



Data for Decision Makers

Dallas County

Population

Dallas County is a metropolitan county in central Iowa. Dallas County is composed of 17 incorporated communities and their surrounding rural areas. From 1990 to 2000, Dallas County's population increased 37.0 percent. The state's population increased by 5.4 percent over that period.

1. Population of Dallas County

City	1980	1990	2000
Adel	2,846	3,304	3,435
Bouton	139	149	136
Clive			2,369
Dallas Center	1,360	1,454	1,595
Dawson	229	174	155
De Soto	1,035	1,033	1,009
Dexter	678	628	689
Granger	619	624	583
Linden	264	201	226
Minburn	390	346	391
Perry	7,053	6,652	7,633
Redfield	959	883	833
Urbandale			327
Van Meter	747	751	866
Waukee	2,227	2,512	5,126
West Des Moines (part) *		7	3,878
Woodward	1,212	1,197	1,200
Balance of County	9,755	9,840	10,299
County Total	29,513	29,755	40,750
State Total	2,913,808	2,776,755	2,926,324

* Indicates municipality crosses county border; figure is the portion of population in this county only.

Population Profile

Age distribution

Compared to the state, Dallas County had a higher percentage of young people (19 or younger) and a lower percentage of older people (age 65+) in 2000. The median age in Dallas County in 2000 was 1.5 years younger than the median age of the state.

2. Percent of population by age

	Dallas County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	32.8	30.1	30.4	32.3	29.0	28.3
20 to 44	35.2	36.4	36.8	35.1	26.7	34.6
45 to 64	19.1	18.9	21.6	19.2	18.9	22.2
65 or older	13.0	14.6	11.1	13.3	15.3	14.9
Median age	31.2	34.6	35.1	30.0	34.0	36.6

For more information contact

The Dallas County Extension Office

Linda Nelson, County Extension Education Director
2805 Fairground Road
Adel, Iowa 50003-8306

Phone: (515) 993-4281
Fax: (515) 993-4281
E-mail: xdallas@iastate.edu

Your Central Iowa Extension Community Development Specialist

Norman (Norm) Riggs
5201 NE 14th Street
Des Moines, Iowa 50313

Phone: (515) 261-4214
Fax: (515) 263-2704
E-mail: nriggs@iastate.edu

IOWA STATE UNIVERSITY
University Extension

Community Profile

Race/Ethnicity

As with the other 98 counties in the state, Dallas County is predominantly white, with little noticeable change since 1980.

3. Percentage of population by race/Hispanic origin

	Dallas County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.2	100.0	100.0	98.9
White	99.4	99.3	94.7	97.4	96.6	93.9
Black	0.2	0.2	0.7	1.4	1.7	2.1
Asian/Pacific Islander	0.2	0.2	0.7	0.4	0.9	1.3
American Indian	0.1	0.1	0.2	0.2	0.3	0.3
Other	0.1	0.2	2.8	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.8	n.a.	n.a.	1.1
Hispanic origin **	0.7	0.6	5.4	0.9	1.2	2.8

* 2000 was the first census that allowed respondents to identify themselves in two or more racial categories.

** Hispanics can be of any race.

Education

Educational levels of an adult population are measured by the educational attainment of residents after their education is largely complete (25 years of age or older). In 2000, Dallas County had a higher percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Dallas County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	16.4	10.5	19.9	13.9
High school graduate	40.8	32.7	38.5	36.1
Less than 4 years college	26.5	30.1	24.7	28.8
4 or more years college	16.3	26.8	16.9	21.2

Income and Poverty

Since 1979, median household income in Dallas County increased \$6,855 (adjusted dollars). In 1999, Dallas had a median income \$9,059 higher than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Dallas County	\$41,673	\$38,442	\$48,528
State	\$37,515	\$34,921	\$39,469

Poverty rates in Dallas County declined between 1979 and 1999; state levels also declined.

6. Percent of population in poverty

	1979	1989	1999
Dallas County	7.2	7.6	5.6
State	10.1	11.5	9.1

Housing

Dallas County had a higher percentage of owner-occupied housing, higher median housing value, and higher median rent than the state in 2000. Dallas County also had a larger percentage of newer housing units than the state.

7. Housing characteristics, 1990-2000

	Dallas County		State	
	1990	2000	1990	2000
Total units	11,812	16,529	1,143,669	1,232,511
Percent of units:				
Owner-occupied	70.5	72.0	64.0	67.5
Renter-occupied	24.3	22.3	26.2	25.8
Vacant/seasonal	5.1	5.7	9.8	6.8
10 or fewer years old	11.8	32.9	10.0	12.3
40 or more years old	42.2	37.3	42.9	51.1
Single detached homes	78.4	72.9	74.6	74.0
Mobile homes	7.8	6.8	5.0	5.3
Median value	\$50,100	\$108,000	\$45,900	\$82,500
Median gross rent	\$336	\$529	\$336	\$470

Employment and Earnings Profile

Employment

The labor force in any area consists of all persons aged 16 or older who either are currently employed or actively seeking work. The number employed is simply the number of labor force participants who currently have jobs. Labor force participants who are not employed and, to a lesser extent, non-participants in the labor force form a pool of available labor. The size of this pool and its skill level are often important factors in economic development efforts.

8. Labor force and employment rates

	<u>1990</u>	<u>1999</u>	<u>2000</u>
Total labor force:			
Dallas County	16,100	20,600	20,700
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Dallas County	96.9	98.5	98.6
State	95.7	97.5	97.4

Occupation

Among the 21,978 employed persons age 16 or older in Dallas County in 2000, the largest segment was employed in management, professional, or related occupations.

