

Data for Decision Makers

Monona County

Population

Monona County is a nonmetropolitan county in north-west Iowa. Monona County is composed of 10 incorporated communities and their surrounding rural areas. From 1990 to 2000, Monona County's population decreased 0.1 percent. The state's population increased by 5.4 percent over that period.

1. Population of Monona County

City	1980	1990	2000
Blencoe	247	250	231
Castana	228	159	178
Mapleton	1,495	1,294	1,416
Moorhead	264	259	232
Onawa	3,283	2,936	3,091
Rodney	82	71	74
Soldier	257	205	207
Turin	103	95	75
Ute	479	395	378
Whiting	734	683	707
Balance of County	4,520	3,687	3,431
County Total	11,692	10,034	10,020
State Total	2,913,808	2,776,755	2,926,324

Population Profile

Age distribution

Compared to the state, Monona 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 Monona County in 2000 was 6.4 years older than the median age of the state.

2. Percent of population by age

	Monona County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	29.2	26.5	25.3	32.3	29.0	28.3
20 to 44	28.3	28.2	27.4	35.1	26.7	34.6
45 to 64	22.4	21.5	23.3	19.2	18.9	22.2
65 or older	20.1	23.7	23.9	13.3	15.3	14.9
Median age	37.2	40.5	43.0	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, Monona County is predominantly white, with little noticeable change since 1980.

3. Percentage of population by race/Hispanic origin

	Monona 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	98.3	97.4	96.6	93.9
Black	0.0	0.0	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.0	0.1	0.2	0.4	0.9	1.3
American Indian	0.2	0.3	0.8	0.2	0.3	0.3
Other	0.1	0.1	0.1	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.6	n.a.	n.a.	1.1
Hispanic origin **	0.4	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, Monona County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Monona County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	27.0	18.3	19.9	13.9
High school graduate	44.6	42.9	38.5	36.1
Less than 4 years college	18.1	25.4	24.7	28.8
4 or more years college	10.3	13.4	16.9	21.2

Income and Poverty

Since 1979, median household income in Monona County increased \$3,226 (adjusted dollars). In 1999, Monona had a median income \$6,234 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Monona County	\$30,009	\$27,578	\$33,235
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Monona County	15.3	14.8	9.4
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Monona County		State	
	1990	2000	1990	2000
Total units	4,555	4,660	1,143,669	1,232,511
Percent of units:				
Owner-occupied	66.7	68.6	64.0	67.5
Renter-occupied	23.2	21.7	26.2	25.8
Vacant/seasonal	10.0	9.6	9.8	6.8
10 or fewer years old	4.8	6.8	10.0	12.3
40 or more years old	59.4	66.0	42.9	51.1
Single detached homes	84.7	83.7	74.6	74.0
Mobile homes	7.0	7.3	5.0	5.3
Median value	\$27,400	\$54,400	\$45,900	\$82,500
Median gross rent	\$243	\$384	\$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:			
Monona County	4,460	5,000	4,780
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Monona County	96.4	97.0	96.9
State	95.7	97.5	97.4

Occupation

Among the 4,658 employed persons age 16 or older in Monona 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>Monona County</u>	<u>State</u>
Total employed	4,658	1,489,816
Percentage in:		
Management, professional or related occupations	28.6	31.3
Service occupations	17.1	14.8
Sales and office occupations	24.9	25.9
Farming, fishing, and forestry occupations	1.9	1.1
Construction, extraction, and maintenance occupations	12.4	8.9
Production, transportation, and material moving occupations	15.2	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 Monona County to work are not counted, but non-county residents who commute into Monona 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 (%)			
	Monona County			Monona 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	69,149	108,648	114,740	100.0	100.0	100.0	100.0
Farm	10,776	13,596	18,313	15.6	16.0	6.0	4.2
Manufacturing	4,095	5,425	5,235	5.9	4.6	22.6	19.8
Retail	8,869	10,823	10,986	12.8	9.6	9.6	9.2
Finance *	2,857	5,317	5,015	4.1	4.4	6.1	7.9
Services	15,134	32,811	33,782	21.9	29.4	19.6	22.9
Government	14,054	18,500	19,193	20.3	16.7	16.8	15.9
Other **	13,364	22,176	22,216	19.3	19.4	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.

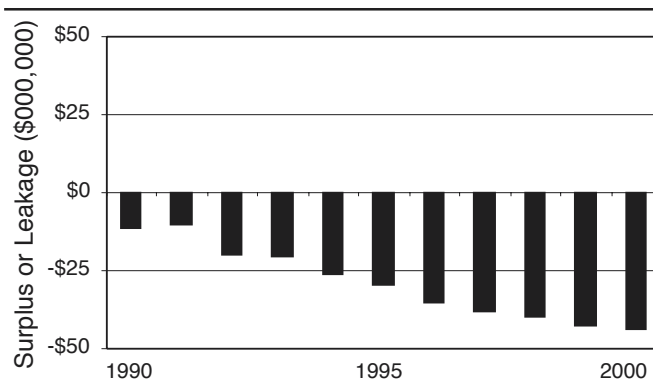
11. Monona County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	419	\$44.56	\$4,469	0.54
1997	420	\$48.32	\$4,841	0.56
1998	426	\$46.86	\$4,626	0.52
1999	413	\$49.10	\$4,857	0.53
2000	406	\$50.57	\$5,046	0.54

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, Monona County



12. Retail sales by merchandise category, Monona 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	\$1.53	\$0.99	\$0.82	8	6	5	3.4	2.0	1.6	-\$5.86
General Merchandise	\$4.32	\$6.54	\$7.13	8	13	15	9.7	13.3	14.1	-\$7.09
Food	\$4.93	\$5.48	\$4.59	8	7	6	11.1	11.2	9.1	-\$9.42
Apparel	*	*	*	*	*	*	*	*	*	*
Home Furnishings	\$0.30	\$0.30	\$0.55	6	9	8	0.7	0.6	1.1	-\$3.51
Eating and drinking	\$4.47	\$7.08	\$7.35	37	45	43	10.0	14.4	14.5	-\$0.79
Specialty Stores	\$5.48	\$5.76	\$6.12	73	71	69	12.3	11.7	12.1	-\$1.05
Services	\$5.56	\$5.24	\$5.82	133	125	128	12.5	10.7	11.5	-\$6.59
Wholesale	\$2.37	\$2.96	\$2.48	40	40	37	5.3	6.0	4.9	-\$6.25
Other	\$15.62	\$14.74	\$15.71	106	99	95	35.1	30.0	31.1	
Total	\$44.56	\$49.10	\$50.57	419	413	406	100.0	100.0	100.0	-\$43.51

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

... and justice for all

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