

Data for Decision Makers

Pottawattamie County

Population

Pottawattamie County is a metropolitan county in southwest Iowa. Pottawattamie County is composed of 15 incorporated communities and their surrounding rural areas. From 1990 to 2000, Pottawattamie County's population increased 6.1 percent. The state's population increased by 5.4 percent over that period.

1. Population of Pottawattamie County

City	1980	1990	2000
Avoca	1,650	1,497	1,610
Carson	716	705	668
Carter Lake	3,438	3,200	3,248
Council Bluffs	56,449	54,315	58,268
Crescent	547	469	537
Hancock	254	201	207
McClelland	177	139	129
Macedonia	279	262	325
Minden	483	539	564
Neola	839	909	845
Oakland	1,552	1,496	1,487
Shelby (part) *	58	67	64
Treynor	981	897	950
Underwood	448	515	688
Walnut	897	857	877
Balance of County	17,793	16,560	17,237
County Total	86,561	82,628	87,704
State Total	2,913,808	2,776,755	2,926,324

* Indicates municipality crosses county border; figure is the portion of population in this county only.

Population Profile

Age distribution

Compared to the state, Pottawattamie 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 Pottawattamie County in 2000 was 0.1 years younger than the median age of the state.

2. Percent of population by age

	Pottawattamie County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	34.3	30.1	28.9	32.3	29.0	28.3
20 to 44	34.2	36.5	34.7	35.1	26.7	34.6
45 to 64	20.0	20.0	22.7	19.2	18.9	22.2
65 or older	11.6	13.4	13.7	13.3	15.3	14.9
Median age	29.5	33.5	36.5	30.0	34.0	36.6

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Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Pottawattamie County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	98.9	100.0	100.0	98.9
White	98.5	98.3	96.0	97.4	96.6	93.9
Black	0.5	0.6	0.8	1.4	1.7	2.1
Asian/Pacific Islander	0.3	0.3	0.5	0.4	0.9	1.3
American Indian	0.2	0.3	0.4	0.2	0.3	0.3
Other	0.5	0.5	1.3	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	1.1	n.a.	n.a.	1.1
Hispanic origin **	1.4	1.8	3.3	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, Pottawattamie County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Pottawattamie County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	22.9	16.0	19.9	13.9
High school graduate	41.1	39.3	38.5	36.1
Less than 4 years college	25.0	29.7	24.7	28.8
4 or more years college	11.0	15	16.9	21.2

Income and Poverty

Since 1979, median household income in Pottawattamie County increased \$2,282 (adjusted dollars). In 1999, Pottawattamie had a median income \$620 higher than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Pottawattamie County	\$37,807	\$35,467	\$40,089
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Pottawattamie County	9.6	10.5	8.4
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Pottawattamie County		State	
	1990	2000	1990	2000
Total units	32,831	35,761	1,143,669	1,232,511
Percent of units:				
Owner-occupied	67.7	67.3	64.0	67.5
Renter-occupied	27.5	27.4	26.2	25.8
Vacant/seasonal	4.8	5.4	9.8	6.8
10 or fewer years old	8.8	11.6	10.0	12.3
40 or more years old	41.0	52.7	42.9	51.1
Single detached homes	76.1	74.4	74.6	74.0
Mobile homes	4.5	5.1	5.0	5.3
Median value	\$46,900	\$84,900	\$45,900	\$82,500
Median gross rent	\$371	\$537	\$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:			
Pottawattamie County	43,600	47,500	48,500
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Pottawattamie County	96.1	97.9	97.7
State	95.7	97.5	97.4

Occupation

Among the 44,658 employed persons age 16 or older in Pottawattamie County in 2000, the largest segment was employed in sales and office occupations.

