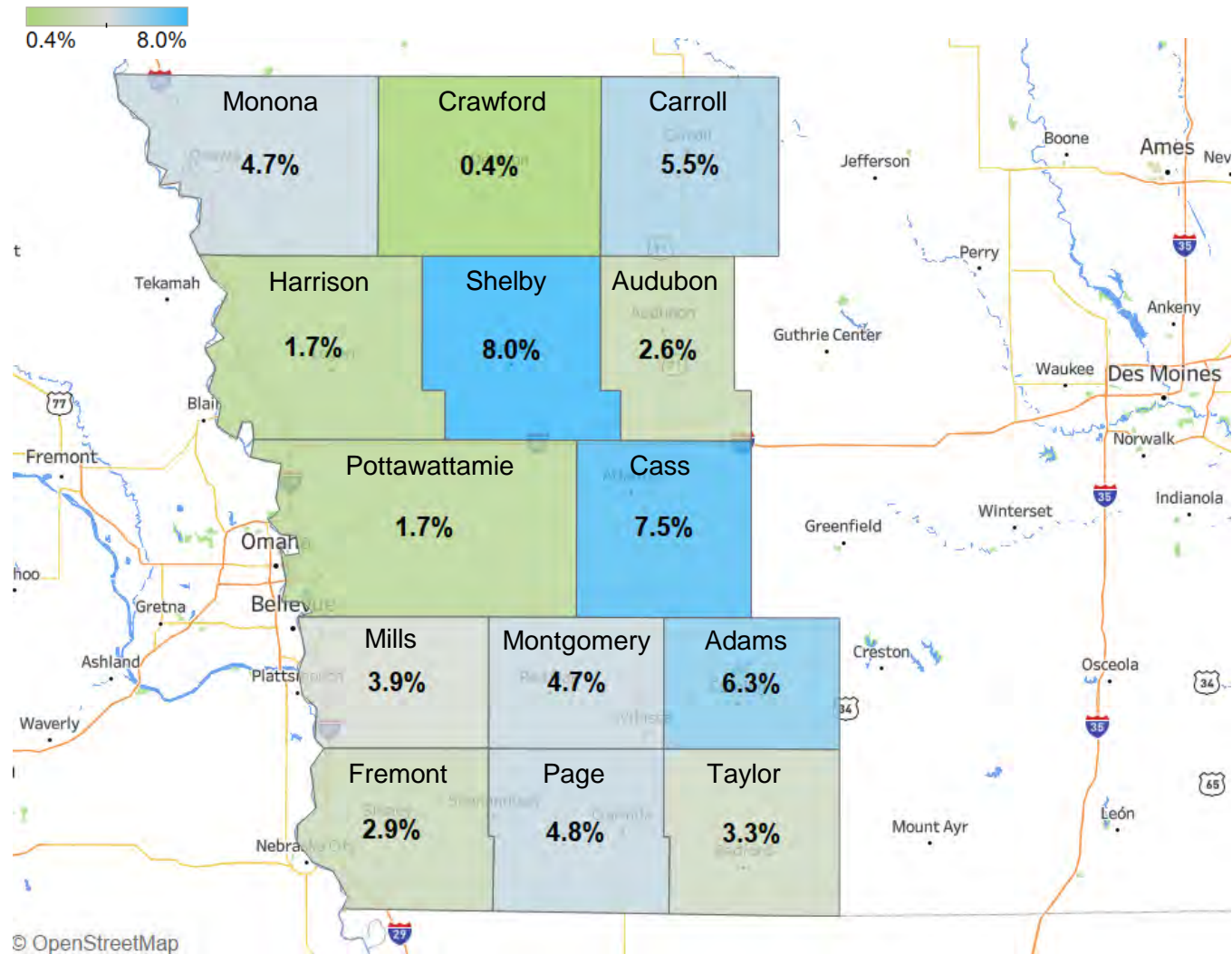
# Rental Vacancy Rate by Percent, 2023 by County

Rental vacancy rates refer to units that are currently vacant but for rent.

Rental housing vacancy rates vary widely across the Iowa West Region, ranging from 0.4% to 8.0%.

