



# Data for Decision Makers

## Sac County

### Population

Sac County is a nonmetropolitan county in northwest Iowa. Sac County is composed of nine incorporated communities and their surrounding rural areas. From 1990 to 2000, Sac County's population decreased 6.5 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Sac County

City	1980	1990	2000
Auburn	320	283	296
Early	670	649	605
Lake View	1,291	1,303	1,278
Lytton (part) *	334	278	268
Nemaha	120	112	102
Odebolt	1,299	1,158	1,153
Sac City	3,000	2,516	2,368
Schaller	832	768	779
Wall Lake	892	875	841
Balance of County	5,360	4,382	3,839
<b>County Total</b>	<b>14,118</b>	<b>12,324</b>	<b>11,529</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, Sac 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 Sac County in 2000 was 5.5 years older than the median age of the state.

#### 2. Percent of population by age

	Sac County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	30.1	28.5	26.6	32.3	29.0	28.3
20 to 44	28.8	29.6	27.9	35.1	26.7	34.6
45 to 64	22.3	19.9	22.8	19.2	18.9	22.2
65 or older	18.9	21.9	22.7	13.3	15.3	14.9
Median age	35.4	38.2	42.1	30.0	34.0	36.6

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# Community Profile

## Race/Ethnicity

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

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

	Sac County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.4	100.0	100.0	98.9
White	99.7	99.6	98.5	97.4	96.6	93.9
Black	0.0	0.0	0.3	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.2	0.2	0.4	0.9	1.3
American Indian	0.0	0.1	0.1	0.2	0.3	0.3
Other	0.2	0.1	0.4	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.6	n.a.	n.a.	1.1
Hispanic origin **	0.2	0.4	1.0	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, Sac County had a lower percentage of college graduates than the state overall.

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

	Sac County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	22.7	15.8	19.9	13.9
High school graduate	41.9	43.0	38.5	36.1
Less than 4 years college	22.7	27.6	24.7	28.8
4 or more years college	12.7	13.6	16.9	21.2

## Income and Poverty

Since 1979, median household income in Sac County decreased \$134 (adjusted dollars). In 1999, Sac had a median income \$6,595 lower than the state.

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

	1979	1989	1999
Sac County	\$33,008	\$29,048	\$32,874
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Sac County	10.7	11.8	9.9
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Sac County		State	
	1990	2000	1990	2000
<b>Total units</b>	5,648	5,460	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	63.1	66.7	64.0	67.5
Renter-occupied	23.9	20.2	26.2	25.8
Vacant/seasonal	13.0	13.1	9.8	6.8
10 or fewer years old	5.0	4.6	10.0	12.3
40 or more years old	54.9	68.2	42.9	51.1
Single detached homes	88.2	88.8	74.6	74.0
Mobile homes	3.2	2.7	5.0	5.3
Median value	\$27,100	\$50,000	\$45,900	\$82,500
Median gross rent	\$250	\$329	\$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>			
Sac County	5,860	5,880	5,690
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Sac County	96.1	97.4	97.4
State	95.7	97.5	97.4

## Occupation

Among the 5,560 employed persons age 16 or older in Sac 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>Sac County</u>	<u>State</u>
Total employed	5,560	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	28.2	31.3
Service occupations	16.1	14.8
Sales and office occupations	23.8	25.9
Farming, fishing, and forestry occupations	3.0	1.1
Construction, extraction, and maintenance occupations	9.8	8.9
Production, transportation, and material moving occupations	19.0	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 Sac County to work are not counted, but non-county residents who commute into Sac 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>	Sac County		Sac County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	87,321	115,800	126,395	100.0	100.0	100.0	100.0
Farm	24,748	15,890	21,954	28.3	17.4	6.0	4.2
Manufacturing	4,566	8,952	10,657	5.2	8.4	22.6	19.8
Retail	8,587	10,376	11,030	9.8	8.7	9.6	9.2
Finance *	3,889	5,704	5,746	4.5	4.5	6.1	7.9
Services	13,297	22,442	24,051	15.2	19.0	19.6	22.9
Government	14,709	20,953	21,345	16.8	16.9	16.8	15.9
Other **	17,525	31,483	31,612	20.1	25.0	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.

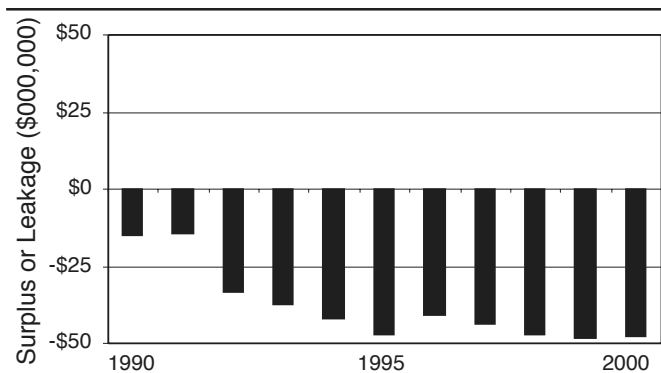
### 11. Sac County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	505	\$51.34	\$4,265	0.52
1997	501	\$55.03	\$4,591	0.53
1998	507	\$56.55	\$4,739	0.53
1999	482	\$57.22	\$4,796	0.52
2000	474	\$59.57	\$5,167	0.55

## 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, Sac County



### 12. Retail sales by merchandise category, Sac 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	\$2.85	\$3.36	\$3.46	15	14	14	5.6	5.9	5.8	-\$4.14
General Merchandise	\$2.47	\$2.91	\$3.05	9	10	10	4.8	5.1	5.1	-\$13.15
Food	\$3.84	\$3.26	\$2.56	7	10	8	7.5	5.7	4.3	-\$13.39
Apparel	\$0.77	*	*	5	*	*	1.5	*	*	*
Home Furnishings	\$0.68	*	\$1.20	7	*	11	1.3	*	2.0	-\$3.42
Eating and drinking	\$3.78	\$3.80	\$3.62	33	30	29	7.4	6.6	6.1	-\$5.64
Specialty Stores	\$2.61	\$2.61	\$2.96	78	83	80	5.1	4.6	5.0	-\$5.21
Services	\$6.73	\$7.70	\$7.57	153	135	136	13.1	13.5	12.7	-\$6.58
Wholesale	\$8.43	\$7.76	\$7.37	58	53	50	16.4	13.6	12.4	-\$2.58
Other	\$19.17	\$25.82	\$27.78	139	148	136	37.3	45.1	46.6	
<b>Total</b>	<b>\$51.34</b>	<b>\$57.22</b>	<b>\$59.57</b>	<b>505</b>	<b>482</b>	<b>474</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-\$47.59</b>

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

... and justice for all

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