

# Data for Decision Makers

## Polk County

### Population

Polk County is a metropolitan county in central Iowa. Polk County is composed of 18 incorporated communities and their surrounding rural areas. From 1990 to 2000, Polk County's population increased 14.5 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Polk County

City	1980	1990	2000
Alleman	307	340	439
Altoona	5,764	7,242	10,345
Ankeny	15,429	18,482	27,117
Bondurant	1,283	1,584	1,846
Carlisle (part) *		5	32
Clive	6,064	7,462	10,486
Des Moines	191,003	193,189	198,682
Elkhart	256	388	362
Grimes	1,973	2,653	5,097
Johnston	2,526	4,702	8,649
Mitchellville	1,530	1,670	2,030
Pleasant Hill	3,493	3,671	5,070
Polk City	1,658	1,908	2,344
Runnells	377	306	352
Sheldahl (part) *	132	122	141
Urbandale	17,869	23,500	28,745
West Des Moines (part) *	21,894	31,695	42,525
Windsor Heights	5,474	5,190	4,805
Balance of County	26,138	23,031	25,534
<b>County Total</b>	<b>303,170</b>	<b>327,140</b>	<b>374,601</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, Polk 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 Polk County in 2000 was 2.2 years younger than the median age of the state.

#### 2. Percent of population by age

	Polk County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	31.5	28.1	28.4	32.3	29.0	28.3
20 to 44	39.2	42.3	39.0	35.1	26.7	34.6
45 to 64	19.0	18.1	21.5	19.2	18.9	22.2
65 or older	10.4	11.5	11.1	13.3	15.3	14.9
Median age	29.4	32.3	34.4	30.0	34.0	36.6

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# Community Profile

## Race/Ethnicity

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

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

	Polk County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	98.3	100.0	100.0	98.9
White	93.3	92.7	88.3	97.4	96.6	93.9
Black	4.5	4.5	4.8	1.4	1.7	2.1
Asian/Pacific Islander	0.7	1.8	2.7	0.4	0.9	1.3
American Indian	0.2	0.3	0.3	0.2	0.3	0.3
Other	1.3	0.7	2.2	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	1.7	n.a.	n.a.	1.1
Hispanic origin **	1.5	1.9	4.4	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, Polk County had a higher percentage of college graduates than the state overall.

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

	Polk County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	14.6	11.7	19.9	13.9
High school graduate	32.8	29.5	38.5	36.1
Less than 4 years college	28.8	29.1	24.7	28.8
4 or more years college	23.9	29.7	16.9	21.2

## Income and Poverty

Since 1979, median household income in Polk County increased \$4,024 (adjusted dollars). In 1999, Polk had a median income \$6,647 higher than the state.

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

	1979	1989	1999
Polk County	\$42,092	\$41,567	\$46,116
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Polk County	8.4	9.2	7.9
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Polk County		State	
	1990	2000	1990	2000
<b>Total units</b>	135,979	156,447	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	62.0	65.6	64.0	67.5
Renter-occupied	33.0	29.7	26.2	25.8
Vacant/seasonal	5.0	4.7	9.8	6.8
10 or fewer years old	16.2	17.4	10.0	12.3
40 or more years old	31.5	40.5	42.9	51.1
Single detached homes	65.2	65.0	74.6	74.0
Mobile homes	3.1	3.2	5.0	5.3
Median value	\$59,700	\$103,100	\$45,900	\$82,500
Median gross rent	\$437	\$574	\$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>			
Polk County	189,500	211,900	212,900
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Polk County	96.8	98.1	97.9
State	95.7	97.5	97.4

## 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 Polk County to work are not counted, but non-county residents who commute into Polk 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>	Polk County		Polk County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	6,195,881	10,601,308	10,968,283	100.0	100.0	100.0	100.0
Farm	10,446	13,186	14,101	0.2	0.1	6.0	4.2
Manufacturing	850,033	943,165	962,245	13.7	8.8	22.6	19.8
Retail	564,201	913,887	974,712	9.1	8.9	9.6	9.2
Finance *	990,438	2,102,086	2,201,206	16.0	20.1	6.1	7.9
Services	1,517,639	2,746,994	2,917,711	24.5	26.6	19.6	22.9
Government	899,555	1,364,516	1,429,849	14.5	13.0	16.8	15.9
Other **	1,363,569	2,517,474	2,468,459	22.0	22.5	19.2	20.1

\* Finance, insurance, and real estate

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

## Occupation

Among the 200,662 employed persons age 16 or older in Polk 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>Polk County</u>	<u>State</u>
Total employed	200,662	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	36.1	31.3
Service occupations	13.6	14.8
Sales and office occupations	31.0	25.9
Farming, fishing, and forestry occupations	0.2	1.1
Construction, extraction, and maintenance occupations	7.7	8.9
Production, transportation, and material moving occupations	11.4	18.1

# 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.

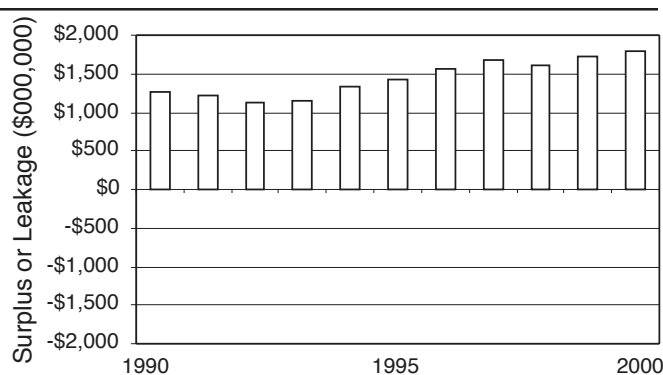
### 11. Polk County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	9,898	\$5,167.37	\$14,727	1.78
1997	9,887	\$5,396.51	\$15,238	1.77
1998	9,915	\$5,527.38	\$15,521	1.75
1999	9,834	\$5,848.49	\$16,254	1.76
2000	9,731	\$6,061.14	\$16,180	1.72

## 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, Polk County



### 12. Retail sales by merchandise category, Polk 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	\$291.05	\$345.67	\$451.00	157	139	139	5.6	5.9	7.4	\$147.83
General Merchandise	\$588.91	\$728.72	\$727.56	156	189	188	11.4	12.5	12.0	\$81.52
Food	\$606.46	\$716.07	\$731.32	160	164	174	11.7	12.2	12.1	\$95.39
Apparel	\$155.30	\$158.20	\$170.52	274	222	207	3.0	2.7	2.8	\$68.90
Home Furnishings	\$244.04	\$292.54	\$310.20	347	323	293	4.7	5.0	5.1	\$125.85
Eating and drinking	\$378.51	\$439.24	\$460.49	863	877	862	7.3	7.5	7.6	\$91.05
Specialty Stores	\$396.76	\$479.66	\$515.17	2,041	1,985	1,998	7.7	8.2	8.5	\$189.57
Services	\$907.49	\$998.80	\$994.20	3,235	3,208	3,139	17.6	17.1	16.4	\$430.26
Wholesale	\$679.08	\$740.58	\$715.29	794	744	697	13.1	12.7	11.8	\$318.59
Other	\$919.76	\$949.01	\$985.40	1,871	1,985	2,034	17.8	16.2	16.3	
<b>Total</b>	<b>\$5,167.37</b>	<b>\$5,848.49</b>	<b>\$6,061.14</b>	<b>9,898</b>	<b>9,834</b>	<b>9,731</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>\$1,787.81</b>

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

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