

## Indicators Program



### The Extension and Outreach Indicators Portal: What It Is How It Will Help You How To Use It

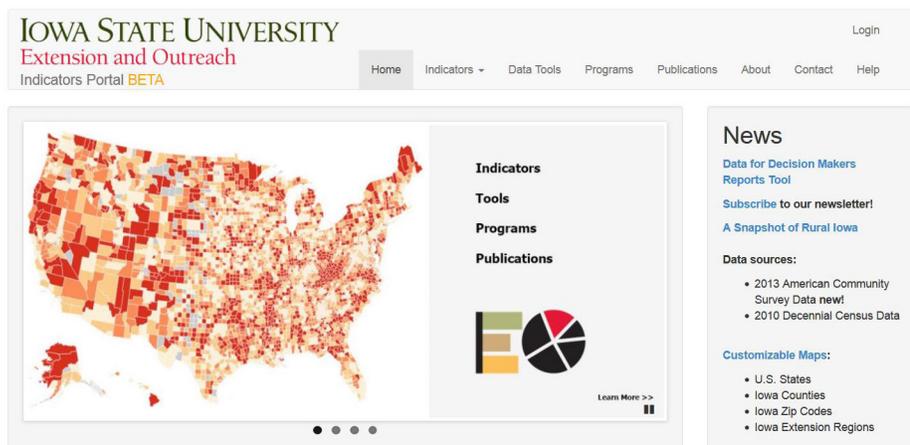
October 20, 2015 Sandra Burke, Bailey Hanson, Christopher Seeger, and Biswa Das

## The Indicators Portal: What It Is

### Figure 1. What you can find on the Indicators Portal

- Data on many Topic and Subject Areas
- Tools for Designing Graphs and Maps
- *Data for Decision Makers* County and Region Profiles
- Access to City Government Finance Data (IGFI)
- Reports on Data Trends and Topics of Interest
- Educational Materials on Data Measures and their Use

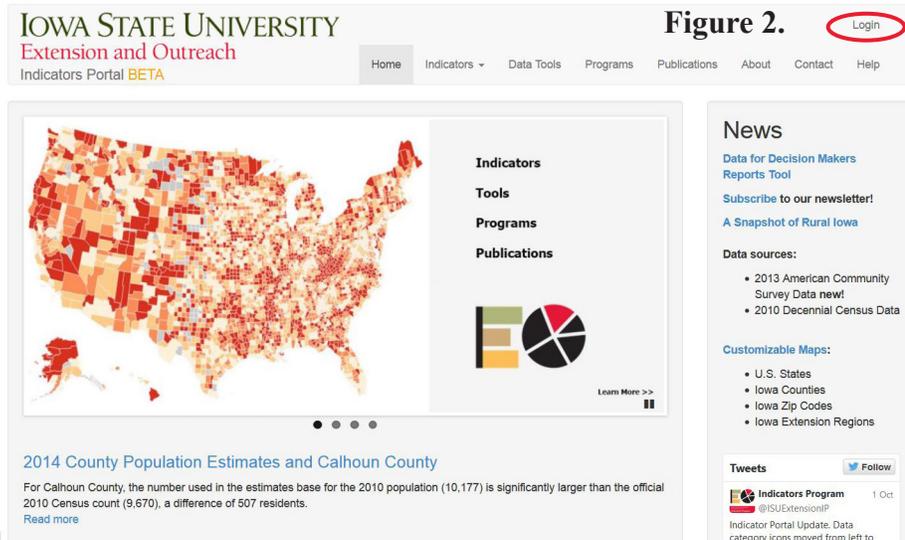
The Extension and Outreach Indicators Portal is a “one-stop shop” website for finding, visualizing, and mapping data. The site provides data on many topic and subject areas; tools for designing graphs and maps; *Data for Decision Makers* county and ISU Extension and Outreach Region profiles; access to city government finance data (Iowa Government Finance Initiative (IGFI)); reports and publications on data trends and topics of interest; and educational materials on data measures and their use.<sup>1</sup> The goal of the Indicators Portal is to make it easier to find, use, visualize, and understand information. A benefit of the portal is its ability to maintain and automatically update data as new information is released from agencies. Data sets, along with information in *Data for Decision Makers*, are updated automatically. Users can be assured that the most current data is included in graphs, maps, and reports. The Indicators Portal is funded by Iowa State University Extension and Outreach.<sup>1</sup> It is available to Iowa State University faculty, staff, students, and the general public.



# The Indicators Portal: How To Use It

## Step 1: In an internet browser,\* go to the indicators website:

<http://indicators.extension.iastate.edu>



## Step 2: Login

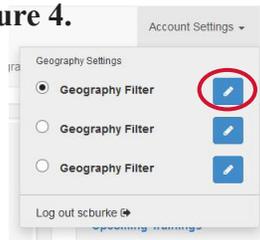
In the upper right corner of the web page, click on the word “**Login**” (Figure 2). If you have an Iowa State University Net-ID, you may login using your usual Net-ID and password. If you do not have an Iowa State University Net-ID you may still use the Indicators Portal but you must first register and create a public or guest account. When you create the public account, you will provide a user name and password that you will use for access to the Indicators Portal.

## Step 3: Choose Geography Settings

After you have logged in, the home page will now have a drop-down menu button, “**Account Settings**,” in the upper right corner (Figure 3). Before you can see any data or graphics, you **must choose at least one** geography selection. Click on “Account Settings” and the drop-down menu will show three “Geography Filters.” Each filter will be a geography set. Click on a **pencil icon** to begin your geography choices from the next drop-down menu (Figures 4, 5, 6).



**Figure 4.**



There are several settings to make for your geography set. For now, Geography Type will be set to “County” and “State” to “Iowa” (the only type and state available as of this writing; more added later). Under the “**County**” drop-down, select **one** county that will be the **primary** or main county of interest for this geographic set (Examples Marshall, Polk). The primary county will always appear among the choices on graphs. Next, choose whether you want to have comparisons of the primary

\*The Indicators Portal works best with Google Chrome or Mozilla Firefox. If you are using Internet Explorer but are having difficulties or aren't seeing any graphics, you may need to switch to one of the other web browsers.

Figure 5.

Figure 6.

Figure 7.

Figure 8.

Figure 9.

Population and Demographics

Figure 10.

Age Groups	Median Age	Population by Hispanic/Latino Origin	Population Pyramids
17 or younger	Female Median Age	Female	American Indian and Alaska Native Alone
18-24 years	Male Median Age	Male	Asian Alone
25-44 years	Total Median Age	Total	Black or African American Alone
45-64 years			Hispanic or Latino Origin
65 years and older			Native Hawaiian and Other Pacific Islander Alone
65-84 years			Some Other Race Alone
85 years and older			Total Population
			Two or More Races
			White Alone
			White Alone, Not Hispanic/Latino Origin
Race	Total Population	Youth Age Groups	
American Indian and Alaska Native Alone	Female Population	0-4 years	
Asian Alone	Male Population	10-14 years	
Black or African American Alone	Total Population	15-17 years	
Native Hawaiian and Other Pacific Islander Alone		5-9 years	
Some Other Race Alone			
Two or More Races			
White Alone			
White Alone, Not Hispanic/Latino Origin			

county with all the counties that are **neighbors** to it or if you would like to make a **custom** choice of one to six other counties for comparison (Figures 5, 6). You can also type in an identifying name for the geography set as well (Figure 5). Once you have chosen a geography set for a filter, click on **“Save Filter”** to keep your choices (Figures 5, 6). These filter choices will be saved in your account even if you logout and come back at a later time. Once you have saved a geography set, the items will show in a pop-up if you hover your pointer over the words **“Geography Filter”** or the identifying name you have given to the geography set in the Account Settings menu (Figures 7, 8).

**Step 4: Choose Indicators**

An **Indicators** drop-down menu at the top of the page shows the broad, general categories of indicators, data, and topics that are available in the portal (Figure 9). Clicking on any one of the topics gives a detailed list of indicator items for that category, such as **Population and Demographics** (Figure 10); **Households, Families, and Youth** (Figure 11); and **Income and Poverty** (Figure 12). Other data, such as education and housing are included as well on the portal and more will be added in the future (Figure 13).

