



Data for Decision Makers

Story County

Population

Story County is a nonmetropolitan county in central Iowa. Story County is composed of 15 incorporated communities and their surrounding rural areas. From 1990 to 2000, Story County's population increased 7.7 percent. The state's population increased by 5.4 percent over that period.

1. Population of Story County

| City | 1980 | 1990 | 2000 |
|---------------------|------------------|------------------|------------------|
| Ames | 45,775 | 47,198 | 50,731 |
| Cambridge | 732 | 714 | 819 |
| Collins | 451 | 455 | 499 |
| Colo | 808 | 771 | 868 |
| Gilbert | 805 | 796 | 987 |
| Huxley | 1,884 | 2,047 | 2,316 |
| Kelley | 237 | 246 | 300 |
| Mccallsburg | 304 | 292 | 318 |
| Maxwell | 783 | 788 | 807 |
| Nevada | 5,912 | 6,009 | 6,658 |
| Roland | 1,005 | 1,035 | 1,324 |
| Sheldahl (part) * | 158 | 171 | 158 |
| Slater | 1,312 | 1,268 | 1,306 |
| Story City | 2,762 | 2,959 | 3,228 |
| Zearing | 630 | 614 | 617 |
| Balance of County | 8,768 | 8,889 | 9,045 |
| County Total | 72,326 | 74,252 | 79,981 |
| 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, Story County had a lower percentage of young people (19 or younger) and a lower percentage of older people (age 65+) in 2000. The median age in Story County in 2000 was 10.1 years younger than the median age of the state.

2. Percent of population by age

| | Story County | | | State | | |
|---------------|--------------|------|------|-------|------|------|
| | 1980 | 1990 | 2000 | 1980 | 1990 | 2000 |
| 19 or younger | 30.4 | 27.6 | 27.0 | 32.3 | 29.0 | 28.3 |
| 20 to 44 | 48.2 | 49.2 | 45.8 | 35.1 | 26.7 | 34.6 |
| 45 to 64 | 13.0 | 13.6 | 17.3 | 19.2 | 18.9 | 22.2 |
| 65 or older | 8.3 | 9.6 | 9.8 | 13.3 | 15.3 | 14.9 |
| Median age | 23.9 | 25.7 | 26.5 | 30.0 | 34.0 | 36.6 |

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IOWA STATE UNIVERSITY
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Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

| | Story County | | | State | | |
|------------------------|--------------|-------|------|-------|-------|------|
| | 1980 | 1990 | 2000 | 1980 | 1990 | 2000 |
| One Race Only * | 100.0 | 100.0 | 98.9 | 100.0 | 100.0 | 98.9 |
| White | 96.0 | 93.1 | 91.1 | 97.4 | 96.6 | 93.9 |
| Black | 1.1 | 1.6 | 1.8 | 1.4 | 1.7 | 2.1 |
| Asian/Pacific Islander | 1.7 | 4.7 | 5.1 | 0.4 | 0.9 | 1.3 |
| American Indian | 0.1 | 0.1 | 0.2 | 0.2 | 0.3 | 0.3 |
| Other | 1.1 | 0.5 | 0.6 | 0.6 | 0.5 | 1.3 |
| Two or more races * | n.a. | n.a. | 1.1 | n.a. | n.a. | 1.1 |
| Hispanic origin ** | 0.9 | 1.1 | 1.5 | 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, Story County had a higher percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

| | Story County | | State | |
|---------------------------|--------------|------|-------|------|
| | 1990 | 2000 | 1990 | 2000 |
| Percent with: | | | | |
| Less than 12 years | 9.0 | 6.5 | 19.9 | 13.9 |
| High school graduate | 25.0 | 21.3 | 38.5 | 36.1 |
| Less than 4 years college | 27.6 | 27.7 | 24.7 | 28.8 |
| 4 or more years college | 38.4 | 44.5 | 16.9 | 21.2 |

Income and Poverty

Since 1979, median household income in Story County increased \$2,465 (adjusted dollars). In 1999, Story had a median income \$973 higher than the state.

5. Median Household income (in 1999 \$)

| | 1979 | 1989 | 1999 |
|--------------|----------|----------|----------|
| Story County | \$37,977 | \$35,505 | \$40,442 |
| State | \$37,515 | \$34,921 | \$39,469 |

Poverty rates in Story County increased between 1979 and 1999; state levels declined.

6. Percent of population in poverty

| | 1979 | 1989 | 1999 |
|--------------|------|------|------|
| Story County | 12.2 | 16.5 | 14.1 |
| State | 10.1 | 11.5 | 9.1 |

Housing

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

7. Housing characteristics, 1990-2000

| | Story County | | State | |
|--------------------------|--------------|-----------|-----------|-----------|
| | 1990 | 2000 | 1990 | 2000 |
| Total units | 26,847 | 30,630 | 1,143,669 | 1,232,511 |
| Percent of units: | | | | |
| Owner-occupied | 54.1 | 55.9 | 64.0 | 67.5 |
| Renter-occupied | 42.6 | 40.0 | 26.2 | 25.8 |
| Vacant/seasonal | 3.4 | 4.1 | 9.8 | 6.8 |
| 10 or fewer years old | 12.8 | 19.1 | 10.0 | 12.3 |
| 40 or more years old | 29.9 | 33.5 | 42.9 | 51.1 |
| Single detached homes | 55.8 | 55.2 | 74.6 | 74.0 |
| Mobile homes | 6.2 | 6.3 | 5.0 | 5.3 |
| Median value | \$63,900 | \$115,800 | \$45,900 | \$82,500 |
| Median gross rent | \$392 | \$575 | \$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: | | | |
| Story County | 41,750 | 45,750 | 45,840 |
| State | 1,448,000 | 1,572,800 | 1,563,100 |
| Employment rate (%): | | | |
| Story County | 96.4 | 97.9 | 97.9 |
| State | 95.7 | 97.5 | 97.4 |