9. Occupations of employed persons 16 years of age or older

	<u>Pottawattamie County</u>	<u>State</u>
Total employed	44,658	1,489,816
Percentage in:		
Management, professional or related occupations	26.5	31.3
Service occupations	15.6	14.8
Sales and office occupations	30.0	25.9
Farming, fishing, and forestry occupations	0.4	1.1
Construction, extraction, and maintenance occupations	10.3	8.9
Production, transportation, and material moving occupations	17.3	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 Pottawattamie County to work are not counted, but non-county residents who commute into Pottawattamie 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 (%)			
	Pottawattamie County			Pottawattamie 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	690,517	1,108,470	1,180,447	100.0	100.0	100.0	100.0
Farm	24,926	5,232	19,664	3.6	1.7	6.0	4.2
Manufacturing	95,386	131,111	145,097	13.8	12.3	22.6	19.8
Retail	88,809	148,267	154,784	12.9	13.1	9.6	9.2
Finance *	31,472	57,625	57,365	4.6	4.9	6.1	7.9
Services	175,302	359,590	371,551	25.4	31.5	19.6	22.9
Government	122,885	176,586	189,961	17.8	16.1	16.8	15.9
Other **	151,737	230,059	242,025	22.0	20.5	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.

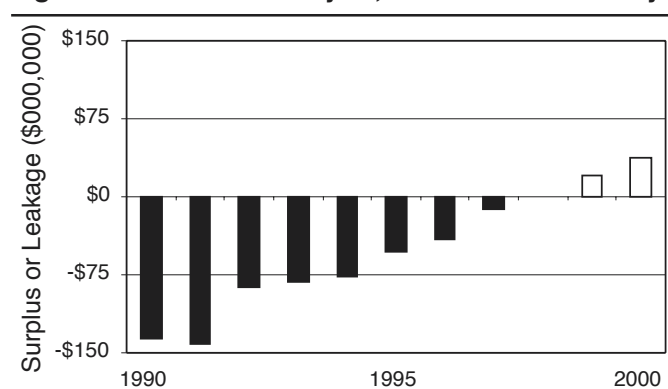
11. Pottawattamie County retail sales

	<u>Number of Retail Firms</u>	<u>Total sales (millions)</u>	<u>Per capita sales</u>	<u>Pull factor</u>
1996	1,964	\$628.56	\$7,493	0.91
1997	1,964	\$670.77	\$7,897	0.92
1998	1,929	\$710.84	\$8,334	0.94
1999	1,907	\$781.69	\$9,071	0.98
2000	1,846	\$822.91	\$9,383	1.00

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, Pottawattamie County



12. Retail sales by merchandise category, Pottawattamie County

	<u>Sales (millions)</u>			<u>Number of Firms</u>			<u>Percent of Total</u>			<u>Surplus or leakage (millions)</u>
	<u>1996</u>	<u>1999</u>	<u>2000</u>	<u>1996</u>	<u>1999</u>	<u>2000</u>	<u>1996</u>	<u>1999</u>	<u>2000</u>	<u>2000</u>
Building Materials	\$46.59	\$56.47	\$61.32	35	33	34	7.4	7.2	7.5	\$5.59
General Merchandise	\$119.53	\$160.24	\$172.42	51	56	57	19.0	20.5	21.0	\$53.66
Food	\$122.93	\$126.73	\$125.73	34	35	35	19.6	16.2	15.3	\$8.84
Apparel	\$21.13	\$18.11	\$20.94	45	34	30	3.4	2.3	2.5	\$2.26
Home Furnishings	\$9.57	\$8.73	\$10.41	46	39	39	1.5	1.1	1.3	-\$23.48
Eating and drinking	\$73.39	\$97.32	\$98.03	197	184	177	11.7	12.4	11.9	\$30.12
Specialty Stores	\$47.14	\$52.23	\$61.08	385	345	335	7.5	6.7	7.4	\$1.23
Services	\$75.99	\$95.69	\$100.46	623	633	604	12.1	12.2	12.2	-\$3.21
Wholesale	\$21.99	\$26.88	\$27.12	115	111	105	3.5	3.4	3.3	-\$45.80
Other	\$90.28	\$139.30	\$145.40	434	438	430	14.4	17.8	17.7	
Total	\$628.56	\$781.69	\$822.91	1,964	1,907	1,846	100.0	100.0	100.0	\$37.59

... and justice for all

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Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Stanley R. Johnson, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

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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