To begin accessing the information for any indicator, simply click on the item. When you click on an item, you will then see a page with an **“Overview”** that describes the indicator, the dates for which it is available, its source, and links to other information and resources regarding that indicator (Figure 14).

**Households, Families, and Youth**

Family Households	Households	Marital Status	Nonfamily Households
Female Householder, No Husband Present	Average Household Size by Age - 18 years and over	Divorced	Householder Living Alone
Husband-Wife Family	Average Household Size by Age - under 18 years	Never married	Householder Not Living Alone
Male Householder, No Wife Present	Population in Households by Age - 18 years and over	Now Married, Except Separated	Total Nonfamily Households
Other Family	Population in Households by Age - under 18 years	Separated	
Total Family Households	Total Average Household Size	Widowed	
	Total Households		
<b>Population in Families by Age</b>			
Population in Families by Age - 18 years and over			
Population in Families by Age - under 18 years			
Populations in Families by Age Total			

**Figure 11.**

At the top of the overview page there will be some additional links for visuals. These may include such items as “**Bar Graph**,” “**Pie Graph**,” “**Map**,” or “**Grouped Bar Graph**” (Figure 14). The specific visual links will vary depending on the indicator, but those links will lead you to the various visualization features of the Indicators Portal and you are ready to begin with data, graphs, and maps.

**Income and Poverty**

Below Poverty Level	Family Income	Household Income	Per Capita Income
Below Poverty Level	Median Family Income	Median Household Income	Per Capita Income
Below Poverty Level - American Indian and Alaska Native alone	Median Family Income - Black or African American Alone Householder	Median Household Income - American Indian and Alaska Native Alone Householder	Per Capita Income - American Indian and Alaska Native Alone
Below Poverty Level - Asian Alone	Median Family Income - American Indian and Alaska Native Alone Householder	Median Household Income - Asian Alone Householder	Per Capita Income - Asian Alone
Below Poverty Level - Black or African American alone	Median Family Income - Asian Alone Householder	Median Household Income - Black or African American Alone Householder	Per Capita Income - Black or African American Alone
Below Poverty Level - Hispanic or Latino	Median Family Income - Hispanic or Latino Householder	Median Household Income - Hispanic or Latino Householder	Per Capita Income - Hispanic or Latino
Below Poverty Level - Native Hawaiian and Other Pacific Islander alone	Median Family Income - Native Hawaiian and Other Pacific Islander Alone Householder	Median Household Income - Native Hawaiian and Other Pacific Islander Alone Householder	Per Capita Income - Native Hawaiian and Other Pacific Islander Alone
Below Poverty Level - Some other race alone	Median Family Income - Some Other Race Alone Householder	Median Household Income - Some Other Race Alone Householder	Per Capita Income - Some Other Race Alone
Below Poverty Level - Two or More Races	Median Family Income - Two or More Races Householder	Median Household Income - Two or More Races Householder	Per Capita Income - Two or More Races
Below Poverty Level - White Alone	Median Family Income - White Alone Householder	Median Household Income - White Alone Householder	Per Capita Income - White Alone
Below Poverty Level - White Alone, Not Hispanic or Latino	Median Family Income - White Alone, Not Hispanic or Latino Householder	Median Household Income - White Alone, Not Hispanic or Latino Householder	Per Capita Income - White Alone, Not Hispanic or Latino
<b>Personal Income</b>		<b>Wages, Earnings and Compensation</b>	
Personal Income	Free or Reduced-Price Lunch Eligibility	Average Compensation Per Job	
		Average Wage Per Job	
		Compensation of Employees	
		Compensation of Employees by Industry	

**Figure 12.**

- Figure 13. Other Indicators**
- Educational Attainment
  - School Enrollments
  - Employment, Unemployment
  - Means of Transportation to Work
  - Housing Units, Owner, Renter
  - Housing Value, Rent

**Graphs**

Graphs are one of most frequently used visualization tools. The Indicators Portal can automatically generate bar and pie graphs for the indicator and geographic set you have chosen. Simply click on the “**Bar Graph**” or “**Pie Graph**” link near the top of the overview page (Figure 14) and the graph will generate. As examples, bar and pie graphs of total population for a set of neighboring counties are shown (Figures 15 - 16). Hovering the pointer over a bar will generate a “**pop-up**” that will show the county name and the data value for that bar.

Data on race and Hispanic Origin are available on the portal. Individual race groups can be shown (Figure 17) but a “**Grouped Bar Graph**” for minorities is also available (Figure 18). The graphs show, for example, that although Story County has more than double the population of

**Overview Bar Graph Pie Graph Map**

**Total Population, Decennial Census**

The 2010 Decennial Census data provide, except where specifically noted, counts of the resident population of the United States. The U.S. resident population includes everyone whose usual place of residence was in the 50 states and the District of Columbia at the time of the 2010 Decennial Census. The 2010 Decennial Census contains the 100 percent data compiled from the questions asked of all people and about every housing unit.

The Decennial Census in the United States has been conducted in years ending in “0” since 1790, as required by the U.S. Constitution, Article I, Section 2. The first censuses counted the population as well as asking about age and sex. Through the decades, the census evolved to include questions about race and ethnicity, households and families, housing, and a wide range of other types of information. An examination of the questions asked during each census illustrates changes in our nation’s understanding of how our society has developed and changed.

The Decennial Census compiles data for numerous geographic levels including the U.S. as a whole, states, counties, and incorporated places. Although Decennial Census data for some of Iowa’s counties began in 1840, it was not until the Decennial Census of 1880 that counts were available for all 99 of Iowa’s counties.

**Geographic levels available:** State of Iowa, counties in Iowa

**Dates available:** 1840 - 2010

**Source:** Decennial Census of Population, 1840 – 2010, U.S. Census Bureau, U.S. Department of Commerce, Washington, D.C.

**Additional Information and Resources:**

<http://www.census.gov/2010census/>

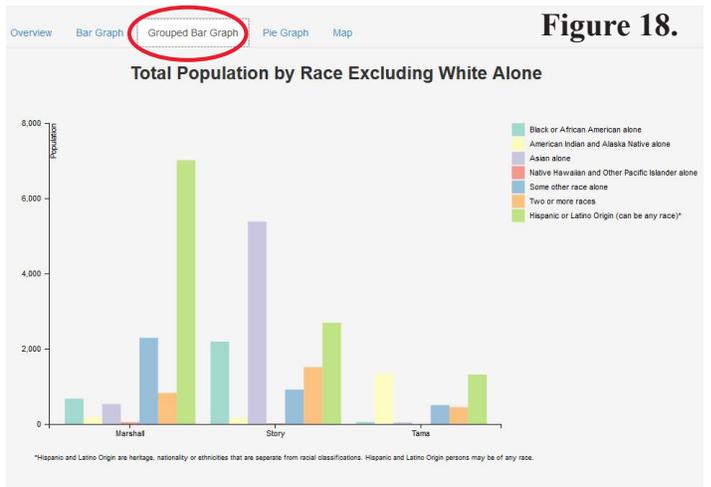
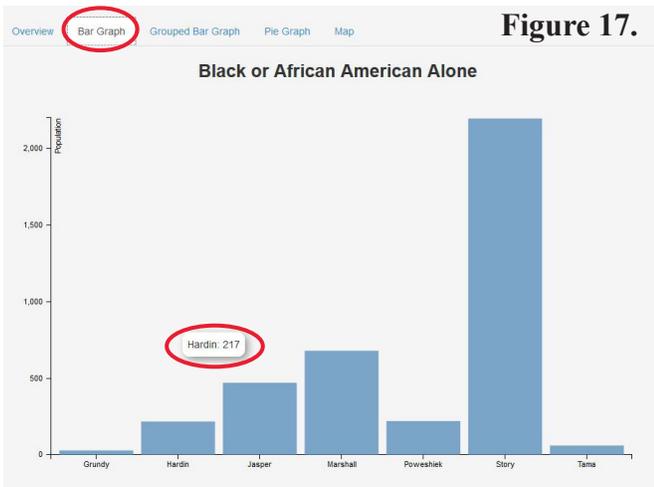
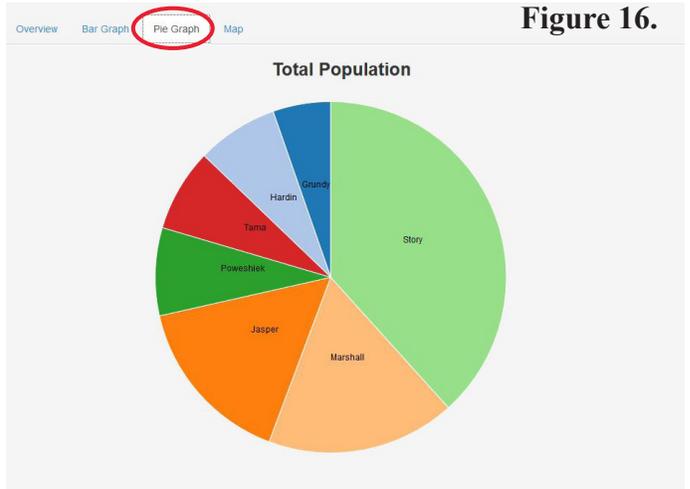
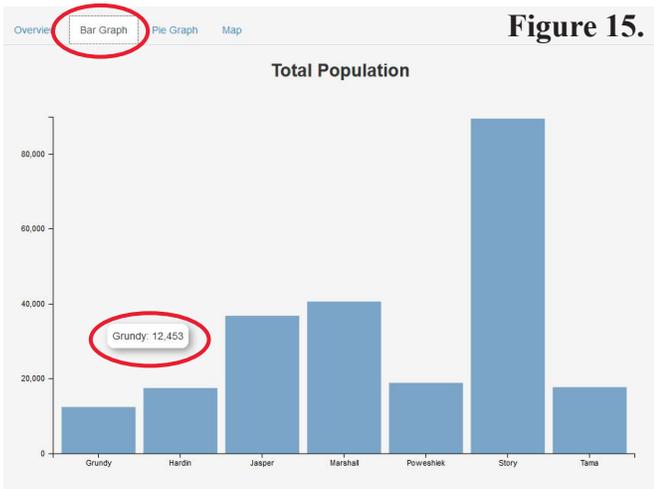
<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

