

# Data for Decision Makers

## Mills County

### Population

Mills County is a nonmetropolitan county in southwest Iowa. Mills County is composed of eight incorporated communities and their surrounding rural areas. From 1990 to 2000, Mills County's population increased 10.2 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Mills County

City	1980	1990	2000
Emerson	502	476	480
Glenwood	5,280	4,960	5,358
Hastings	215	187	214
Henderson	236	206	171
Malvern	1,244	1,210	1,256
Pacific Junction	511	548	507
Silver City	291	252	259
Tabor (part) *	121	93	60
Balance of County	5,006	5,270	6,242
<b>County Total</b>	<b>13,406</b>	<b>13,202</b>	<b>14,547</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, Mills 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 Mills County in 2000 was 1.5 years older than the median age of the state.

#### 2. Percent of population by age

	Mills County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	32.6	29.9	29.4	32.3	29.0	28.3
20 to 44	35.6	36.8	32.5	35.1	26.7	34.6
45 to 64	19.1	19.6	25.5	19.2	18.9	22.2
65 or older	12.7	13.7	12.6	13.3	15.3	14.9
Median age	30.6	35.1	38.1	30.0	34.0	36.6

#### For more information contact

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# Community Profile

## Race/Ethnicity

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

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

	Mills 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	98.0	97.4	96.6	93.9
Black	0.1	0.2	0.3	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.1	0.3	0.4	0.9	1.3
American Indian	0.2	0.2	0.3	0.2	0.3	0.3
Other	0.2	0.2	0.4	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	0.5	1.2	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, Mills County had a lower percentage of college graduates than the state overall.

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

	Mills County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	23.9	16.8	19.9	13.9
High school graduate	39.2	36.6	38.5	36.1
Less than 4 years college	24.3	30.3	24.7	28.8
4 or more years college	12.6	16.3	16.9	21.2

## Income and Poverty

Since 1979, median household income in Mills County increased \$5,767 (adjusted dollars). In 1999, Mills had a median income \$2,959 higher than the state.

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

	1979	1989	1999
Mills County	\$36,661	\$36,506	\$42,428
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Mills County	9.2	10.2	8.3
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Mills County		State	
	1990	2000	1990	2000
<b>Total units</b>	5,004	5,671	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	69.7	74.7	64.0	67.5
Renter-occupied	23.5	19.2	26.2	25.8
Vacant/seasonal	6.8	6.1	9.8	6.8
10 or fewer years old	11.2	19.6	10.0	12.3
40 or more years old	43.8	43.4	42.9	51.1
Single detached homes	77.5	79.2	74.6	74.0
Mobile homes	11.4	10.6	5.0	5.3
Median value	\$47,000	\$92,900	\$45,900	\$82,500
Median gross rent	\$319	\$465	\$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>			
Mills County	6,420	6,290	6,180
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Mills County	96.4	98.1	98.2
State	95.7	97.5	97.4

## Occupation

Among the 7,373 employed persons age 16 or older in Mills 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>Mills County</u>	<u>State</u>
Total employed	7,373	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	30.1	31.3
Service occupations	20.1	14.8
Sales and office occupations	24.1	25.9
Farming, fishing, and forestry occupations	0.9	1.1
Construction, extraction, and maintenance occupations	11.1	8.9
Production, transportation, and material moving occupations	13.7	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 Mills County to work are not counted, but non-county residents who commute into Mills 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>	Mills County		Mills County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	92,816	133,621	140,874	100.0	100.0	100.0	100.0
Farm	7,515	3,361	7,352	8.1	5.2	6.0	4.2
Manufacturing	505	6,195	6,779	0.5	4.8	22.6	19.8
Retail	9,619	11,792	11,996	10.4	8.5	9.6	9.2
Finance *	2,797	6,642	6,349	3.0	4.5	6.1	7.9
Services	15,149	26,893	28,340	16.3	20.1	19.6	22.9
Government	43,805	53,588	56,509	47.2	40.1	16.8	15.9
Other **	13,426	25,150	23,549	14.5	16.7	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.

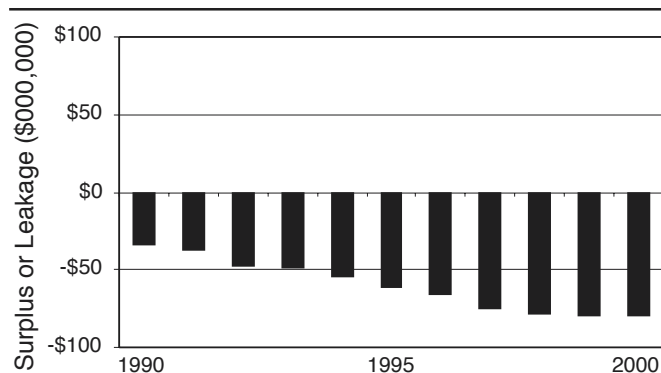
### 11. Mills County retail sales

	<b>Number of Retail Firms</b>	<b>Total sales (millions)</b>	<b>Per capita sales</b>	<b>Pull factor</b>
1996	361	\$34.81	\$2,519	0.30
1997	365	\$35.24	\$2,508	0.29
1998	373	\$35.31	\$2,461	0.28
1999	366	\$40.36	\$2,788	0.30
2000	359	\$45.62	\$3,136	0.33

## 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, Mills County



### 12. Retail sales by merchandise category, Mills County

	<b>Sales (millions)</b>			<b>Number of Firms</b>			<b>Percent of Total</b>			<b>Surplus or leakage (millions)</b>
	<b>1996</b>	<b>1999</b>	<b>2000</b>	<b>1996</b>	<b>1999</b>	<b>2000</b>	<b>1996</b>	<b>1999</b>	<b>2000</b>	<b>2000</b>
Building Materials	\$0.17	\$0.48	\$0.26	8	10	9	0.5	1.2	0.6	-\$8.58
General Merchandise	*	\$4.02	\$3.92	*	5	6	*	10.0	8.6	-\$14.93
Food	\$11.32	*	*	7	*	*	32.5	*	*	*
Apparel	*	*	*	*	*	*	*	*	*	*
Home Furnishings	*	*	\$0.65	*	*	5	*	*	1.4	-\$4.73
Eating and drinking	\$3.98	\$4.61	\$4.35	27	25	21	11.4	11.4	9.5	-\$6.43
Specialty Stores	\$2.12	\$1.97	\$1.79	75	79	71	6.1	4.9	3.9	-\$7.71
Services	\$4.87	\$5.31	\$5.73	116	113	115	14.0	13.2	12.6	-\$10.72
Wholesale	\$2.34	\$2.38	\$2.87	24	21	21	6.7	5.9	6.3	-\$8.71
Other	\$10.00	\$21.59	\$26.07	105	113	111	28.7	53.5	57.1	
<b>Total</b>	<b>\$34.81</b>	<b>\$40.36</b>	<b>\$45.62</b>	<b>361</b>	<b>366</b>	<b>359</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-\$79.03</b>

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

... and justice for all

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### 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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