



Data for Decision Makers

Shelby County

Population

Shelby County is a nonmetropolitan county in southwest Iowa. Shelby County is composed of 11 incorporated communities and their surrounding rural areas. From 1990 to 2000, Shelby County's population decreased 0.4 percent. The state's population increased by 5.4 percent over that period.

1. Population of Shelby County

City	1980	1990	2000
Defiance	383	312	346
Earling	520	466	471
Elk Horn	746	672	649
Harlan	5,357	5,148	5,282
Irwin	427	394	372
Kirkman	95	98	76
Panama	229	201	212
Portsmouth	240	209	225
Shelby (part) *	607	570	632
Tennant	77	78	73
Westphalia	169	144	160
Balance of County	6,193	4,938	4,675
County Total	15,043	13,230	13,173
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, Shelby 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 Shelby County in 2000 was 3.9 years older than the median age of the state.

2. Percent of population by age

	Shelby County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	33.6	29.3	28.6	32.3	29.0	28.3
20 to 44	29.4	30.2	28.6	35.1	26.7	34.6
45 to 64	20.9	20.1	22.4	19.2	18.9	22.2
65 or older	16.1	20.4	20.4	13.3	15.3	14.9
Median age	32.2	37.2	40.5	30.0	34.0	36.6

For more information contact

The Shelby County Extension Office

906 6th Street
Harlan, Iowa 51537-1405

Phone: (712) 755-3104
Fax: (712) 755-7112
E-mail: xshelby@iastate.edu

Your Southwest Iowa Extension Community Development Specialists

Steve Adams
103 East 5th Street
P.O. Box 430
Malvern, Iowa 51551

Alan D. Jensen
105 W. Adams Street
Suite B
Creston, Iowa 50801

Phone: (712) 423-0844
Fax: (712) 423-2642

Phone: (641) 782-8426
Fax: (641) 782-7213

E-mail: stadams@iastate.edu E-mail: adjensen@iastate.edu

IOWA STATE UNIVERSITY
University Extension

Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Shelby County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.5	100.0	100.0	98.9
White	99.4	99.6	98.7	97.4	96.6	93.9
Black	0.0	0.0	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.4	0.2	0.3	0.4	0.9	1.3
American Indian	0.0	0.2	0.3	0.2	0.3	0.3
Other	0.2	0.0	0.2	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.5	n.a.	n.a.	1.1
Hispanic origin **	0.3	0.3	0.7	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, Shelby County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Shelby County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	21.0	13.4	19.9	13.9
High school graduate	44.9	45.9	38.5	36.1
Less than 4 years college	21.4	25.3	24.7	28.8
4 or more years college	12.8	15.3	16.9	21.2

Income and Poverty

Since 1979, median household income in Shelby County increased \$3,467 (adjusted dollars). In 1999, Shelby had a median income \$2,027 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Shelby County	\$33,975	\$30,225	\$37,442
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Shelby County	12.6	9.4	6.0
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Shelby County		State	
	1990	2000	1990	2000
Total units	5,430	5,459	1,143,669	1,232,511
Percent of units:				
Owner-occupied	68.3	73.0	64.0	67.5
Renter-occupied	24.2	21.8	26.2	25.8
Vacant/seasonal	7.5	5.2	9.8	6.8
10 or fewer years old	5.3	5.8	10.0	12.3
40 or more years old	55.0	61.1	42.9	51.1
Single detached homes	85.6	85.5	74.6	74.0
Mobile homes	3.8	4.3	5.0	5.3
Median value	\$36,500	\$73,800	\$45,900	\$82,500
Median gross rent	\$261	\$399	\$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:			
Shelby County	6,540	6,860	6,670
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Shelby County	95.9	97.7	97.6
State	95.7	97.5	97.4