[https://www.census.gov/history/www/programs/demographic/decennial\\_census.html](https://www.census.gov/history/www/programs/demographic/decennial_census.html)

<http://www.census.gov/population/www/censusdata/hiscendata.html>

**Figure 14.**

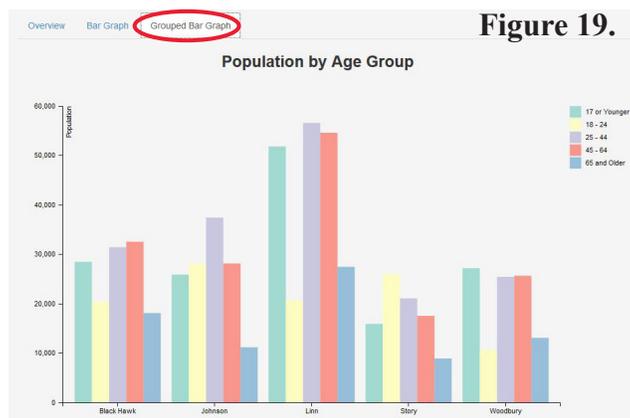
# The Indicators Portal: How It Will Help You - Graphs



Marshall County (Figure 15), there are many more persons of Hispanic Origin in Marshall County than in Story County (Figure 18). Asians are the largest minority group in Story County and Tama County has relatively similar numbers of Native Americans or Alaska Natives and persons of Hispanic Origin (Figure 18). Details regarding racial and ethnic descriptions are available on the portal in the overview sections. Also note, Hispanic or Latino Origin is an ethnicity category and those persons can be of any race.

Population by various age groups is available (Figure 19). This example shows Story County’s large component in the 18-24 year age range. Even though both Black Hawk and Johnson Counties also

have state universities and Johnson County has somewhat more people in that age range, that age group is not as dominant in those counties as in Story County.



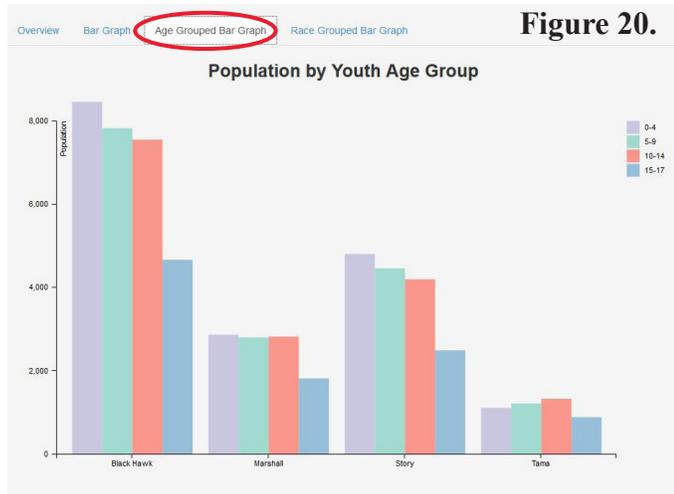


Figure 20.

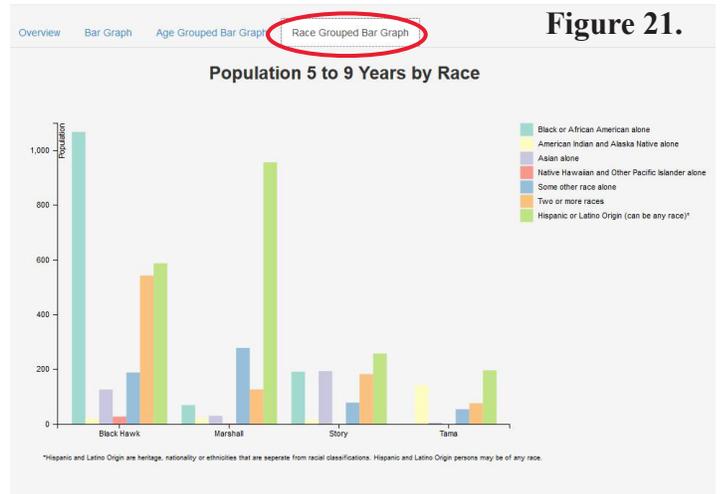


Figure 21.

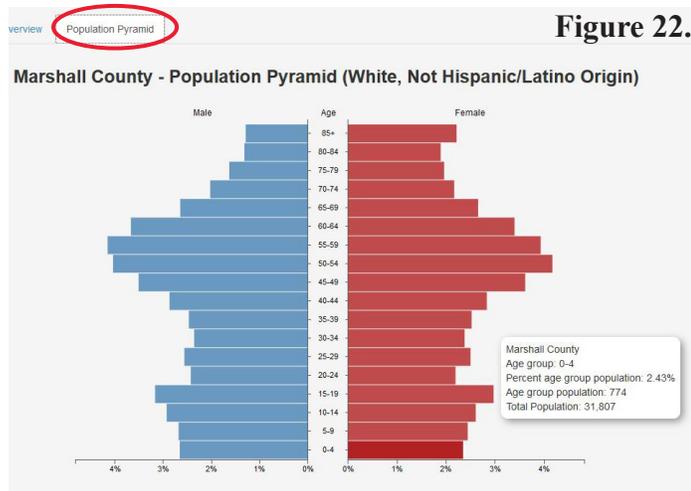


Figure 22.

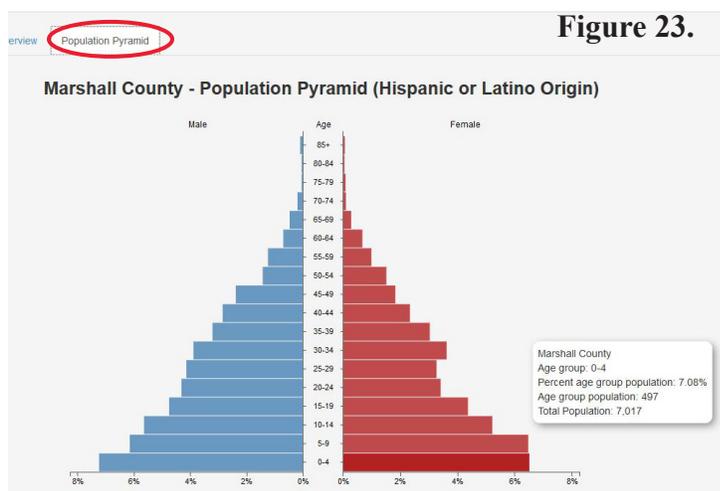


Figure 23.

