

# Data for Decision Makers

## O'Brien County

### Population

O'Brien County is a nonmetropolitan county in north-west Iowa. O'Brien County is composed of eight incorporated communities and their surrounding rural areas. From 1990 to 2000, O'Brien County's population decreased 2.2 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of O'Brien County

City	1980	1990	2000
Archer	134	145	126
Calumet	212	160	181
Hartley	1,700	1,632	1,733
Paullina	1,224	1,134	1,124
Primghar	1,050	950	891
Sanborn	1,398	1,345	1,353
Sheldon (part) *	4,988	4,833	4,814
Sutherland	897	714	707
Balance of County	5,369	4,531	4,173
<b>County Total</b>	<b>16,972</b>	<b>15,444</b>	<b>15,102</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, O'Brien 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 O'Brien County in 2000 was 4.1 years older than the median age of the state.

#### 2. Percent of population by age

	O'Brien County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	31.1	29.0	27.6	32.3	29.0	28.3
20 to 44	29.9	30.8	29.1	35.1	26.7	34.6
45 to 64	21.5	19.6	22.1	19.2	18.9	22.2
65 or older	17.6	20.6	21.1	13.3	15.3	14.9
Median age	33.0	36.9	40.7	30.0	34.0	36.6

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# Community Profile

## Race/Ethnicity

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

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

	O'Brien County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.5	100.0	100.0	98.9
White	99.8	99.3	98.0	97.4	96.6	93.9
Black	0.0	0.1	0.3	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.3	0.5	0.4	0.9	1.3
American Indian	0.0	0.2	0.2	0.2	0.3	0.3
Other	0.1	0.1	0.5	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.5	n.a.	n.a.	1.1
Hispanic origin **	0.2	0.3	1.8	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, O'Brien County had a lower percentage of college graduates than the state overall.

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

	O'Brien County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	26.5	19.3	19.9	13.9
High school graduate	36.9	39	38.5	36.1
Less than 4 years college	24.1	27	24.7	28.8
4 or more years college	12.6	14.7	16.9	21.2

## Income and Poverty

Since 1979, median household income in O'Brien County increased \$2,891 (adjusted dollars). In 1999, O'Brien had a median income \$3,711 lower than the state.

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

	1979	1989	1999
O'Brien County	\$32,867	\$30,788	\$35,758
State	\$37,515	\$34,921	\$39,469

Poverty rates in O'Brien County declined between 1979 and 1999; state levels also declined.

### 6. Percent of population in poverty

	1979	1989	1999
O'Brien County	10.4	12.1	7.3
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	O'Brien County		State	
	1990	2000	1990	2000
<b>Total units</b>	6,476	6,509	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	69.2	70.9	64.0	67.5
Renter-occupied	23.1	21.3	26.2	25.8
Vacant/seasonal	7.7	7.8	9.8	6.8
10 or fewer years old	7.3	5.9	10.0	12.3
40 or more years old	54.4	62.8	42.9	51.1
Single detached homes	85.7	86.3	74.6	74.0
Mobile homes	3.0	2.0	5.0	5.3
Median value	\$32,700	\$58,300	\$45,900	\$82,500
Median gross rent	\$249	\$373	\$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>			
O'Brien County	7,310	7,790	7,630
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
O'Brien County	97.9	97.8	97.9
State	95.7	97.5	97.4

## Occupation

Among the 7,379 employed persons age 16 or older in O'Brien 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>O'Brien County</u>	<u>State</u>
Total employed	7,379	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	28.3	31.3
Service occupations	15.0	14.8
Sales and office occupations	19.8	25.9
Farming, fishing, and forestry occupations	2.5	1.1
Construction, extraction, and maintenance occupations	10.5	8.9
Production, transportation, and material moving occupations	23.9	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 O'Brien County to work are not counted, but non-county residents who commute into O'Brien 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>	O'Brien County		O'Brien County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	158,427	199,665	215,666	100.0	100.0	100.0	100.0
Farm	40,805	22,364	33,536	25.8	15.5	6.0	4.2
Manufacturing	14,149	22,798	25,111	8.9	11.6	22.6	19.8
Retail	15,081	16,993	17,325	9.5	8.0	9.6	9.2
Finance *	6,593	10,926	10,703	4.2	5.0	6.1	7.9
Services	28,861	44,503	47,181	18.2	21.9	19.6	22.9
Government	21,618	31,118	31,263	13.6	14.5	16.8	15.9
Other **	31,320	50,963	50,547	19.8	23.4	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.

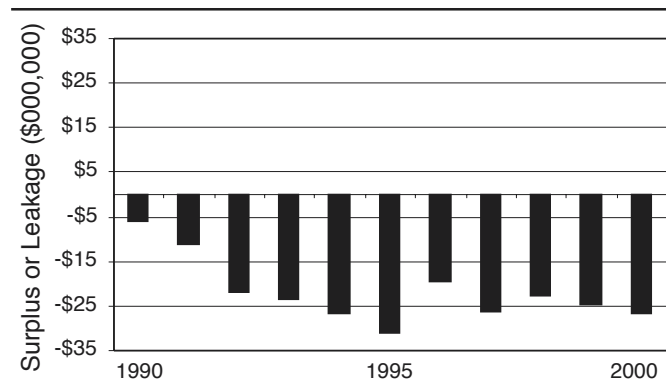
### 11. O'Brien County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	643	\$83.89	\$5,492	0.66
1997	640	\$88.10	\$5,862	0.68
1998	637	\$90.99	\$6,072	0.68
1999	627	\$90.56	\$6,074	0.66
2000	622	\$88.85	\$5,884	0.62

## 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, O'Brien County



### 12. Retail sales by merchandise category, O'Brien 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	\$5.86	\$4.32	*	11	*	*	7.0	4.8	*	*
General Merchandise	\$8.94	\$7.83	\$7.58	16	14	7	10.7	8.6	8.5	-\$9.85
Food	\$6.13	\$7.59	\$7.61	9	8	8	7.3	8.4	8.6	-\$9.55
Apparel	\$2.54	\$2.33	\$2.22	9	11	9	3.0	2.6	2.5	-\$0.52
Home Furnishings	\$2.83	\$2.00	\$2.92	19	15	15	3.4	2.2	3.3	-\$2.06
Eating and drinking	\$7.96	\$7.19	\$7.39	55	43	44	9.5	7.9	8.3	-\$2.58
Specialty Stores	\$5.25	\$7.24	\$6.63	110	115	106	6.3	8.0	7.5	-\$2.16
Services	\$11.04	\$13.05	\$13.82	209	204	208	13.2	14.4	15.6	-\$1.40
Wholesale	\$9.31	\$11.66	\$10.71	63	65	66	11.1	12.9	12.1	\$0.01
Other	\$24.04	\$27.36	\$29.97	144	152	159	28.7	30.2	33.7	
<b>Total</b>	<b>\$83.89</b>	<b>\$90.56</b>	<b>\$88.85</b>	<b>643</b>	<b>627</b>	<b>622</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-\$26.46</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:

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