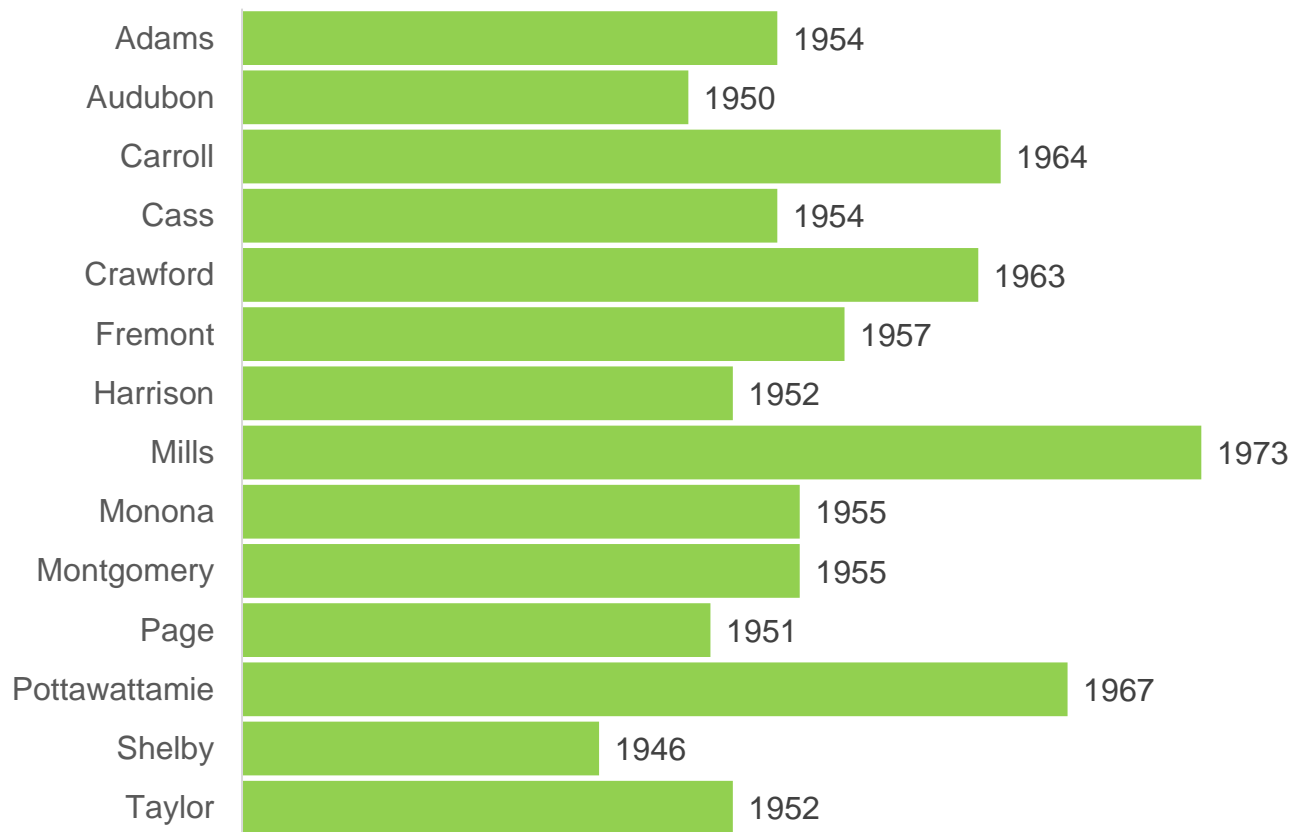
Shelby County at 8.0%, Cass County at 7.5%, and Adams County at 6.3%, have the highest rental vacancy rates.

Comparatively, the rental vacancy rate is 5.7% in Iowa and 5.5% nationally.



## Median Year Housing was Built, 2023 by County

The age of housing stock varies across the Iowa West Region, with Shelby County having the oldest housing stock, median year built was 1946 and Mills County the newest, 1973. All counties have a median year of construction before 1980, compared to 1971 for Iowa and 1980 nationally.