There are detailed age groups for youth (Figure 20) that also can be shown by race and Hispanic Origin (Figure 21). In Black Hawk County, for example, of minority youth age 5 - 9, more are Black or African American than any other minority group. In contrast, Marshall County has more Hispanic youth age 5 - 9 than any other minority group of that age (Figure 21).

Population pyramids are visual graphs that show the age-sex composition of a population. The Indicators Portal can generate population pyramids that are accessed with links under the population and demographics menu (Figure 10).

In the population pyramid, data for females are on the right and that for males are on the left. The bars (except at the top) represent 5-year age groups. Each bar shows the percent that each age-sex group is of the total population. The portal has population pyramids for total populations as well as by race and Hispanic Origin. These examples illustrate visually the distinct differences between the White, Not Hispanic group and the Hispanic Origin group in Marshall County. The pop-ups show that 2.4% of the White, Not Hispanic population are females age 0 - 4. For Hispanics, those age females make up nearly 7.1% of the Hispanic population (Figures 22, 23).

**American Community Survey**  
Beyond basic demographics, the Indicators Portal also contains a wide range of socioeconomic data (Figures 12, 13). Much of these socioeconomic data now come from the American Community Survey (ACS) program developed by the U.S. Census Bureau during the last decade. In contrast to the Decennial Census which is done once every 10 years, the ACS program is a continuous, on-going, monthly, sample survey of households carried out across the U.S. For any given geographic region, the ACS data from an entire *period of months or years* are pooled and

**Figure 24. American Community Survey (ACS)**

- **Comprehensive set of socioeconomic characteristics**
- **A large, continuous, *monthly, sample* survey of housing units (households)**
- **Replaces the decennial census sample portion, “long” form**
- ***characteristics* of population and housing (*not counts*)**
- ***estimates* of characteristics, some *uncertainty***
- ***Now* where we get social, economic, and detailed housing information**

**Figure 25. American Community Survey – New Things**

- ***Period Estimates* – 2013 is most recent year of data**
  - **1 year (pooled 12 months) 2006 onward to 2013**
  - **5 year (pooled 60 months) 2009-2013**
- ***Margins of Error (MOE)***
  - **Because from a sample, *uncertainty***
  - **smaller or larger**
  - **Estimate +/- margin of error (90% confidence interval)**
  - **Always report margins of error**

weighted to produce the estimates of the population characteristics that are reported (Figure 24).

Among the new features of the ACS data that are especially important to users are the *period estimates* and the *margins of error* (Figure 25). There are two time intervals used for pooling the data: one year and five years. Thus, one-year estimates include 12 months of data and five-year estimates have 60 months pooled together. Because one-year estimates are available only for geographic regions with at least 65,000 people, the Indicators Portal at the present time only reports the five-year estimates set so that all geographic regions in Iowa can be included.

Median Household Income

**Figure 26.**



**Figure 27. Evaluate Margins of Error**

- **When are they too big to use??**
- **Relative size of the error to the size of the estimate**
- **A few can just “eyeball,” they look bad, are *really* large**
- **Correct method – calculate Coefficient of Variation (CV)**
- **The Indicators Portal calculates CVs!!!**

Because the ACS data are based on samples of the population, there is some level of uncertainty or sampling error associated with an estimate. The Census Bureau provides, for each estimate, a margin of error (MOE) that helps to assess the amount of sampling error and the reliability associated with the estimate. The MOE is reported as +/- a numerical value that should be added to or subtracted from the point estimate value and which give the upper and lower bounds of a 90% confidence interval around the estimate. The interval represents the range within which the true value of the estimate is expected to be with a level of confidence of 90%. Margins of error for ACS estimates should always be included when reporting ACS estimate values (Figure 25).

For bar charts in the portal that use ACS data, the MOE is shown as a vertical line at the point estimate. The length of the line above and

below the estimate line shows the amount to be added or subtracted from the estimate for the margin of error (Figure 26). Hovering the pointer over the bar will show the estimate value and the MOE. The example shows that the median household income in Dallas County is more than double the median household income in Decatur County. For the counties shown, the margins of error are all relatively small (Figure 26).

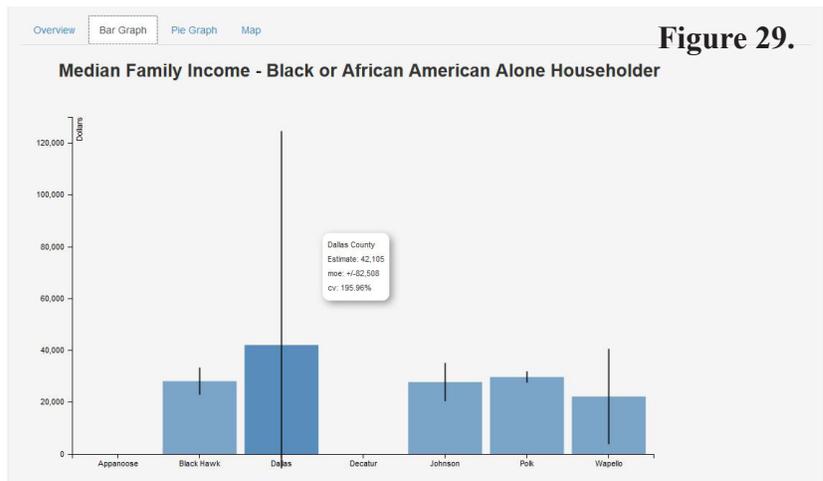
Margins of error can be large or small. A smaller MOE relative to the size of the estimate usually represents a more precise estimate. As MOEs become relatively larger, the less confidence there is that the point estimate is close to the true population value. In some cases, especially for *small geographic areas* or *subgroup populations*, margins of error can be relatively large suggesting that the estimate is unreliable and should be used only with caution or not at all.

The Census Bureau suggests using the Coefficient of Variation (CV), a measure of the relative amount of sampling error associated with a sampling estimate, as a way to assess the usability of an estimate (Figures 27, 28). The CV is a ratio of the Standard Error (SE) of the estimate to the estimate itself and is usually expressed as a percent. The SE is simply the MOE divided by 1.645 (this is a constant since it is a 90% confidence interval). The resulting SE is then divided by the estimate value and multiplied by 100 to get a percent (formula, Figure 28). In many cases, the Indicators Portal can automatically generate the CV for an estimate from ACS data. Hovering the pointer over the indicator will

**Figure 28. Coefficient of Variation (CV):**  
**Relative amount of sampling error associated with a sample estimate**

- $CV = (\text{Standard Error}/\text{Estimate}) * 100\%$   
or
- $CV = ((\text{MOE}/1.645) / \text{Estimate}) * 100\%$

**high reliability = CV <= 12% - 15%**  
**medium reliability = CV 15% - 30%**  
**low reliability = CV > 30% - 40% Think about *not* using**



show not only the estimate and the MOE but the CV as well in the pop-up (Figures 26, 29).

The smaller the CV, the higher the relative reliability of the estimate. Although there are varying recommendations for evaluating the

CV for an estimate, a CV that is below 12% - 15% would indicate an estimate that would be highly reliable. If the CV of an estimate ranges upwards to around 30%, that estimate would be considered moderately reliable. Estimates with CVs above 30% to 40% have

## The Indicators Portal: How It Will Help You - Maps

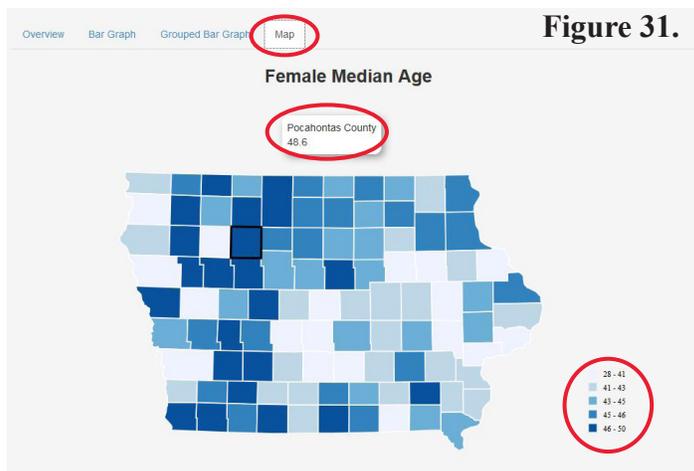
low reliability and should be used with caution or perhaps not at all. The example of median family income for Blacks or African Americans (Figure 29) illustrates these issues with large margins of error for small subgroup populations. The margin of error for the Dallas County estimate is more than double the size of the estimate with a CV of 196%, clearly not usable. The CV for the estimate in Wapello County is 82%, also not usable. The number of African American households in Appanoose and Decatur Counties are so small that estimates are not given (missing or blank bars means that the

data for that item is not available). Finally, the CVs for the remaining three counties (Black Hawk, 18%; Johnson, 26%; Polk, 7%) are small enough that the estimates for those counties would be usable. One strategy for when an estimate is not usable is to use an estimate for a larger geographic region (eg. the state estimate rather than a county estimate) as a substitute for the estimate in question.

