

# Data for Decision Makers

## Poweshiek County

### Population

Poweshiek County is a nonmetropolitan county in central Iowa. Poweshiek County is composed of 10 incorporated communities and their surrounding rural areas. From 1990 to 2000, Poweshiek County's population decreased 1.1 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Poweshiek County

City	1980	1990	2000
Barnes City (part) *	22	23	0
Brooklyn	1,509	1,439	1,367
Deep River	323	345	288
Grinnell	8,868	8,902	9,105
Guernsey	83	70	70
Hartwick	92	115	83
Malcom	418	447	352
Montezuma	1,485	1,651	1,440
Searsboro	134	164	155
Victor (part) *	149	124	130
Balance of County	6,223	5,753	5,825
<b>County Total</b>	<b>19,306</b>	<b>19,033</b>	<b>18,815</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, Poweshiek 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 Poweshiek County in 2000 was 1.8 years older than the median age of the state.

#### 2. Percent of population by age

	Poweshiek County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	31.8	29.3	27.0	32.3	29.0	28.3
20 to 44	33.9	34.8	32.8	35.1	26.7	34.6
45 to 64	19.4	19.1	22.5	19.2	18.9	22.2
65 or older	14.9	16.7	17.6	13.3	15.3	14.9
Median age	30.5	34.4	38.4	30.0	34.0	36.6

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# Community Profile

## Race/Ethnicity

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

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

	Poweshiek County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.1	100.0	100.0	98.9
White	98.8	98.3	96.7	97.4	96.6	93.9
Black	0.3	0.5	0.5	1.4	1.7	2.1
Asian/Pacific Islander	0.4	1.0	1.1	0.4	0.9	1.3
American Indian	0.1	0.1	0.2	0.2	0.3	0.3
Other	0.4	0.1	0.5	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.9	n.a.	n.a.	1.1
Hispanic origin **	0.4	0.4	1.2	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, Poweshiek County had a lower percentage of college graduates than the state overall.

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

	Poweshiek County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	18.4	13.3	19.9	13.9
High school graduate	45.6	42.5	38.5	36.1
Less than 4 years college	19.8	25.7	24.7	28.8
4 or more years college	16.2	18.5	16.9	21.2

## Income and Poverty

Since 1979, median household income in Poweshiek County increased \$3,075 (adjusted dollars). In 1999, Poweshiek had a median income \$1,633 lower than the state.

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

	1979	1989	1999
Poweshiek County	\$34,761	\$34,700	\$37,836
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Poweshiek County	11.6	10.4	9.8
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Poweshiek County		State	
	1990	2000	1990	2000
<b>Total units</b>	8,199	8,556	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	61.5	62.1	64.0	67.5
Renter-occupied	25.8	24.3	26.2	25.8
Vacant/seasonal	12.7	13.5	9.8	6.8
10 or fewer years old	12.2	12.9	10.0	12.3
40 or more years old	39.7	49.4	42.9	51.1
Single detached homes	74.8	73.8	74.6	74.0
Mobile homes	9.0	7.5	5.0	5.3
Median value	\$47,500	\$81,600	\$45,900	\$82,500
Median gross rent	\$303	\$432	\$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>			
Poweshiek County	9,970	10,190	10,100
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Poweshiek County	95.5	97.3	96.9
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 Poweshiek County to work are not counted, but non-county residents who commute into Poweshiek 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 (%)			
	Poweshiek County			Poweshiek 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	240,253	339,911	369,390	100.0	100.0	100.0	100.0
Farm	18,583	17,398	26,447	7.7	7.2	6.0	4.2
Manufacturing	47,959	68,835	70,396	20.0	19.1	22.6	19.8
Retail	19,107	25,165	26,048	8.0	7.1	9.6	9.2
Finance *	22,593	31,285	32,104	9.4	8.7	6.1	7.9
Services	55,117	95,878	105,802	22.9	28.6	19.6	22.9
Government	20,387	28,734	30,219	8.5	8.2	16.8	15.9
Other **	56,507	72,616	78,374	23.5	21.2	19.2	20.1

\* Finance, insurance, and real estate

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

## Occupation

Among the 9,773 employed persons age 16 or older in Poweshiek 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>Poweshiek County</u>	<u>State</u>
Total employed	9,773	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	29.7	31.3
Service occupations	17.0	14.8
Sales and office occupations	21.7	25.9
Farming, fishing, and forestry occupations	1.4	1.1
Construction, extraction, and maintenance occupations	8.2	8.9
Production, transportation, and material moving occupations	22.1	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.

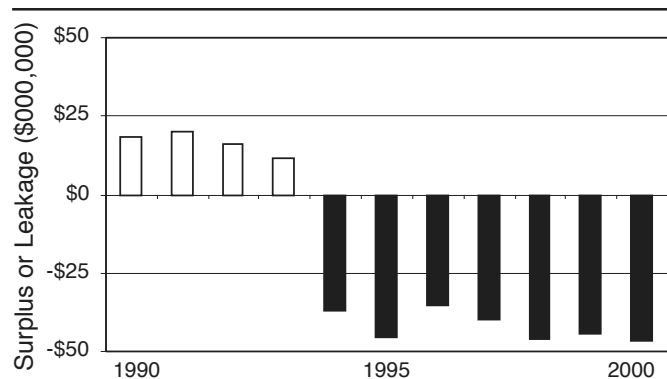
### 11. Poweshiek County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	676	\$116.79	\$6,169	0.75
1997	682	\$116.89	\$6,160	0.72
1998	689	\$113.82	\$6,009	0.68
1999	665	\$118.79	\$6,297	0.68
2000	664	\$122.96	\$6,535	0.69

## 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, Poweshiek County



### 12. Retail sales by merchandise category, Poweshiek 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	\$3.90	\$5.11	\$6.75	8	8	8	3.3	4.3	5.5	-\$5.27
General Merchandise	\$17.35	\$20.85	\$22.25	15	18	17	14.9	17.6	18.1	-\$3.36
Food	\$24.28	\$23.35	\$22.62	7	6	6	20.8	19.7	18.4	-\$2.59
Apparel	\$1.38	\$1.72	\$1.69	8	7	6	1.2	1.4	1.4	-\$2.34
Home Furnishings	\$2.34	\$3.40	\$3.51	20	19	18	2.0	2.9	2.9	-\$3.80
Eating and drinking	\$11.27	\$11.47	\$13.75	50	41	43	9.7	9.7	11.2	-\$0.89
Specialty Stores	\$6.98	\$5.93	\$5.51	120	117	117	6.0	5.0	4.5	-\$7.40
Services	\$14.85	\$17.72	\$15.52	212	201	202	12.7	14.9	12.6	-\$6.83
Wholesale	\$5.76	\$7.42	\$6.83	52	50	48	4.9	6.2	5.6	-\$8.90
Other	\$28.68	\$21.84	\$24.54	185	200	199	24.6	18.4	20.0	
<b>Total</b>	<b>\$116.79</b>	<b>\$118.79</b>	<b>\$122.96</b>	<b>676</b>	<b>665</b>	<b>664</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-\$46.49</b>

... and justice for all

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