



Data for Decision Makers

Greene County

Population

Greene County is a nonmetropolitan county in central Iowa. Greene County is composed of eight incorporated communities and their surrounding rural areas. From 1990 to 2000, Greene County's population increased 3.2 percent. The state's population increased by 5.4 percent over that period.

1. Population of Greene County

City	1980	1990	2000
Churdan	540	423	418
Dana	110	71	84
Grand Junction	970	808	964
Jefferson	4,854	4,292	4,626
Paton	291	255	265
Ralston (part) *	6	8	5
Rippey	304	275	319
Scranton	748	583	604
Balance of County	4,296	3,330	3,081
County Total	12,119	10,045	10,366
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, Greene County had a lower percentage of young people (19 or younger) and a higher percentage of older people (age 65+) in 2000. The median age in Greene County in 2000 was 4.4 years older than the median age of the state.

2. Percent of population by age

	Greene County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	30.3	26.8	28.0	32.3	29.0	28.3
20 to 44	29.3	30.0	27.9	35.1	26.7	34.6
45 to 64	21.3	20.7	22.4	19.2	18.9	22.2
65 or older	19.1	22.5	21.6	13.3	15.3	14.9
Median age	34.9	39.4	41.0	30.0	34.0	36.6

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Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Greene County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.4	100.0	100.0	98.9
White	99.4	99.5	98.2	97.4	96.6	93.9
Black	0.0	0.0	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.4	0.3	0.3	0.4	0.9	1.3
American Indian	0.1	0.1	0.2	0.2	0.3	0.3
Other	0.1	0.1	0.7	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.6	n.a.	n.a.	1.1
Hispanic origin **	0.2	0.3	1.7	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, Greene County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Greene County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	18.8	14.4	19.9	13.9
High school graduate	44.3	42.3	38.5	36.1
Less than 4 years college	23.2	28.7	24.7	28.8
4 or more years college	13.7	14.6	16.9	21.2

Income and Poverty

Since 1979, median household income in Greene County increased \$1,583 (adjusted dollars). In 1999, Greene had a median income \$5,586 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Greene County	\$32,300	\$29,716	\$33,883
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Greene County	13.1	12.2	8.1
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Greene County		State	
	1990	2000	1990	2000
Total units	4,707	4,623	1,143,669	1,232,511
Percent of units:				
Owner-occupied	63.9	68.8	64.0	67.5
Renter-occupied	25.2	22.2	26.2	25.8
Vacant/seasonal	10.9	9.0	9.8	6.8
10 or fewer years old	7.4	5.2	10.0	12.3
40 or more years old	56.9	66.9	42.9	51.1
Single detached homes	86.0	85.8	74.6	74.0
Mobile homes	2.7	3.6	5.0	5.3
Median value	\$27,200	\$51,800	\$45,900	\$82,500
Median gross rent	\$265	\$342	\$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:			
Greene County	4,880	4,980	4,790
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Greene County	95.1	97.0	96.7
State	95.7	97.5	97.4

Occupation

Among the 4,632 employed persons age 16 or older in Greene 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>Greene County</u>	<u>State</u>
Total employed	4,632	1,489,816
Percentage in:		
Management, professional or related occupations	31.7	31.3
Service occupations	15.1	14.8
Sales and office occupations	20.1	25.9
Farming, fishing, and forestry occupations	1.7	1.1
Construction, extraction, and maintenance occupations	10.7	8.9
Production, transportation, and material moving occupations	20.7	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 Greene County to work are not counted, but non-county residents who commute into Greene 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>	Greene County		Greene County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	78,081	105,758	117,794	100.0	100.0	100.0	100.0
Farm	15,824	9,663	15,553	20.3	13.2	6.0	4.2
Manufacturing	9,645	18,098	19,252	12.4	16.3	22.6	19.8
Retail	7,211	8,539	8,900	9.2	7.6	9.6	9.2
Finance *	3,942	5,221	5,543	5.0	4.7	6.1	7.9
Services	11,322	16,214	17,683	14.5	15.0	19.6	22.9
Government	16,875	25,366	27,367	21.6	23.2	16.8	15.9
Other **	13,262	22,657	23,496	17.0	19.9	19.2	20.1

* Finance, insurance, and real estate

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

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.

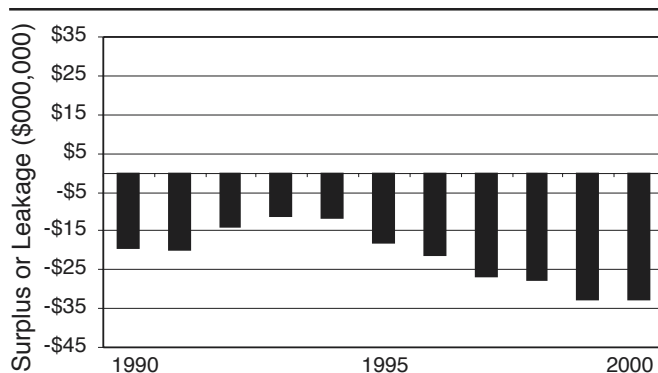
11. Greene County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	392	\$56.47	\$5,637	0.68
1997	375	\$58.75	\$5,805	0.67
1998	375	\$59.77	\$5,932	0.67
1999	362	\$61.32	\$6,092	0.66
2000	359	\$62.58	\$6,037	0.64

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, Greene County



12. Retail sales by merchandise category, Greene 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	\$2.68	\$2.92	\$3.57	5	6	6	4.7	4.8	5.7	-\$3.18
General Merchandise	\$5.48	\$3.99	\$4.76	11	9	8	9.7	6.5	7.6	-\$9.62
Food	*	*	*	*	*	*	*	*	*	*
Apparel	*	*	*	*	*	*	*	*	*	*
Home Furnishings	\$0.69	\$0.64	\$0.71	10	7	7	1.2	1.0	1.1	-\$3.39
Eating and drinking	\$3.67	\$3.60	\$3.36	25	22	19	6.5	5.9	5.4	-\$4.86
Specialty Stores	\$2.79	\$2.73	\$3.32	69	62	63	4.9	4.5	5.3	-\$3.92
Services	\$5.84	\$6.68	\$6.90	139	127	126	10.3	10.9	11.0	-\$5.65
Wholesale	\$3.32	\$6.33	\$6.28	37	36	36	5.9	10.3	10.0	-\$2.55
Other	\$31.99	\$34.42	\$33.68	95	94	94	56.7	56.1	53.8	
Total	\$56.47	\$61.32	\$62.58	392	362	359	100.0	100.0	100.0	-\$32.71

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

... and justice for all

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