The Indicators Portal includes poverty data from the ACS. These data can be graphed as a percent below poverty as well as the number

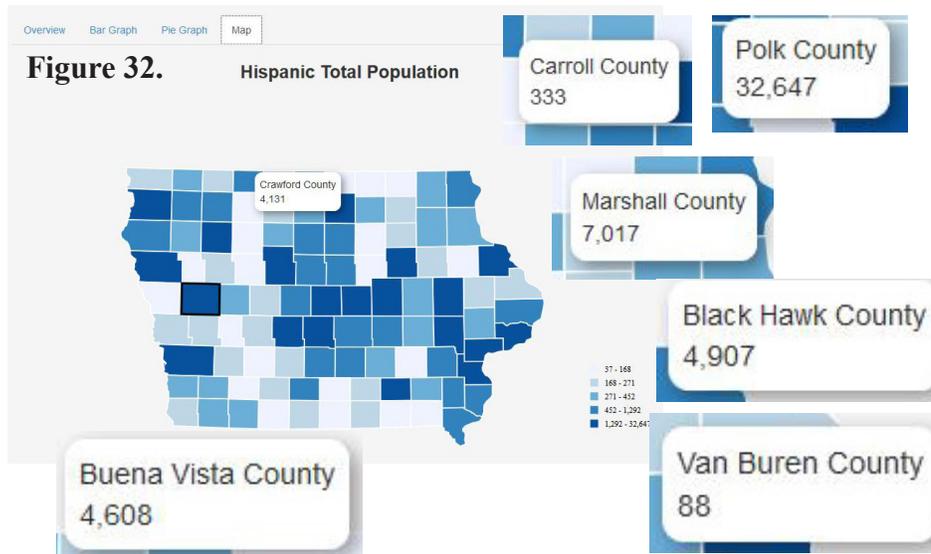
of persons below poverty (Figure 30). One note, however, the CV that shows for the percent of poverty data is actually the CV for the estimate of the number of people below poverty.

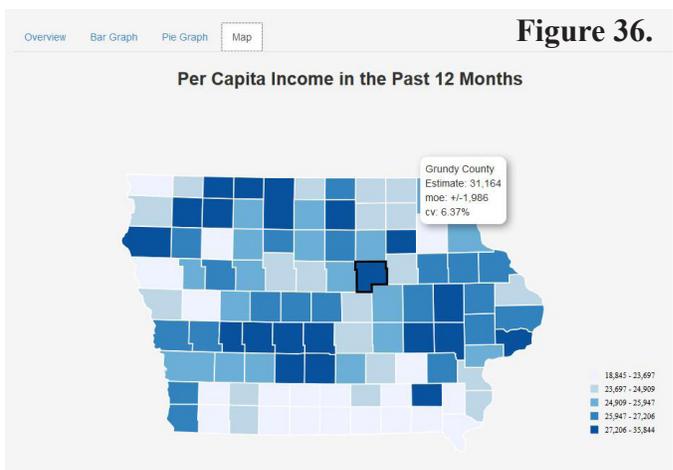
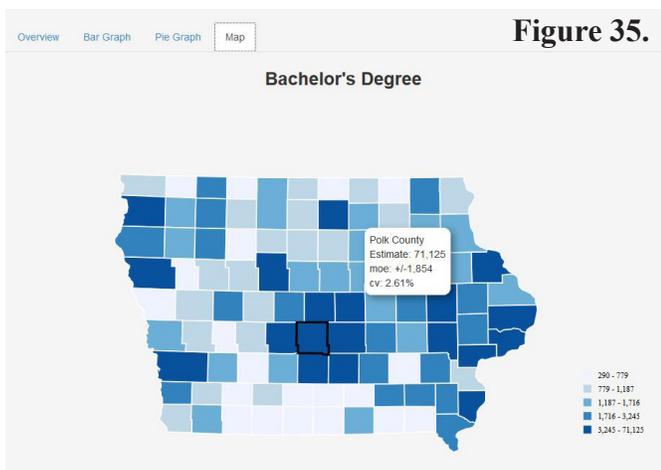
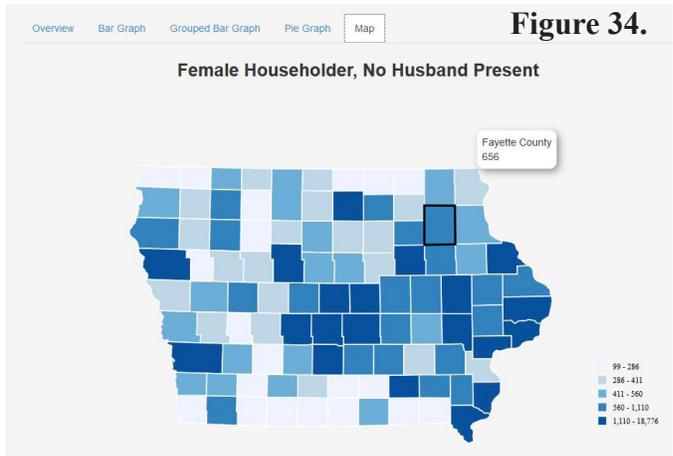
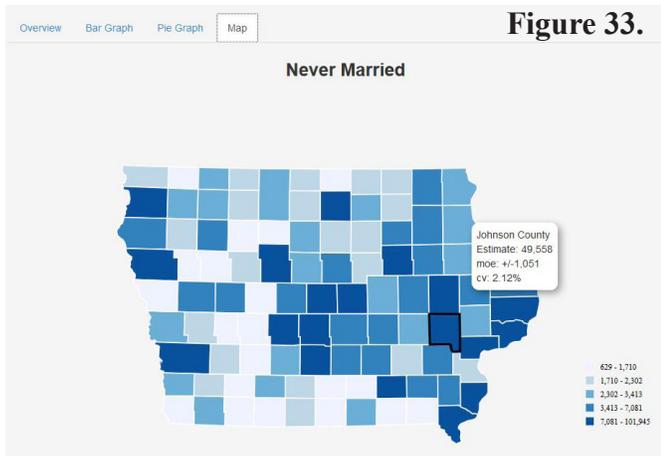
Overall, decisions about what level of MOEs and CVs are acceptable depend on the use of the data and the context of the situation. These are general guidelines, but this is one area where the user will need to make judgment calls about how they use the ACS data.



### Maps

A key feature of the Indicators Portal is mapping. The portal can automatically generate statewide maps with county data for most indicators (Figure 31). The maps are accessed by the link “**Map**” near the top of the overview page. The map will divide the county-level data into five categories with a legend and shading shown on the bottom right of the map. As with other visuals, hovering the pointer over a county will give a pop-up with the county name and the value of the data for that county. The pop-up feature makes it *very easy* to do county-to-county comparisons with simply moving the pointer among counties and viewing the county level data value. The examples of pop-ups for Hispanic Population (Figure 32), show wide ranges among the counties in the number of Hispanics. Buena Vista County, a relatively small, rural county has nearly as many Hispanics as does metropolitan Black Hawk County.

