

# Latinos in Iowa: 2024

## Latino Heritage Month: September 15 – October 15

During this month, Iowa and the United States celebrate the cultures and traditions of U.S. residents who trace their roots to the Caribbean Islands, Central America, Mexico, and South America. What started in 1968, when Congress authorized President Lyndon B. Johnson to proclaim a week in September as National Hispanic Heritage Week, expanded in 1988 to a month-long celebration of people living in the U.S. with heritage from Spanish-speaking nations in Latin America and Spain. September 15th was chosen as the starting point for the celebration because it is the anniversary of independence from Spanish colonization in five Latin American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16<sup>th</sup>.

**9.7%**

Percentage of Latino population under age 5 as of July 1, 2023. Latinos have one of the highest concentration of preschoolers among the other race or ethnic groups.

**238,580**

The population in Iowa who self-identify themselves as Hispanic or Latino origin according to the 2023 Annual Population Estimates. This group comprises **7.4%** of Iowa's total population.

**526,119**

The projected Latino population of Iowa as of July 1, 2060. According to the 2024 Woods & Pool Economics Inc., Latinos will constitute **15.0%** percent of the state's total population on that date.

**49,639**

The number of Latino families in 2023 who resided in Iowa. Of these families, **61.9%** percent include related children under 18 years of age.

**4,072**

The number of Latino grandparents in 2023 living with their own grandchildren. **43.6%** of those are responsible for the own grandchildren under 18 years of age.

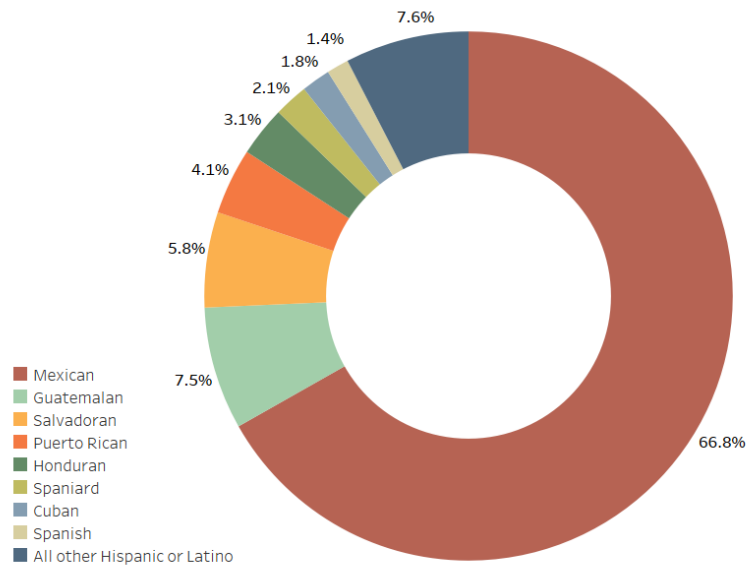
**57.4%**

The percent change in the Latino population from 2010 to 2023. This is an increase of **87,036** for the period.

**26.0**

The median age of Iowa's Latino population in 2023. The median age for the state of Iowa is 39.1.

Hispanic or Latino by Specific Origin: 2023



## Income, poverty, & health insurance

**\$61,264**

The median income of Latino households in 2023. The median household income for the state was **\$71,433**.

**\$67,582**

The median income of Latino families in 2023. The median family income for the state was **\$92,352**.

**\$24,086**

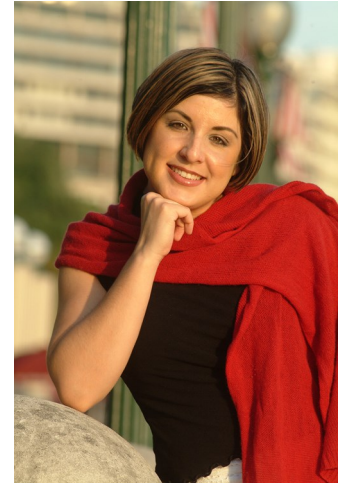
The per capita income of Latinos in 2023. The per capita income for the state was **\$39,518**.

**19.5%**

The poverty rate for the Latino population in 2023. The corresponding rate for Iowa is **11.3 percent**.

**17.6%**

The percent of Iowa Latino population with no health insurance coverage in 2023. The corresponding rate for all Iowa is **5.0 percent**.



## Education

**69,384**

The number Latinos enrolled in the state's elementary and high schools during the 2023-2024 school year.

**68.7%**

Percent increase in Latino enrollment between the 2009-2010 school year and 2023-2024.  
Source: Iowa Department of Education

**14,627**

The number Latinos enrolled in the state's universities and colleges. This represents **8.4%** of the total enrollment.  
Source: 2023 Student & Faculty Diversity Report, Iowa Department of Education

**70.7%**

The percentage of Iowa Latinos age 25 and over, who had at least a high school education in 2023. In Iowa the percentage of total population with at least a high school education was **93.3%**

**17.8%**

The percentage of Iowa Latinos age 25 and over, with a bachelor's degree or higher in 2023. In Iowa the percentage of total population with a bachelor's degree or higher was **31.3%**.

**7,190**

Number of Iowa Latinos 25 years and older with a graduate or advanced degree in 2023.

## Serving Our Nation

**4,154**

The number of Iowa Latino veterans of the U.S. armed forces in 2023.

## Language

**144,254**

The number of Iowa residents age 5 and older in 2023 who speak Spanish at home. Among those who speak Spanish at home, **55.1 percent** say they speak English "very well."