9. Occupations of employed persons 16 years of age or older

	<u>Dallas County</u>	<u>State</u>
Total employed	21,978	1,489,816
Percentage in:		
Management, professional or related occupations	35.9	31.3
Service occupations	13.5	14.8
Sales and office occupations	27.6	25.9
Farming, fishing, and forestry occupations	1.3	1.1
Construction, extraction, and maintenance occupations	9.1	8.9
Production, transportation, and material moving occupations	12.6	18.1

Employment earnings

The earnings in Table 10 represent earnings by place of work. This is an enumeration of jobs located within the county, whether or not those jobs are filled by county residents. As a result, county residents who commute out of Dallas County to work are not counted, but non-county residents who commute into Dallas County to work are included.

10. Earnings of employed persons 16 years of age or older, by place of work

Industry	Total Earnings (\$000)			Share of Total (%)			
	<u>1990</u>	Dallas County		Dallas County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	200,458	476,443	505,427	100.0	100.0	100.0	100.0
Farm	15,459	21,654	27,740	7.7	5.5	6.0	4.2
Manufacturing	40,326	71,062	72,039	20.1	14.3	22.6	19.8
Retail	19,845	32,420	31,921	9.9	6.3	9.6	9.2
Finance *	12,044	***	27,331	6.0	5.4	6.1	7.9
Services	33,647	113,770	122,100	16.8	24.2	19.6	22.9
Government	36,239	61,754	67,821	18.1	13.4	16.8	15.9
Other **	42,898	***	156,475	21.4	31.0	19.2	20.1

* Finance, insurance, and real estate

** Agricultural services, mining, construction, transportation, public utilities, and wholesale trade

*** Data suppressed to protect confidentiality of reports from individual businesses.

Retail Trade Profile

Retail Sales

The relative strength of the retail sector in a county is measured by the pull factor. The pull factor is derived by dividing the county per capita retail sales by state per capita retail sales. Pull factors greater than 1 represent retail sector strength, while pull factors less than 1 show sector weakness.

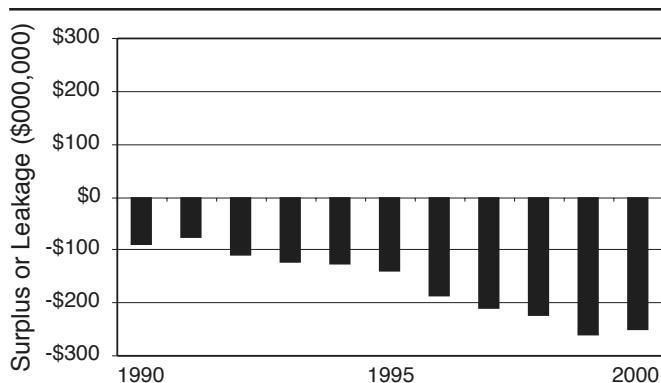
11. Dallas County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	996	\$137.06	\$4,158	0.50
1997	1,020	\$142.72	\$4,210	0.49
1998	1,035	\$152.98	\$4,273	0.48
1999	1,024	\$180.54	\$4,893	0.53
2000	1,000	\$219.78	\$5,393	0.57

Retail Trade Analysis

Potential sales is an estimate of the amount of money that could be spent on retail goods and services by residents of the county based on the county's income and population. Potential sales is calculated by multiplying the county population by the per capita sales for the state and adjusting for the county's income level. A "surplus" indicates that trade is being pulled from beyond the county, while a "leakage" indicates that the county is losing shopping dollars to other counties.

Figure 1. Retail trade analysis, Dallas County



12. Retail sales by merchandise category, Dallas County

	Sales (millions)			Number of Firms			Percent of Total			Surplus or leakage (millions)
	1996	1999	2000	1996	1999	2000	1996	1999	2000	2000
Building Materials	\$5.31	\$5.12	\$2.13	17	18	11	3.9	2.8	1.0	-\$31.28
General Merchandise	\$14.23	\$15.24	\$17.78	27	26	27	10.4	8.4	8.1	-\$53.43
Food	\$1.19	\$2.05	\$4.55	7	9	11	0.9	1.1	2.1	-\$65.55
Apparel	\$1.53	\$1.81	\$0.06	13	17	8	1.1	1.0	0.0	-\$11.14
Home Furnishings	\$6.00	\$8.45	\$8.41	23	22	24	4.4	4.7	3.8	-\$11.91
Eating and drinking	\$12.65	\$13.95	\$15.47	66	62	61	9.2	7.7	7.0	-\$25.25
Specialty Stores	\$5.48	\$6.15	\$6.22	182	191	187	4.0	3.4	2.8	-\$29.67
Services	\$25.20	\$41.34	\$52.06	330	325	319	18.4	22.9	23.7	-\$10.10
Wholesale	\$10.01	\$11.86	\$11.50	81	76	68	7.3	6.6	5.2	-\$32.22
Other	\$55.46	\$74.57	\$101.60	251	280	284	40.5	41.3	46.2	
Total	\$137.06	\$180.54	\$219.78	996	1,024	1,000	100.0	100.0	100.0	-\$251.18

... and justice for all

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Stanley R. Johnson, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

Information in this county profile was derived from data from:

Iowa Workforce Development (Table 8), the United States Bureau of Economic Analysis (Table 10), the ISU Extension Retail Trade Analysis Program (Tables 11 and 12 and Figure 1), and the United States Bureau of the Census (all other tables)

This series was prepared by:

Margie Hanson, Census Services, with assistance from Georgeanne Artz, Extension Retail Analysis Program, and Mark Imerman, Rural Data Project, at Iowa State University.

For more information on these and other topics, please call the extension specialists listed on the cover page or visit the extension internet site at <http://www.extension.iastate.edu/communities/>