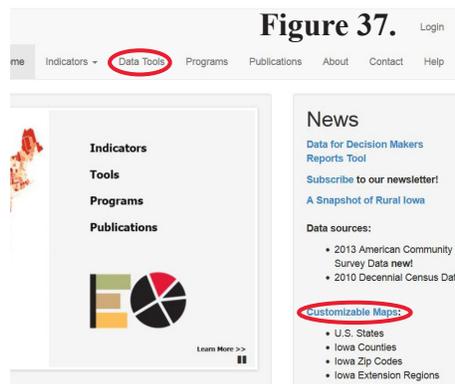




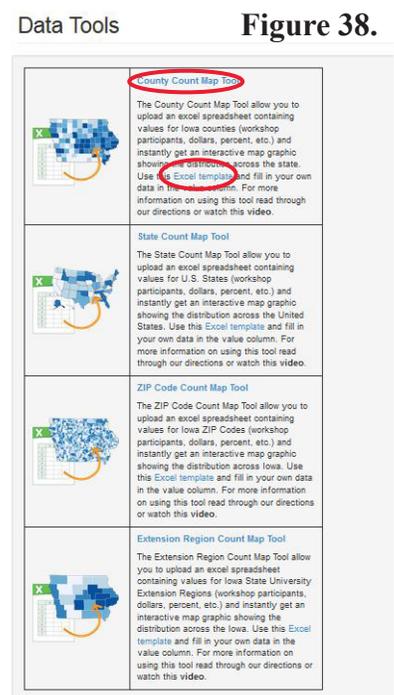
Map examples included here show the marital status of Never Married (Figure 33), the household type of Female Householder, no Husband Present (Figure 34), the educational attainment of Bachelor's Degree (Figure 35), and Per Capita Income (Figure 36). All of these items are accessible starting with the "Indicators" drop-down menu (Figure 9).

### Making Your Own Custom Maps with Your Own Data: Data Tools

The Indicators Portal gives you the tools to make custom maps with your own data. You access this feature from the home page by clicking on "Data Tools" at the top of the page or on "Customizable Maps" in the right column (Figure 37). The next screen shows four mapping choices:



county, state, zip code, and Extension Region. For each map type, the portal provides an **Excel template** file that has the geographic names and numeric codes. Add your own data values to the template and then start the upload process by clicking on the applicable "Map Tool" link (Figure 38).



## The Indicators Portal: How It Will Help You - *Data for Decision Makers*

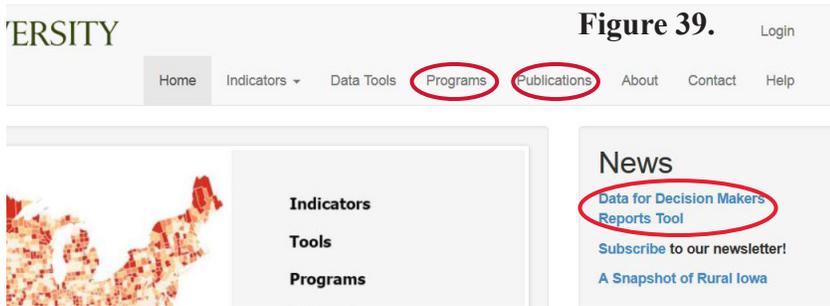


Figure 39.

### *Data for Decision Makers*

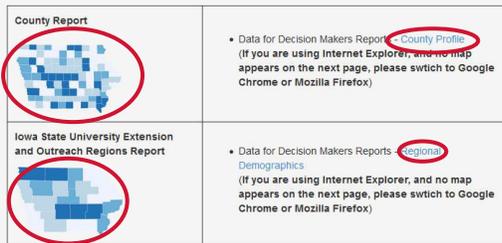
County and Extension Region profiles are available from the Indicators Portal. The county profiles are four pages of frequently used, key indicators. The Extension Region profiles have two pages of basic demographics. These “*Data for Decision Makers*” are accessed from the home page as well as from the “**Programs**” and “**Publications**” drop-down menus (Figure 39). From the next screen, choose either the county or the Extension Region geographic level from the **text** or the **map** (Figure 40). You will then be taken to a map from which you can click on the specific county or region of interest (Figures 41 - 42). If you are NOT logged in with an ISU Net-ID, a pdf file with the report will automatically generate. It is recommended to print from the pdf file rather than from a web browser.

Previous version of the Data for Decision Makers Report series can be found at the [Extension Online Store](#). The new reports can be generated by using an [interactive map interface](#) found by clicking on the graphic below. From the map interface, simply click on the county you are interested in seeing a report for and it will be generated and opened in a new window. One benefit of this new system is that reports that include frequently updated datasets can be generated on the fly and will include the latest information - no more relying on the 2002 version of the publication! For information on census profiles, retail analysis and other topics visit the [ICIP](#) website.

Reports can then be saved as a PDF and printed. We recommend that in order to get the best quality print that you download the PDF and print from Adobe Acrobat/Reader instead of printing from your internet browser - Firefox particularly degrades the PDF when printing from the browser.

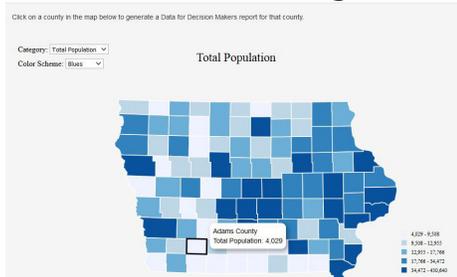
When a report is generated, the REED and county contact are automatically generated. You now have the ability to customize the contact information you would like to show up on the report. In order to do this, you must be **logged in ISU user**.

Figure 40.



Data for Decision Makers

Figure 41.



Data for Decision Makers

Figure 42.

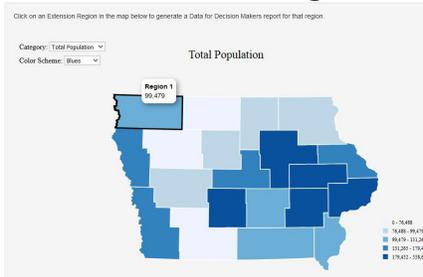


Figure 43.

### Data for Decision Makers Contact Editor

<p><input checked="" type="radio"/> <b>Default</b></p> <p><b>Regional Director</b>                  Carol LaFaver                  811 N Sumner                  Creston, IA 50801                  clafaver@iastate.edu                  641-782-8426</p> <p><input type="radio"/> <b>Custom</b></p> <p>Title: Regional Director                  Name: Carol LaFaver                  Address: 811 N Sumner                  City, State, Zip: Creston, IA 50801                  Email: clafaver@iastate.edu                  Office Phone: 641-782-8426</p> <p><input type="button" value="Make PDF"/> <i>It may take several seconds for the page to display after pressing the button</i></p>	<p><b>County Office</b>                  Chris Nelson                  603 7th St                  Corning, IA 50841                  nelsonco@iastate.edu                  641-322-3184</p> <p>Title: County Office                  Name: Chris Nelson                  Address: 603 7th St                  City, State, Zip: Corning, IA 50841                  Email: nelsonco@iastate.edu                  Office Phone: 641-322-3184</p>
---	---

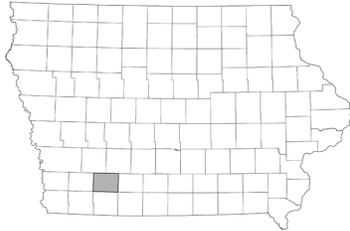
**ONLY ISU staff logged in with an ISU Net-ID will see this contact editor screen!**

If you are ISU staff and you have logged in with your ISU Net-ID, you will next see the contact editor screen (Figure 43) and information for the county or region you have chosen. The **default** contacts are the Regional Director and the County Office contact, but you will be able to edit and **customize** the contact information. Then click on “**Make PDF**” and a pdf file with the profile will generate. Printing is best from the pdf file rather than from a web browser.

The first page of the county profile (example Adams Co., page 12) shows population counts for the county along with those for the communities within the county. Population change is shown as well. Basic demographic data for age, sex, race, and Hispanic Origin are on page two.

## Community and Economic Development

# Data for Decision Makers



## County Profile Adams County

report created: 10/12/2015

### Population profile

Adams County is a nonmetropolitan<sup>1</sup> county in southwest Iowa. Adams County is composed of five incorporated communities and their surrounding rural areas. From 2000 to 2010, Adams County's population decreased by 10.11 percent while the state's population increased by 4.10 percent.