**21,500**

The number of Spanish speaking English Language Learners in Iowa's public schools during the 2022-2023 school year. This represents a **38.2 percent** increase from the 2009-2010 school year.  
Source: Iowa Department of Education

## Employment

**72.6%**

The percent of Iowa Latinos age 16 and over in the labor force in 2023. The percent of Iowans age 16 and over in the labor force was **66.3%**.

**4.6%**

The unemployment rate of Iowa Latinos in 2023. In comparison the state of Iowa's unemployment rate was **2.8%**.

## Earnings

**\$33,378**

The 2023 median earnings for Latinos in Iowa. The median earnings for the state of Iowa was **\$42,156**.

**\$46,3188**

The median earnings for Latino males in 2023 who worked full-time, year-round.

**\$39,405**

The median earnings for Latina women in Iowa. In comparison the median earning for men and women in the state of Iowa were **\$61,232** and **\$49,500** respectively.

## Occupation



**27.1%**

The percent in 2023 of Iowa Latinos in the production, transportation, and material moving occupations.



**20,849**

Iowa Latinos in management, business, science and arts occupations in 2023. **21.2%** of the Latinos in this occupation group are in management occupations.



**21.9%**

The percentage of Iowa Latinos in service occupations in 2023. **10,574** Latinos are working in food preparation and serving related occupations.



**15,049**

The number of Iowa Latinos in natural resources, construction, and maintenance occupations in 2023.





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**Latinos:** Individuals living in the U.S. whose ancestors originate from the Caribbean Islands, Central America, Mexico, and South America, all countries that were colonized by Spaniards other European countries. Latinos speak French, Italian, Spanish, Portuguese and many indigenous languages.

**Latinx** is a gender-neutral term that is used as an alternative to Latino/Latina/Latin@.

The term **Hispanic** refers to people whose heritage is derived from Spanish speaking countries - the term is about language and doesn't include people from Brazil who speak Portuguese, French Guiana, Guadeloupe, Haiti, Martinique, Saint Barthélemy and Saint Martin who speak French.

Data Source (unless otherwise noted):  
U.S. Census Bureau,  
2023 American Community Survey,  
U.S. Decennial Census 2010  
Photos by U.S. Census Bureau

**Latinos in Iowa: 2024**

## Foreign Born

**40.4%**  
Percentage in 2023 of Iowa's foreign-born population from Latin America. This amounts to **76,187** people.

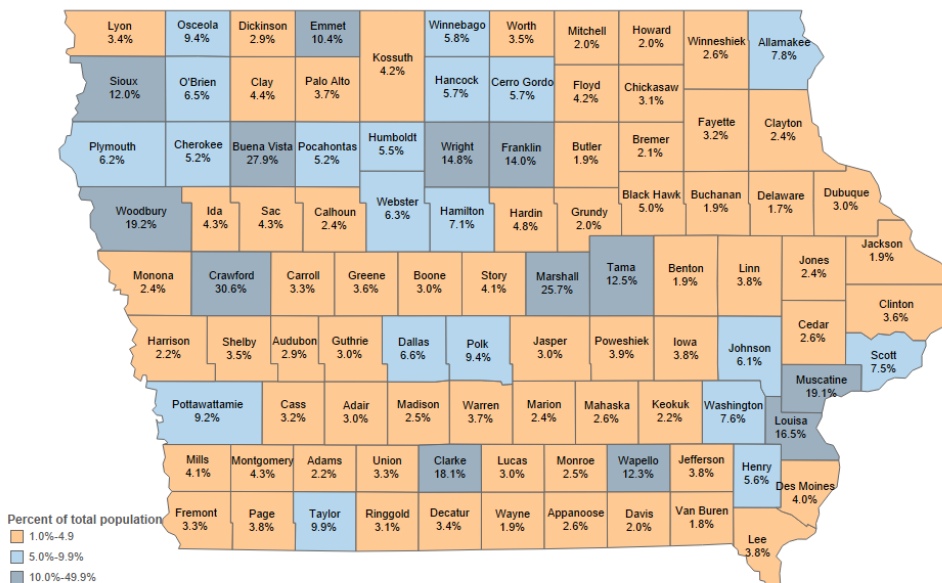
**32.1%**  
The percent of Iowa Latinos in 2023 who are foreign-born.

**45,623**  
The number of foreign-born lowans in 2023 who were born in Mexico, by far more than any other Latin American country or any other country in the world. Other Latin American countries of origin with a large foreign-born population are El Salvador (**7,536**), Cuba (**1,697**), Colombia (**833**) and Brazil (**837**).

## Housing

**57.3%**  
The percentage of Latinos in Iowa who own their home in 2023. The corresponding percentage for the state is **71.8%**.

Latinos as a percent of total county population:  
July 1, 2023 Annual Population Estimates



## Latinos in Iowa Counties

**53,326**  
The number of Latinos in Polk County in 2023, making it the largest population of Latinos in any county at **22.4%** of the state-wide population.

**56.4%**  
Over half of the total 2023 Latino population live in eight counties Polk, Woodbury, Scott, Johnson, Marshall, Linn, Pottawattamie, and Muscatine.

**31.0%**  
The percent of total population in Crawford County who are Latino in 2023. Other Iowa counties with a high percentage of Latinos are Buena Vista (**29.6%**), Marshall (**25.5%**), Wright (**20.3%**), Woodbury (**19.5%**) and Muscatine (**19.2%**).

**53.7%**  
Over half of the growth in Iowa's Latino population from 2010-2023 occurred in seven counties: Polk, Woodbury, Johnson, Linn, Scott, Dallas, and Marshall. The Latino population in Audubon increased by **316.2%** and by **220.2%** in Lucas county between 2010 and 2023.

2023 Annual Population Estimates