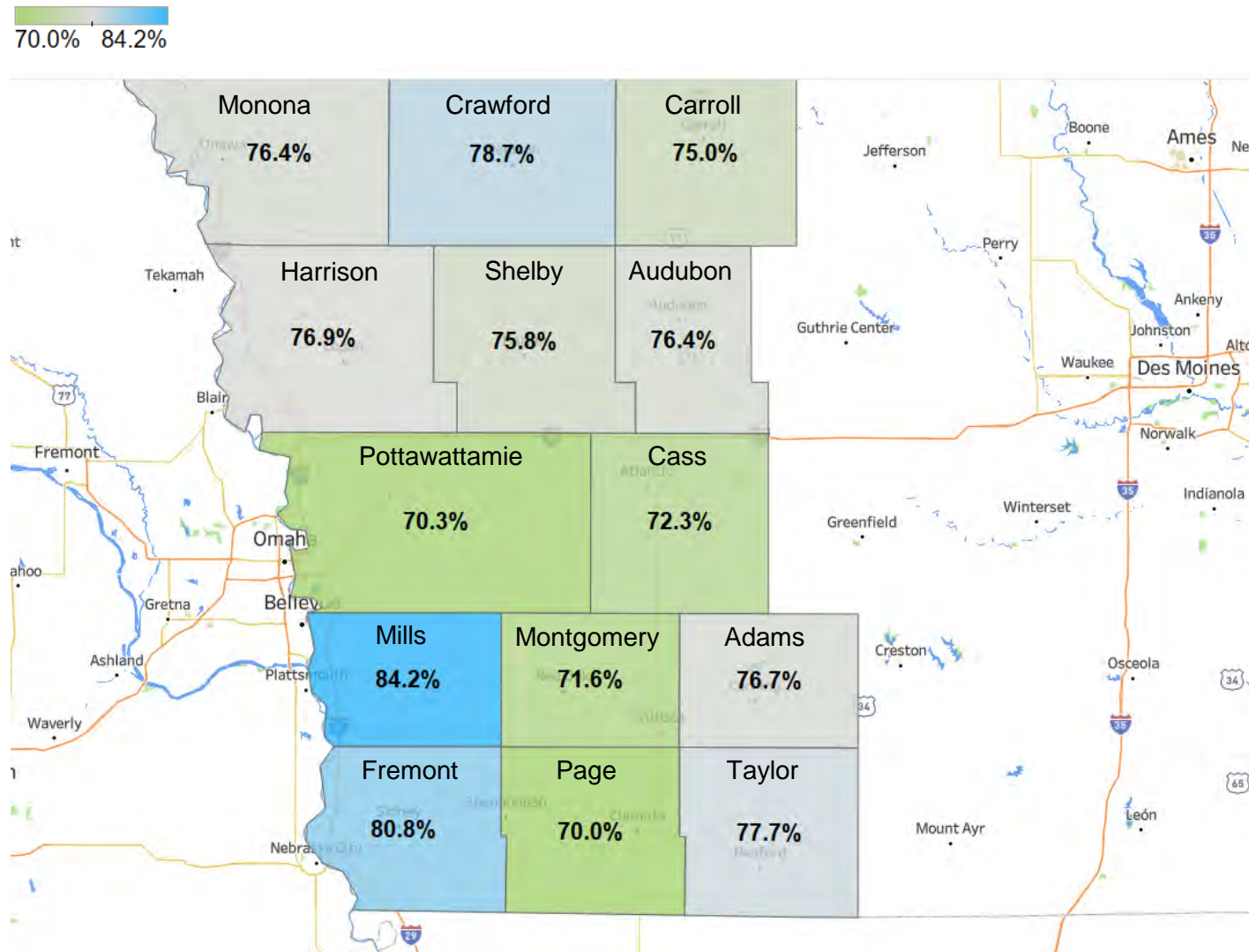


# Owner Occupied Housing Units by Percent, 2023 by County

All counties in the Iowa West Region have homeownership rates above 70.0%.

Mills County at 84.2% and Fremont County at 80.8% are the highest

Comparatively, the homeownership rate for Iowa is 71.5% and 65.0% nationally.