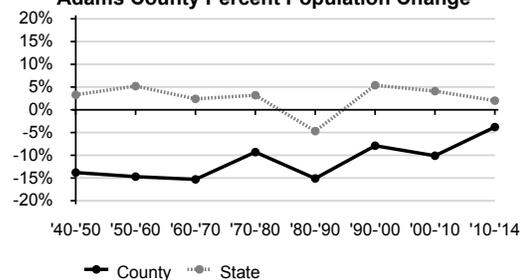
City	Total Population		
	2000 <sup>3</sup>	2010 <sup>4</sup>	2014 <sup>5</sup>
Carbon	28	34	33
Corning	1,787	1,638	1,564
Lenox*	1,401	1,407	1,370
Nodaway	132	114	110
Prescott	266	257	252
<b>County Total</b>	<b>4,482</b>	<b>4,029</b>	<b>3,875</b>
State Total	2,926,324	3,046,355	3,107,126

\* City is located in multiple counties, total population is provided.

### Neighboring Counties - Percent Population Change

County	'90 <sup>2</sup> -'00 <sup>3</sup>	'00 <sup>3</sup> -'10 <sup>4</sup>	'10 <sup>4</sup> -'14 <sup>5</sup>
Adair, IA	-1.97%	-6.81%	-2.97%
<b>Adams, IA</b>	<b>-7.89%</b>	<b>-10.11%</b>	<b>-3.82%</b>
Cass, IA	-2.93%	-4.96%	-3.64%
Montgomery, IA	-2.53%	-8.76%	-2.97%
Page, IA	0.63%	-6.15%	-2.74%
Ringgold, IA	0.90%	-6.18%	-1.56%
Taylor, IA	-2.19%	-9.21%	-2.75%
Union, IA	-3.46%	1.83%	-0.14%
State of Iowa	5.39%	4.10%	1.99%

### Adams County Percent Population Change



### For More Information Contact:

**Regional Director**  
 Carol LaFaver  
 811 N Sumner  
 Creston, IA 50801  
 clafaver@iastate.edu  
 641-782-8426

**County Office**  
 Chris Nelson  
 603 7th St  
 Corning, IA 50841  
 nelsonco@iastate.edu  
 641-322-3184

## Demographic Profile

## Adams County

As with the other 98 counties in the state, Adams County's population is predominantly white. Between 2000 and 2010 there was a slight decrease in the percent of the population that is white. The percent of the population of Hispanic origin had a slight increase over the same time period.

Compared to the state, Adams County had a lower percentage of young people (17 or younger) and a higher percentage of older people (65 or older) in 2010.

**Percentage of Population by Race/Hispanic Origin**

Race Groups	County		State	
	2000	2010	2000	2010
One Race Only	99.6%	99.5%	98.9%	98.2%
White	98.9%	98.1%	93.9%	91.3%
Black or African American	0.1%	0.2%	2.1%	2.9%
Asian/Pacific Islander	0.2%	0.6%	1.3%	1.7%
American Indian	0.4%	0.5%	0.3%	0.4%
Hawaiian	0%	0%	0%	0.1%
Other	0%	0.1%	1.3%	1.8%
Two or more races	0.4%	0.5%	1.1%	1.8%
Hispanic origin*	0.6%	0.9%	2.8%	5%

\* Hispanics can be of any race.

The population in Adams County in 2010 was 4,029 with 98.0 males per 100 females.

**Total Population by Sex**

Population	County		State	
	2000	2010	2000	2010
Total	4,482	4,029	2,926,324	3,046,355
Male	2,203	1,994	1,435,515	1,508,319
Female	2,279	2,035	1,490,809	1,538,036
Males per 100 Females	96.7	98.0	96.3	98.1

The median age in Adams County in 2010 was higher than the median age of the state.

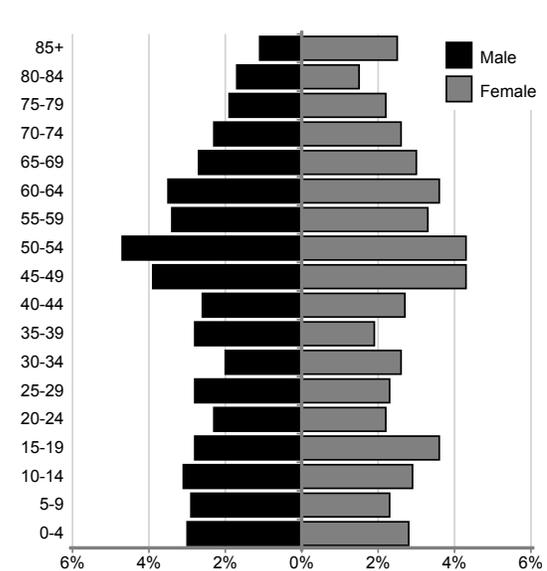
**Median Age by Sex (Years)**

Median Age	County		State	
	2000	2010	2000	2010
Male	39.8	45.9	35.2	36.6
Female	44.3	47.3	38.0	39.5
Both Sexes	41.9	46.7	36.6	38.1

**Percentage of Population by Age**

Age Groups	County		State	
	2000	2010	2000	2010
17 or younger	23.9%	21.1%	25.1%	23.9%
0 - 4	5.5%	5.8%	6.4%	6.6%
5 - 9	6.6%	5.2%	6.9%	6.6%
10 - 14	7.3%	6.0%	7.2%	6.6%
15 - 17	4.5%	4.1%	4.6%	4.1%
18 - 24	6.3%	6.8%	10.2%	10.0%
25 - 44	24.1%	19.7%	27.6%	24.5%
45 - 64	24.2%	31.1%	22.2%	26.7%
65 or older	21.4%	21.3%	14.9%	14.9%
65 - 84	18.4%	17.7%	12.7%	12.4%
85 or older	3.0%	3.6%	2.2%	2.5%

**Adams County Population Pyramid**



Community and Economic Development

Data for Decision Makers

**Socioeconomic Profile**

**Adams County**

The median household income in Adams County is less than the median household income of the state. More households in Adams County are in the \$50,000 to \$74,999 household income group than any other category. In the state, more households are in the \$50,000 to \$74,999 household income group.

There is a higher percentage of vacant housing units in Adams County than there are for the state. Many housing units in Adams County were built prior to 1940.

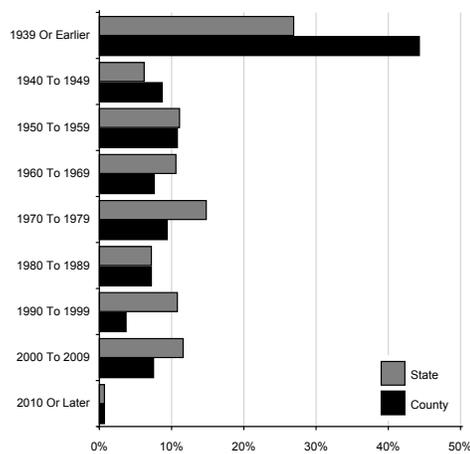
**Median Household and Per Capita Income, 2009-2013<sup>6</sup>**

	Estimate	County MOE*	Estimate	State MOE*
<b>Total Households</b>	1,745	+/- 89	1,226,547	+/- 3,433
Less than \$10,000	5.4%	+/- 1.9%	6.2%	+/- 0.1%
\$10,000 To \$14,999	4.9%	+/- 1.8%	5.3%	+/- 0.1%
\$15,000 To \$24,999	16.5%	+/- 3.4%	10.8%	+/- 0.2%
\$25,000 To \$34,999	8.0%	+/- 2.3%	11.0%	+/- 0.2%
\$35,000 To \$49,999	20.1%	+/- 3.5%	14.9%	+/- 0.2%
\$50,000 To \$74,999	24.0%	+/- 4.1%	20.0%	+/- 0.2%
\$75,000 To \$99,999	12.1%	+/- 3.4%	13.5%	+/- 0.2%
\$100,000 To \$149,999	6.0%	+/- 2.1%	12.0%	+/- 0.1%
\$150,000 To \$199,999	2.2%	+/- 1.1%	3.4%	+/- 0.1%
\$200,000 Or More	0.9%	+/- 0.5%	2.8%	+/- 0.1%
<b>Median Household Income</b>	\$56,552	+/- \$4,253	\$65,802	+/- \$367
<b>Per Capita Income</b>	\$23,707	+/- \$1,275	\$27,027	+/- \$163

**Housing Characteristics, 2009-2013<sup>6</sup>**

	County Estimate	County MOE*	State Estimate	State MOE*
<b>Total Units</b>	2,002	+/- 37	1,341,001	+/- 346
Occupied	87.2%	+/- 4.2%	91.5%	+/- 0.3%
Vacant	12.8%	+/- 4.2%	8.5%	+/- 0.3%

**Percent Housing by Year Built, 2009-2013<sup>6</sup>**



In Adams County there is a higher percentage of workers in management, business, science, and arts occupations than any other occupation category while the production, transportation, and material moving occupation category makes up 22.5% of occupations of the civilian employed population in the county.