Occupation

Among the 6,594 employed persons age 16 or older in Shelby 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>Shelby County</u>	<u>State</u>
Total employed	6,594	1,489,816
Percentage in:		
Management, professional or related occupations	29.0	31.3
Service occupations	14.5	14.8
Sales and office occupations	27.1	25.9
Farming, fishing, and forestry occupations	2.3	1.1
Construction, extraction, and maintenance occupations	10.4	8.9
Production, transportation, and material moving occupations	16.7	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 Shelby County to work are not counted, but non-county residents who commute into Shelby 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 (%)			
	Shelby County			Shelby 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	118,394	148,573	164,390	100.0	100.0	100.0	100.0
Farm	25,089	13,483	20,465	21.2	12.4	6.0	4.2
Manufacturing	5,788	8,744	8,508	4.9	5.2	22.6	19.8
Retail	12,513	16,428	16,886	10.6	10.3	9.6	9.2
Finance *	4,472	8,399	9,072	3.8	5.5	6.1	7.9
Services	18,894	27,905	34,009	16.0	20.7	19.6	22.9
Government	18,324	27,620	29,007	15.5	17.6	16.8	15.9
Other **	33,314	45,994	46,443	28.1	28.3	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.

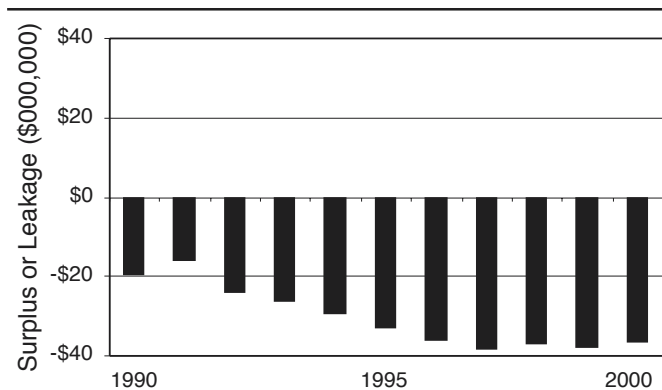
11. Shelby County retail sales

	<u>Number of Retail Firms</u>	<u>Total sales (millions)</u>	<u>Per capita sales</u>	<u>Pull factor</u>
1996	543	\$64.24	\$4,924	0.59
1997	535	\$69.18	\$5,295	0.62
1998	535	\$69.91	\$5,346	0.60
1999	535	\$73.77	\$5,684	0.62
2000	536	\$76.03	\$5,772	0.61

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, Shelby County



12. Retail sales by merchandise category, Shelby 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	\$5.01	\$5.75	\$4.87	19	18	20	7.8	7.8	6.4	-\$3.11
General Merchandise	\$5.10	\$4.77	\$5.35	11	13	8	7.9	6.5	7.0	-\$11.66
Food	\$0.86	\$17.84	\$18.18	6	11	12	1.3	24.2	23.9	\$1.44
Apparel	\$1.25	\$1.26	\$1.36	7	7	5	1.9	1.7	1.8	-\$1.31
Home Furnishings	\$1.59	\$1.52	\$1.93	16	12	12	2.5	2.1	2.5	-\$2.93
Eating and drinking	\$6.56	\$8.11	\$8.40	34	35	36	10.2	11.0	11.0	-\$1.33
Specialty Stores	\$6.19	\$5.11	\$4.85	84	85	82	9.6	6.9	6.4	-\$3.72
Services	\$7.55	\$9.11	\$8.22	175	161	161	11.7	12.3	10.8	-\$6.63
Wholesale	\$4.94	\$7.67	\$7.44	55	53	48	7.7	10.4	9.8	-\$3.01
Other	\$25.20	\$12.63	\$15.43	137	141	152	39.2	17.1	20.3	
Total	\$64.24	\$73.77	\$76.03	543	535	536	100.0	100.0	100.0	-\$36.48

... and justice for all

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

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)

This series was prepared by:

Margie Hanson, Census Services, with assistance from Georgeanne Artz, Extension Retail Analysis Program, and Mark Imerman, Rural Data Project, at Iowa State University.

For more information on these and other topics, please call the extension specialists listed on the cover page or visit the extension internet site at <http://www.extension.iastate.edu/communities/>