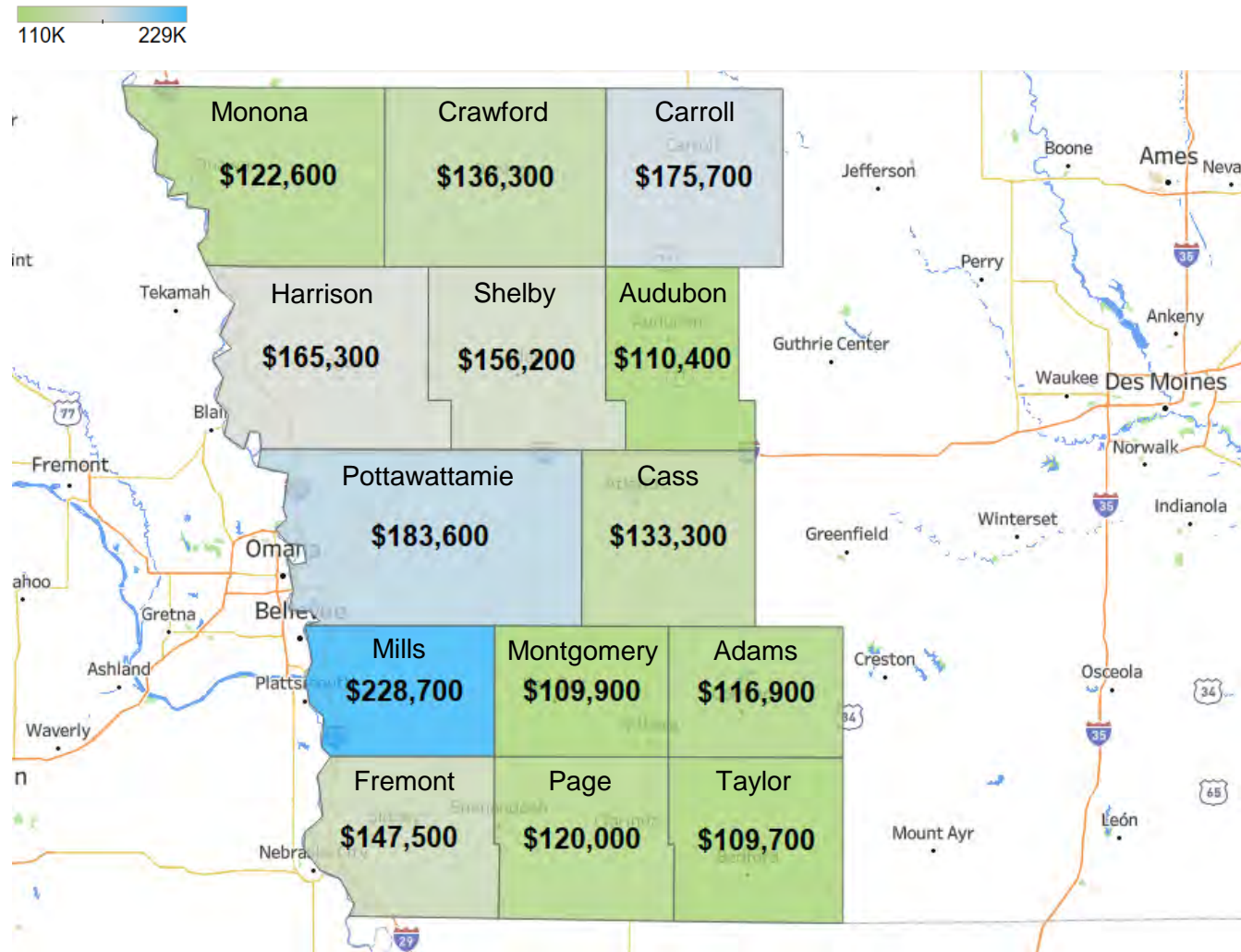


# Median Value of Owner-Occupied Housing Units, 2023 Dollars by County

Median values of owner-occupied housing units vary widely across the region.

Median home values are highest in metro-adjacent counties like Mills County at \$228,700 and Pottawattamie County at \$183,600.

