

Data for Decision Makers

Plymouth County

Population

Plymouth County is a nonmetropolitan county in north-west Iowa. Plymouth County is composed of 11 incorporated communities and their surrounding rural areas. From 1990 to 2000, Plymouth County's population increased 6.2 percent. The state's population increased by 5.4 percent over that period.

1. Population of Plymouth County

City	1980	1990	2000
Akron	1,517	1,450	1,489
Brunsville	140	137	146
Craig	105	116	102
Hinton	659	697	808
Kingsley	1,209	1,129	1,245
Le Mars	8,276	8,454	9,237
Merrill	737	729	754
Oyens	146	113	132
Remsen	1,592	1,513	1,762
Struble	70	67	85
Westfield	199	160	189
Balance of County	10,093	8,823	8,900
County Total	24,743	23,388	24,849
State Total	2,913,808	2,776,755	2,926,324

Population Profile

Age distribution

Compared to the state, Plymouth 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 Plymouth County in 2000 was 1.2 years older than the median age of the state.

2. Percent of population by age

	Plymouth County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	34.4	32.0	31.0	32.3	29.0	28.3
20 to 44	31.3	32.6	31.0	35.1	26.7	34.6
45 to 64	19.8	19.0	22.0	19.2	18.9	22.2
65 or older	14.4	16.3	16.0	13.3	15.3	14.9
Median age	29.8	34.1	37.8	30.0	34.0	36.6

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Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Plymouth County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.4	100.0	100.0	98.9
White	99.4	99.5	98.2	97.4	96.6	93.9
Black	0.2	0.2	0.3	1.4	1.7	2.1
Asian/Pacific Islander	0.2	0.2	0.3	0.4	0.9	1.3
American Indian	0.1	0.1	0.1	0.2	0.3	0.3
Other	0.1	0.0	0.5	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.6	n.a.	n.a.	1.1
Hispanic origin **	0.3	0.2	1.3	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, Plymouth County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Plymouth County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	22.0	12.6	19.9	13.9
High school graduate	40.3	39.1	38.5	36.1
Less than 4 years college	22.6	29.0	24.7	28.8
4 or more years college	15.0	19.3	16.9	21.2

Income and Poverty

Since 1979, median household income in Plymouth County increased \$6,156 (adjusted dollars). In 1999, Plymouth had a median income \$2,169 higher than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Plymouth County	\$35,482	\$35,676	\$41,638
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Plymouth County	11.8	9.0	6.0
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Plymouth County		State	
	1990	2000	1990	2000
Total units	8,806	9,880	1,143,669	1,232,511
Percent of units:				
Owner-occupied	71.5	73.5	64.0	67.5
Renter-occupied	24.1	21.4	26.2	25.8
Vacant/seasonal	4.4	5.1	9.8	6.8
10 or fewer years old	10.7	13.9	10.0	12.3
40 or more years old	48.2	53.8	42.9	51.1
Single detached homes	83.7	81.5	74.6	74.0
Mobile homes	4.4	5.0	5.0	5.3
Median value	\$48,800	\$88,200	\$45,900	\$82,500
Median gross rent	\$298	\$416	\$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:			
Plymouth County	11,810	12,960	13,100
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Plymouth County	97.0	97.5	97.3
State	95.7	97.5	97.4

Occupation

Among the 12,583 employed persons age 16 or older in Plymouth 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>Plymouth County</u>	<u>State</u>
Total employed	12,583	1,489,816
Percentage in:		
Management, professional or related occupations	31.2	31.3
Service occupations	14.6	14.8
Sales and office occupations	24.1	25.9
Farming, fishing, and forestry occupations	2.2	1.1
Construction, extraction, and maintenance occupations	9.3	8.9
Production, transportation, and material moving occupations	18.5	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 Plymouth County to work are not counted, but non-county residents who commute into Plymouth 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 (%)			
	Plymouth County			Plymouth 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	216,265	349,614	373,062	100.0	100.0	100.0	100.0
Farm	38,339	42,915	43,251	17.7	11.6	6.0	4.2
Manufacturing	42,483	***	***	19.6	***	22.6	19.8
Retail	21,661	26,715	28,004	10.0	7.5	9.6	9.2
Finance *	9,605	17,415	16,562	4.4	4.4	6.1	7.9
Services	28,041	45,946	49,858	13.0	13.4	19.6	22.9
Government	26,812	39,663	43,182	12.4	11.6	16.8	15.9
Other **	49,324	***	***	22.8	***	19.2	20.1

* Finance, insurance, and real estate

** Agricultural services, mining, construction, transportation, public utilities, and wholesale trade

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

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.

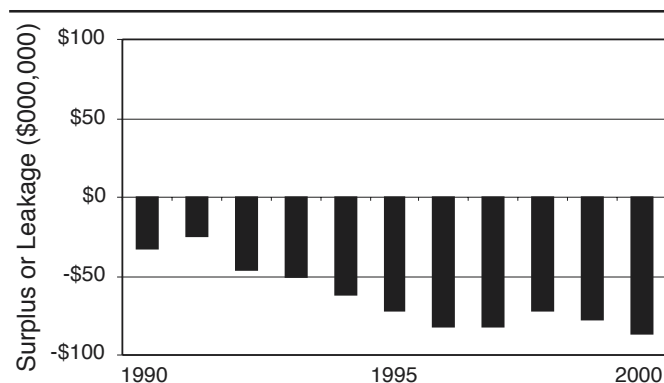
11. Plymouth County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	806	\$123.71	\$5,111	0.62
1997	817	\$132.59	\$5,416	0.63
1998	826	\$139.32	\$5,598	0.63
1999	798	\$139.46	\$5,618	0.61
2000	769	\$140.16	\$5,640	0.60

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, Plymouth County



12. Retail sales by merchandise category, Plymouth 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	\$7.98	\$10.10	\$10.28	22	20	20	6.4	7.2	7.3	-\$5.83
General Merchandise	\$16.82	\$21.04	\$21.80	18	22	20	13.6	15.1	15.6	-\$12.52
Food	\$5.09	\$4.38	\$19.74	5	6	5	4.1	3.1	14.1	-\$14.04
Apparel	\$2.69	\$2.75	\$2.63	11	13	10	2.2	2.0	1.9	-\$2.76
Home Furnishings	\$2.38	\$2.48	\$2.95	18	19	18	1.9	1.8	2.1	-\$6.85
Eating and drinking	\$13.37	\$14.47	\$15.35	66	69	69	10.8	10.4	11.0	-\$4.27
Specialty Stores	\$7.35	\$7.85	\$8.10	133	121	124	5.9	5.6	5.8	-\$9.20
Services	\$17.02	\$20.28	\$19.65	270	268	257	13.8	14.5	14.0	-\$10.31
Wholesale	\$14.11	\$16.00	\$16.91	67	66	59	11.4	11.5	12.1	-\$4.16
Other	\$36.88	\$40.12	\$22.74	197	194	187	29.8	28.8	16.2	
Total	\$123.71	\$139.46	\$140.16	806	798	769	100.0	100.0	100.0	-\$86.84

... and justice for all

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