Occupation

Among the 44,535 employed persons age 16 or older in Story 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>Story County</u> | <u>State</u> |
|-------------------------------------------------------------|---------------------|--------------|
| Total employed | 44,535 | 1,489,816 |
| Percentage in: | | |
| Management, professional or related occupations | 43.0 | 31.3 |
| Service occupations | 15.1 | 14.8 |
| Sales and office occupations | 25.2 | 25.9 |
| Farming, fishing, and forestry occupations | 1.0 | 1.1 |
| Construction, extraction, and maintenance occupations | 6.5 | 8.9 |
| Production, transportation, and material moving occupations | 9.1 | 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 Story County to work are not counted, but non-county residents who commute into Story 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> | Story County | | Story County | | State | |
| | | <u>1999</u> | <u>2000</u> | <u>1990</u> | <u>2000</u> | <u>1990</u> | <u>2000</u> |
| All Industries | 922,074 | 1,529,554 | 1,595,970 | 100.0 | 100.0 | 100.0 | 100.0 |
| Farm | 18,554 | 17,717 | 24,843 | 2.0 | 1.6 | 6.0 | 4.2 |
| Manufacturing | 96,816 | 219,245 | 232,884 | 10.5 | 14.6 | 22.6 | 19.8 |
| Retail | 83,173 | 120,326 | 126,632 | 9.0 | 7.9 | 9.6 | 9.2 |
| Finance * | 23,460 | 50,683 | 52,410 | 2.5 | 3.3 | 6.1 | 7.9 |
| Services | 134,287 | 257,039 | 266,183 | 14.6 | 16.7 | 19.6 | 22.9 |
| Government | 463,309 | 675,551 | 701,531 | 50.2 | 44.0 | 16.8 | 15.9 |
| Other ** | 102,475 | 188,993 | 191,487 | 11.1 | 12.0 | 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.

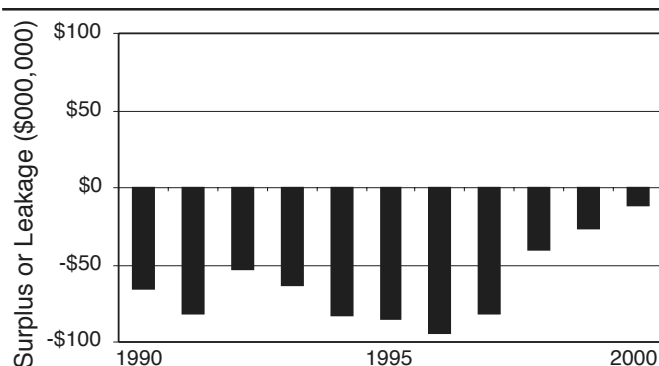
11. Story County retail sales

| | <u>Number of Retail Firms</u> | <u>Total sales (millions)</u> | <u>Per capita sales</u> | <u>Pull factor</u> |
|------|-------------------------------|-------------------------------|-------------------------|--------------------|
| 1996 | 1,913 | \$545.72 | \$7,340 | 0.89 |
| 1997 | 1,945 | \$585.14 | \$7,843 | 0.91 |
| 1998 | 1,974 | \$641.55 | \$8,592 | 0.97 |
| 1999 | 1,966 | \$682.11 | \$9,062 | 0.98 |
| 2000 | 1,906 | \$723.04 | \$9,040 | 0.96 |

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, Story County



12. Retail sales by merchandise category, Story 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 | \$23.79 | \$52.28 | \$52.29 | 38 | 35 | 35 | 4.4 | 7.7 | 7.2 | \$0.18 |
| General Merchandise | \$100.61 | \$125.48 | \$134.47 | 40 | 38 | 45 | 18.4 | 18.4 | 18.6 | \$23.43 |
| Food | \$96.14 | \$116.30 | \$112.28 | 35 | 38 | 36 | 17.6 | 17.0 | 15.5 | \$2.98 |
| Apparel | \$25.88 | \$27.94 | \$28.68 | 59 | 56 | 51 | 4.7 | 4.1 | 4.0 | \$11.21 |
| Home Furnishings | \$19.65 | \$18.03 | \$17.08 | 69 | 62 | 54 | 3.6 | 2.6 | 2.4 | -\$14.61 |
| Eating and drinking | \$66.03 | \$75.21 | \$80.37 | 154 | 170 | 171 | 12.1 | 11.0 | 11.1 | \$16.88 |
| Specialty Stores | \$46.65 | \$47.87 | \$53.00 | 409 | 393 | 383 | 8.5 | 7.0 | 7.3 | -\$2.96 |
| Services | \$84.05 | \$99.77 | \$113.31 | 557 | 579 | 562 | 15.4 | 14.6 | 15.7 | \$16.39 |
| Wholesale | \$26.60 | \$43.71 | \$40.06 | 146 | 143 | 131 | 4.9 | 6.4 | 5.5 | -\$28.12 |
| Other | \$56.32 | \$75.52 | \$91.50 | 406 | 453 | 438 | 10.3 | 11.1 | 12.7 | |
| Total | \$545.72 | \$682.11 | \$723.04 | 1,913 | 1,966 | 1,906 | 100.0 | 100.0 | 100.0 | -\$10.52 |

... 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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