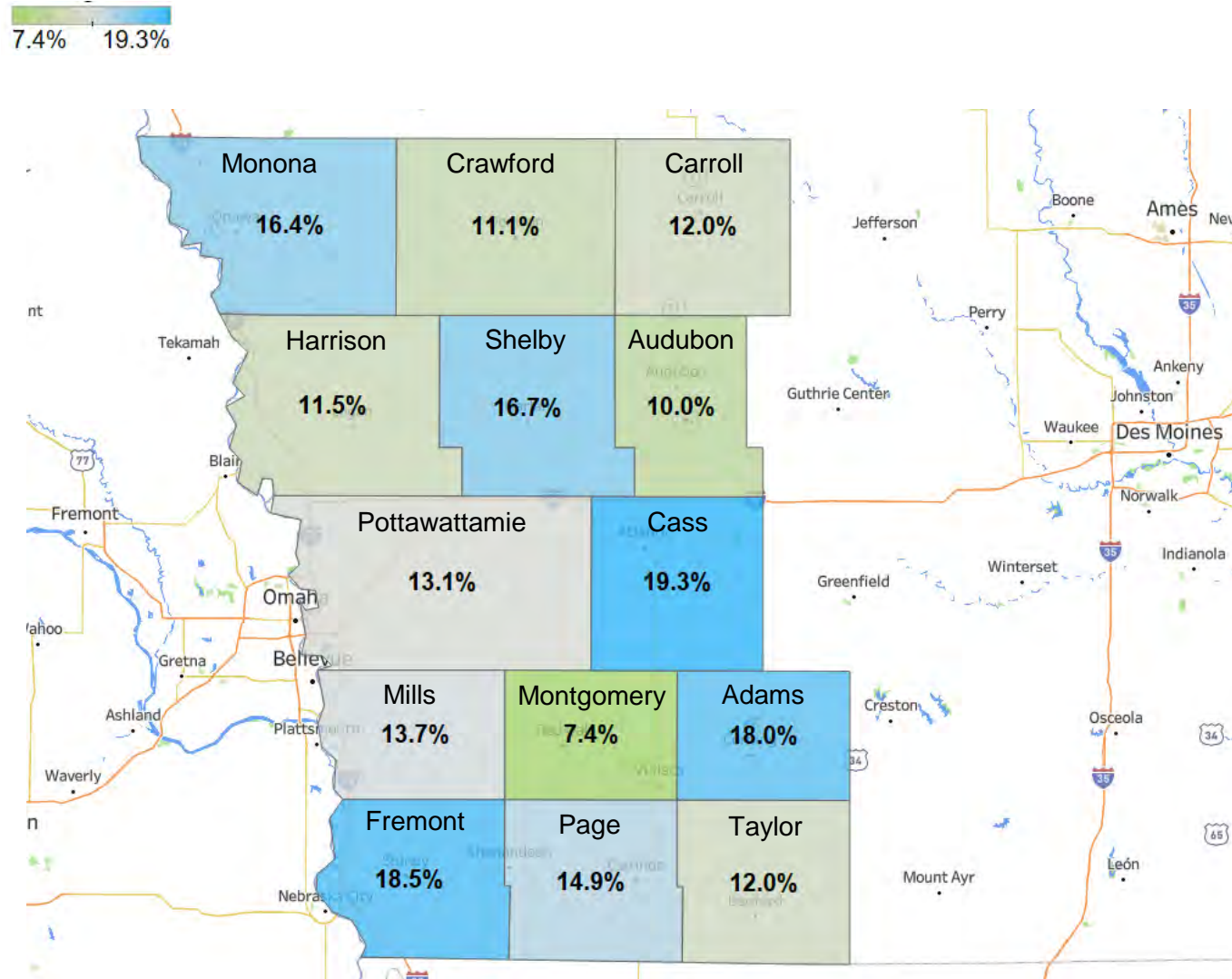
Comparatively, median home values are \$195,900 in Iowa and \$303,400 nationally.



# Percentage of Homeowners Spending 35% or More of Income on a Mortgage, 2023 by County

The share of cost-burdened homeowners – those spending 35% or more of their income on their mortgage payments – is above 10.0% in most of the Iowa West Region counties, except for Montgomery County at 7.4%.

By comparison, 14.4% of homeowners in Iowa and 20.9% nationally are considered cost-burdened.

