

Data for Decision Makers

Harrison County

Population

Harrison County is a nonmetropolitan county in southwest Iowa. Harrison County is composed of 10 incorporated communities and their surrounding rural areas. From 1990 to 2000, Harrison County's population increased 6.4 percent. The state's population increased by 5.4 percent over that period.

1. Population of Harrison County

City	1980	1990	2000
Dunlap	1,374	1,251	1,139
Little Sioux	251	205	217
Logan	1,540	1,401	1,545
Magnolia	207	204	200
Missouri Valley	3,107	2,888	2,992
Modale	373	289	303
Mondamin	423	403	423
Persia	355	312	363
Pisgah	307	268	316
Woodbine	1,463	1,500	1,564
Balance of County	6,948	6,009	6,604
County Total	16,348	14,730	15,666
State Total	2,913,808	2,776,755	2,926,324

Population Profile

Age distribution

Compared to the state, Harrison County had a higher percentage of young people (19 or younger) and a higher percentage of older people (age 65+) in 2000. The median age in Harrison County in 2000 was 2.3 years older than the median age of the state.

2. Percent of population by age

	Harrison County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	32.6	29.3	28.5	32.3	29.0	28.3
20 to 44	29.6	31.3	31.5	35.1	26.7	34.6
45 to 64	20.6	19.9	22.3	19.2	18.9	22.2
65 or older	17.2	19.5	17.7	13.3	15.3	14.9
Median age	32.9	36.5	38.9	30.0	34.0	36.6

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IOWA STATE UNIVERSITY
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Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Harrison County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.4	100.0	100.0	98.9
White	99.7	99.5	98.7	97.4	96.6	93.9
Black	0.0	0.1	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.3	0.2	0.4	0.9	1.3
American Indian	0.2	0.1	0.2	0.2	0.3	0.3
Other	0.0	0.0	0.2	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	0.7	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, Harrison County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Harrison County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	23.8	15.0	19.9	13.9
High school graduate	44.4	44.1	38.5	36.1
Less than 4 years college	22.7	28.2	24.7	28.8
4 or more years college	9.1	12.7	16.9	21.2

Income and Poverty

Since 1979, median household income in Harrison County increased \$7,112 (adjusted dollars). In 1999, Harrison had a median income \$1,328 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Harrison County	\$31,029	\$29,634	\$38,141
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Harrison County	15.6	13.8	7.1
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Harrison County		State	
	1990	2000	1990	2000
Total units	6,175	6,602	1,143,669	1,232,511
Percent of units:				
Owner-occupied	68.2	70.9	64.0	67.5
Renter-occupied	23.4	21.7	26.2	25.8
Vacant/seasonal	8.4	7.4	9.8	6.8
10 or fewer years old	8.0	10.7	10.0	12.3
40 or more years old	60.0	61.8	42.9	51.1
Single detached homes	82.1	83.8	74.6	74.0
Mobile homes	7.4	6.4	5.0	5.3
Median value	\$33,600	\$74,900	\$45,900	\$82,500
Median gross rent	\$277	\$418	\$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:			
Harrison County	7,100	7,760	7,820
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Harrison County	96.1	97.7	97.3
State	95.7	97.5	97.4

Occupation

Among the 7,489 employed persons age 16 or older in Harrison 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>Harrison County</u>	<u>State</u>
Total employed	7,489	1,489,816
Percentage in:		
Management, professional or related occupations	29.2	31.3
Service occupations	14.8	14.8
Sales and office occupations	24.6	25.9
Farming, fishing, and forestry occupations	1.2	1.1
Construction, extraction, and maintenance occupations	12.6	8.9
Production, transportation, and material moving occupations	17.7	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 Harrison County to work are not counted, but non-county residents who commute into Harrison 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 (%)			
	Harrison County			Harrison County		State	
	<u>1990</u>	<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	78,518	123,301	143,347	100.0	100.0	100.0	100.0
Farm	7,300	6,353	17,908	9.3	12.5	6.0	4.2
Manufacturing	4,480	9,091	9,916	5.7	6.9	22.6	19.8
Retail	10,946	16,876	17,014	13.9	11.9	9.6	9.2
Finance *	3,392	5,214	5,393	4.3	3.8	6.1	7.9
Services	15,308	24,548	27,764	19.5	19.4	19.6	22.9
Government	18,059	25,712	27,500	23.0	19.2	16.8	15.9
Other **	19,033	35,507	37,852	24.2	26.4	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.

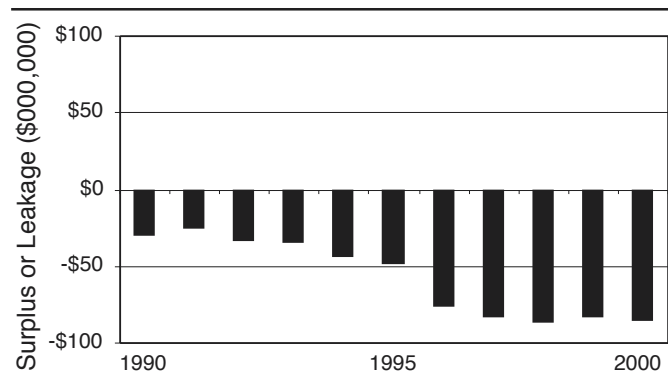
11. Harrison County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	456	\$52.87	\$3,501	0.42
1997	451	\$55.54	\$3,647	0.42
1998	434	\$56.49	\$3,693	0.42
1999	441	\$63.11	\$4,108	0.45
2000	435	\$66.11	\$4,220	0.45

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, Harrison County



12. Retail sales by merchandise category, Harrison 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	\$2.88	\$3.48	\$3.00	9	8	9	5.4	5.5	4.5	-\$7.72
General Merchandise	*	\$4.05	\$4.04	*	12	11	*	6.4	6.1	-\$18.80
Food	\$6.55	\$5.69	\$6.80	8	8	9	12.4	9.0	10.3	-\$15.69
Apparel	*	*	*	*	*	*	*	*	*	*
Home Furnishings	\$1.86	*	*	7	*	*	3.5	*	*	*
Eating and drinking	\$7.95	\$9.26	\$10.09	40	44	41	15.0	14.7	15.3	-\$2.97
Specialty Stores	\$2.75	\$3.96	\$4.07	75	76	78	5.2	6.3	6.2	-\$7.45
Services	\$5.94	\$7.01	\$6.53	148	135	128	11.2	11.1	9.9	-\$13.41
Wholesale	\$5.27	\$8.51	\$4.91	46	44	40	10.0	13.5	7.4	-\$9.12
Other	\$19.68	\$21.15	\$26.68	125	117	119	37.2	33.5	40.4	
Total	\$52.87	\$63.11	\$66.11	456	441	435	100.0	100.0	100.0	-\$84.96

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

... and justice for all

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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)

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