

# Data for Decision Makers

## Mahaska County

### Population

Mahaska County is a nonmetropolitan county in south-east Iowa. Mahaska County is composed of 10 incorporated communities and their surrounding rural areas. From 1990 to 2000, Mahaska County's population increased 3.7 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Mahaska County

City	1980	1990	2000
Barnes City (part) *	244	198	201
Beacon	530	509	518
Eddyville (part) *	191	188	218
Fremont	730	701	704
Keomah Village	99	99	97
Leighton	137	142	153
New Sharon	1,225	1,136	1,301
Oskaloosa	10,989	10,600	10,938
Rose Hill	214	171	205
University Park	645	598	536
Balance of County	7,863	7,190	7,464
<b>County Total</b>	<b>22,867</b>	<b>21,532</b>	<b>22,335</b>
<b>State Total</b>	<b>2,913,808</b>	<b>2,776,755</b>	<b>2,926,324</b>

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

### Population Profile

#### Age distribution

Compared to the state, Mahaska 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 Mahaska County in 2000 was 0.6 years older than the median age of the state.

#### 2. Percent of population by age

	Mahaska County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	30.2	28.9	28.7	32.3	29.0	28.3
20 to 44	33.5	35.0	33.2	35.1	26.7	34.6
45 to 64	20.2	18.4	21.7	19.2	18.9	22.2
65 or older	16.1	17.7	16.3	13.3	15.3	14.9
Median age	31.6	34.8	37.2	30.0	34.0	36.6

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# Community Profile

## Race/Ethnicity

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

### 3. Percentage of population by race/Hispanic origin

	Mahaska County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.2	100.0	100.0	98.9
White	98.6	98.8	97.2	97.4	96.6	93.9
Black	0.5	0.2	0.6	1.4	1.7	2.1
Asian/Pacific Islander	0.3	0.8	0.9	0.4	0.9	1.3
American Indian	0.1	0.1	0.2	0.2	0.3	0.3
Other	0.5	0.1	0.3	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.8	n.a.	n.a.	1.1
Hispanic origin **	0.4	0.4	0.9	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, Mahaska County had a lower percentage of college graduates than the state overall.

### 4. Educational levels of adults 25 or older

	Mahaska County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	25.2	17.4	19.9	13.9
High school graduate	41.7	41.2	38.5	36.1
Less than 4 years college	20.0	24.9	24.7	28.8
4 or more years college	13.1	16.5	16.9	21.2

## Income and Poverty

Since 1979, median household income in Mahaska County increased \$5,503 (adjusted dollars). In 1999, Mahaska had a median income \$2,155 lower than the state.

### 5. Median Household income (in 1999 \$)

	1979	1989	1999
Mahaska County	\$31,811	\$30,775	\$37,314
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Mahaska County	12.5	13.0	9.8
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Mahaska County		State	
	1990	2000	1990	2000
<b>Total units</b>	8,977	9,551	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	64.8	66.1	64.0	67.5
Renter-occupied	27.7	26.9	26.2	25.8
Vacant/seasonal	7.5	7.0	9.8	6.8
10 or fewer years old	10.3	11.8	10.0	12.3
40 or more years old	47.6	56.8	42.9	51.1
Single detached homes	78.5	77.3	74.6	74.0
Mobile homes	6.8	7.4	5.0	5.3
Median value	\$36,400	\$68,100	\$45,900	\$82,500
Median gross rent	\$289	\$420	\$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>
<b>Total labor force:</b>			
Mahaska County	10,530	11,570	10,970
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Mahaska County	96.1	97.8	97.9
State	95.7	97.5	97.4

## Occupation

Among the 10,762 employed persons age 16 or older in Mahaska 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>Mahaska County</u>	<u>State</u>
Total employed	10,762	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	27.7	31.3
Service occupations	13.2	14.8
Sales and office occupations	22.3	25.9
Farming, fishing, and forestry occupations	1.5	1.1
Construction, extraction, and maintenance occupations	9.7	8.9
Production, transportation, and material moving occupations	25.7	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 Mahaska County to work are not counted, but non-county residents who commute into Mahaska 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 (%)			
	Mahaska County			Mahaska 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	173,708	264,269	276,937	100.0	100.0	100.0	100.0
Farm	26,210	10,941	33,306	15.1	12.0	6.0	4.2
Manufacturing	24,800	48,949	53,290	14.3	19.2	22.6	19.8
Retail	20,520	26,197	26,712	11.8	9.6	9.6	9.2
Finance *	7,037	11,887	12,205	4.1	4.4	6.1	7.9
Services	34,000	52,107	54,364	19.6	19.6	19.6	22.9
Government	24,385	36,520	38,591	14.0	13.9	16.8	15.9
Other **	36,756	77,668	58,469	21.2	21.1	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.

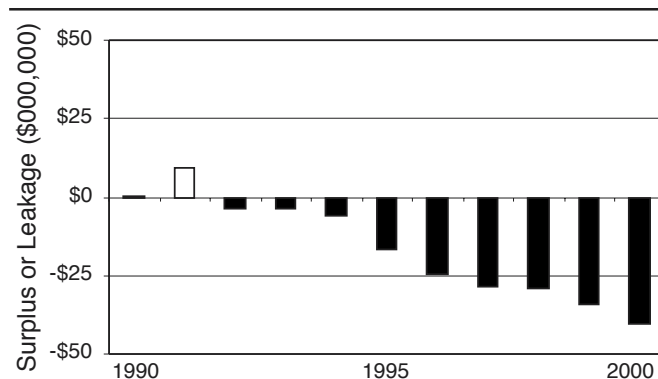
### 11. Mahaska County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	740	\$139.35	\$6,377	0.77
1997	742	\$147.75	\$6,791	0.79
1998	732	\$151.69	\$6,965	0.78
1999	729	\$157.37	\$7,185	0.78
2000	719	\$157.47	\$7,050	0.75

## 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, Mahaska County



### 12. Retail sales by merchandise category, Mahaska 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	\$4.73	\$5.83	\$5.38	15	14	14	3.4	3.7	3.4	-\$8.68
General Merchandise	\$31.14	\$33.66	\$33.41	18	12	11	22.3	21.4	21.2	\$3.45
Food	\$30.36	\$33.75	\$33.41	8	10	12	21.8	21.4	21.2	\$3.92
Apparel	\$3.31	\$3.59	\$3.32	13	12	11	2.4	2.3	2.1	-\$1.40
Home Furnishings	\$5.89	\$8.28	\$9.11	20	22	22	4.2	5.3	5.8	\$0.56
Eating and drinking	\$13.60	\$14.76	\$13.96	46	45	43	9.8	9.4	8.9	-\$3.17
Specialty Stores	\$7.49	\$7.62	\$8.11	155	147	151	5.4	4.8	5.1	-\$6.99
Services	\$14.51	\$17.98	\$17.44	239	237	226	10.4	11.4	11.1	-\$8.71
Wholesale	\$8.78	\$11.70	\$13.03	56	58	57	6.3	7.4	8.3	-\$5.37
Other	\$19.54	\$20.21	\$20.31	171	175	172	14.0	12.8	12.9	
<b>Total</b>	<b>\$139.35</b>	<b>\$157.37</b>	<b>\$157.47</b>	<b>740</b>	<b>729</b>	<b>719</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-\$40.64</b>

... and justice for all

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#### Information in this county profile was derived from data from:

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