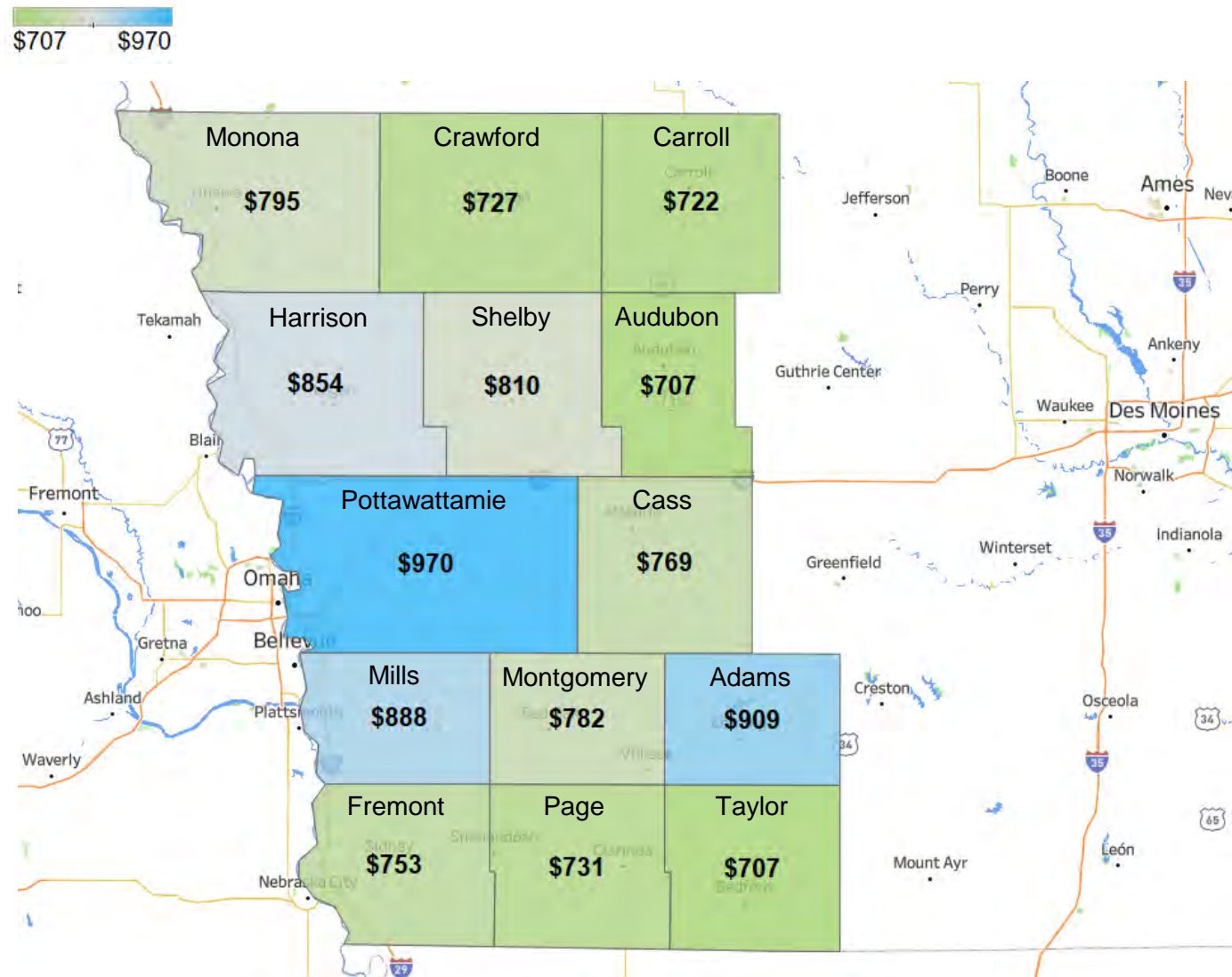


# Median Gross Rent, 2023 Dollars by County

Median Gross Rent varies widely in the Iowa West Region, ranging from \$707 to \$970.

Some of the highest median rents are found in metro-adjacent counties like Pottawattamie County at \$970, Mills County at \$888, and Harrison County at \$854.

Comparatively, median gross rent is at \$949 in Iowa and \$1,348 nationally.

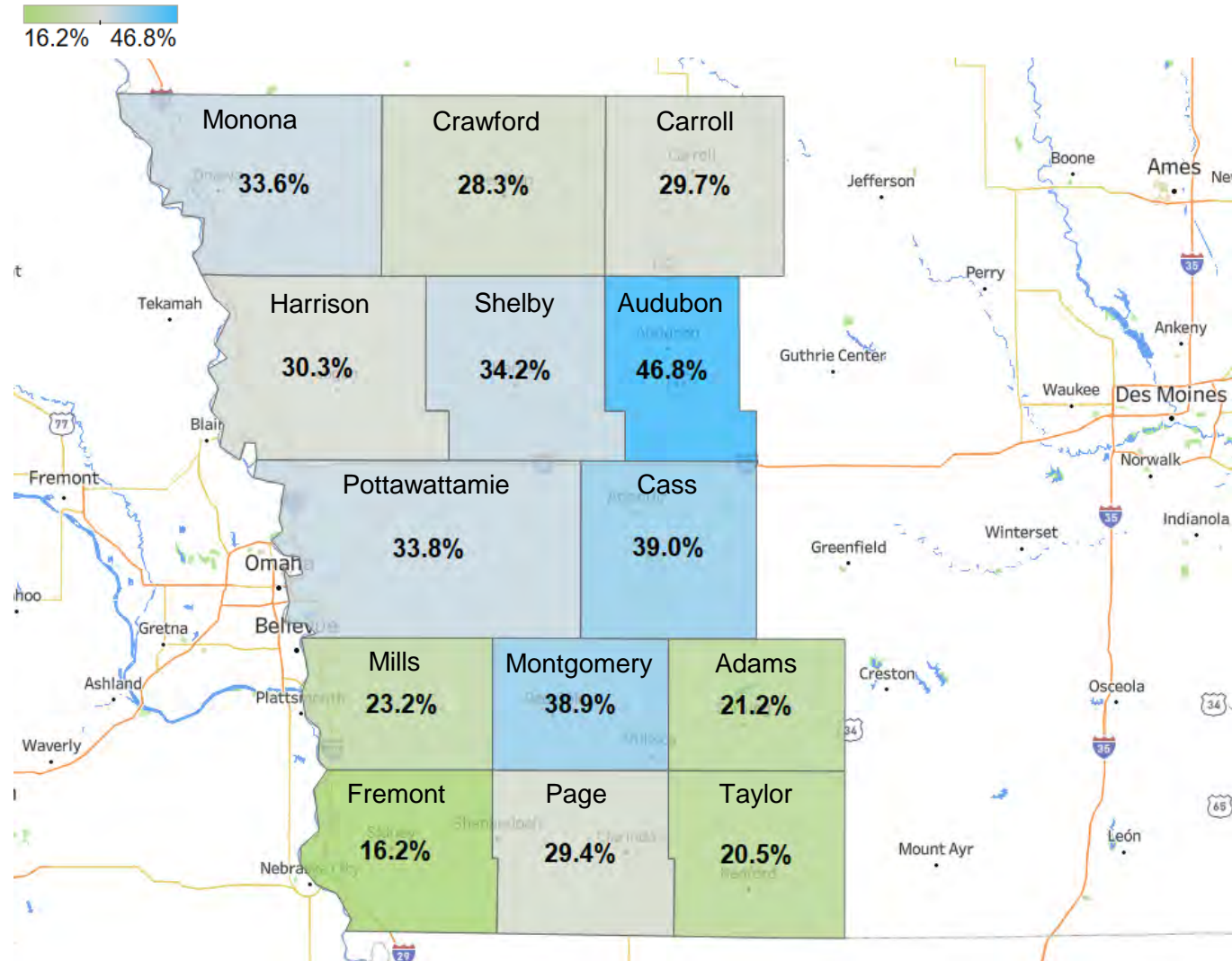


# Percentage of Renters Spending 35% or More of Income on Rent, 2023 by County

The share of cost-burdened renters – those spending 35% or more of their income on rent – varies widely across region, ranging from 16.2% to 46.8%.

Audubon County stands out with an exceptionally high rate of 46.8%.

For comparison, 34.9% of renters in Iowa and 41.2% nationally are cost-burdened.



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