**Occupation of the Civilian Employed Population, 2009-2013<sup>6</sup>**

	County Estimate	County MOE*	State Estimate	State MOE*
<b>Civilian employed population 16 years and over</b>	1,989	+/- 94	1,553,030	+/- 4,074
Management, business, science, and arts	32.2%	+/- 4.6%	34.0%	+/- 0.3%
Service	17.3%	+/- 2.7%	16.7%	+/- 0.2%
Sales and office	17.3%	+/- 3.1%	23.9%	+/- 0.2%
Natural resources, construction, and maintenance	10.7%	+/- 2.5%	9.4%	+/- 0.1%
Production, transportation, and material moving	22.5%	+/- 3.6%	16.0%	+/- 0.2%

\* MOE = the margin of error for American Community Survey estimates<sup>6</sup> which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

**Socioeconomic Profile**

**Adams County**

The percentage of people who have received a Bachelor's degree in Adams County is lower than the percentage for the state.

**Educational Attainment, 2009-2013<sup>6</sup>**

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 25 and over	2,876	+/- 12	2,026,719	+/- 824
Less than 9th grade	4.5%	+/- 1.7%	3.6%	+/- 0.1%
9th to 12th grade, no diploma	5.2%	+/- 1.6%	5.5%	+/- 0.1%
High school graduate (equivalency)	39.3%	+/- 3.8%	32.9%	+/- 0.2%
Some college, no degree	23.1%	+/- 3.1%	21.7%	+/- 0.2%
Associates degree	14.3%	+/- 2.1%	10.6%	+/- 0.1%
Bachelors degree	10.1%	+/- 2.3%	17.7%	+/- 0.2%
Graduate or professional degree	3.7%	+/- 1.1%	8.0%	+/- 0.1%
High school graduate or higher	90.4%	+/- 2.6%	91.0%	+/- 0.1%
Bachelors degree or higher	13.7%	+/- 2.7%	25.7%	+/- 0.3%

**Individuals Below Poverty Level by Race, 2009-2013<sup>6</sup>**

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total	3,901	+/-35	2,963,129	+/-855
Percent Below	11.3%	+/-0.2%	12.4%	+/-0.2%
One Race	10.7%	+/-2.7%	12.1%	+/-0.2%
White	10.7%	+/-2.7%	11%	+/-0.2%
Black or African American	50%	+/-50%	36.8%	+/-2%
Asian/Pacific Islander	0%	+/-93.3%	15.2%	+/-1.8%
American Indian	25%	+/-75%	29.7%	+/-4.9%
Hawaiian	-%	+/-%	21%	+/-12.5%
Other	0%	+/-82.3%	25.2%	+/-3.2%
Two or more races	52.7%	+/-33.8%	27.8%	+/-2%
Hispanic origin*	32.7%	+/-28.5%	26%	+/-1.5%

\* Hispanics can be of any race.

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Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the US Department of Agriculture. Cathann A. Kress, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

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

**Information in this document was derived from:**

- <sup>1</sup> Office of Management and Budget, February 2013 delineations
- <sup>2</sup> U.S. Census Bureau; Decennial Census 1990, Summary File 1
- <sup>3</sup> U.S. Census Bureau; Decennial Census 2000, Summary File 1
- <sup>4</sup> U.S. Census Bureau; Decennial Census 2010, Summary File 1
- <sup>5</sup> U.S. Census Bureau; Population Estimates Program 2014
- <sup>6</sup> U.S. Census Bureau; American Community Survey 2009-2013

**This series was prepared by:**

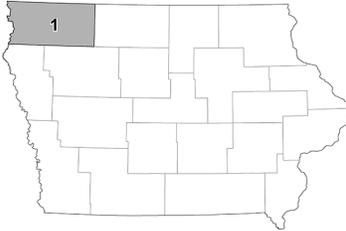
- Christopher J. Seeger, Associate Professor & Extension Specialist
- Bailey Hanson, Extension Specialist
- Sandra Burke, Extension Specialist
- Liesl Eathington, Extension Specialist

Community and Economic Development

Data for Decision Makers

## Community and Economic Development

# Data for Decision Makers

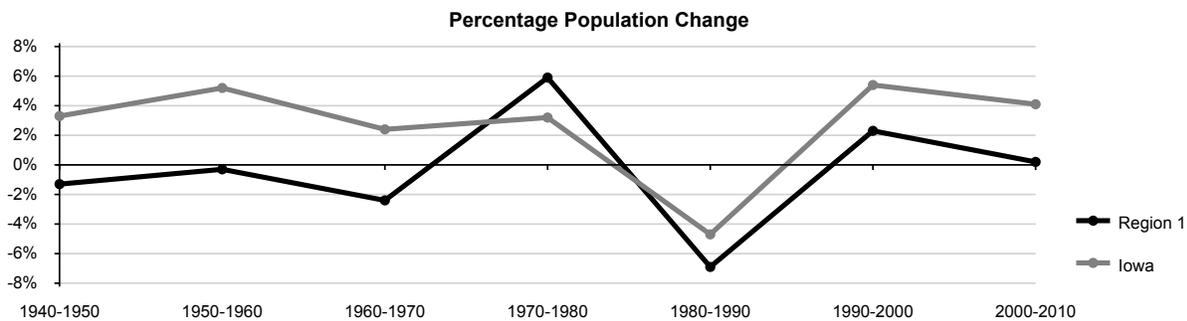


## Regional Demographics Extension and Outreach

report created: 10/13/2015

### Population profile

Region 1 is an Iowa State University Extension & Outreach region made up of six counties in northwest Iowa. This region contains 3.22% of Iowa's total population, and from 2010 to 2014 Region 1's population increased by 0.61% while the state's population increased by 1.99%.



County	Total Population		
	2000 <sup>3</sup> Decennial	2010 <sup>4</sup> Decennial	2014 <sup>5</sup> Estimate
Clay County	17,372	16,667	16,515
Dickinson County	16,424	16,667	16,935
Lyon County	11,763	11,581	11,683
O'Brien County	15,102	14,398	14,056
Osceola County	7,003	6,462	6,218
Sioux County	31,589	33,704	34,681
<b>Region Total</b>	<b>99,253</b>	<b>99,479</b>	<b>100,088</b>
State Total	2,926,324	3,046,355	3,107,126

Years	Percentage Population Change	
	Region 1	State
1970-1980	5.9%	3.2%
1980-1990	-6.9%	-4.7%
1990-2000	2.3%	5.4%
2000-2010	0.2%	4.1%

#### For More Information Contact:

**Regional Director**  
Cheryl Heronemus  
340 2nd Ave  
Primghar, IA 51245  
hero@iastate.edu  
712-957-5045

## Community Profile

As with the other 19 Extension regions in the state, Region 1's population is predominantly white. Between 2000 and 2010 there was a decrease in the percent of the population that is white. The percent of the population that identified having Hispanic origin increased over the same time period.

**Percentage of population by race/Hispanic origin**

Race Groups	Region 1		State	
	2000	2010	2000	2010
One Race Only*	99.5%	99.1%	98.9%	98.2%
White	98.1%	95.7%	93.9%	91.3%
Black or African American	0.2%	0.3%	2.1%	2.9%
Asian/Pacific Islander	0.5%	0.6%	1.3%	1.7%
American Indian	0.2%	0.2%	0.3%	0.4%
Hawaiian	0.0%	0.0%	0%	0.1%
Other	0.6%	2.3%	1.3%	1.8%
Two or more races	0.5%	0.9%	1.1%	1.8%
Hispanic origin*	1.6%	4.9%	2.8%	5%

\*Hispanics can be of any race.

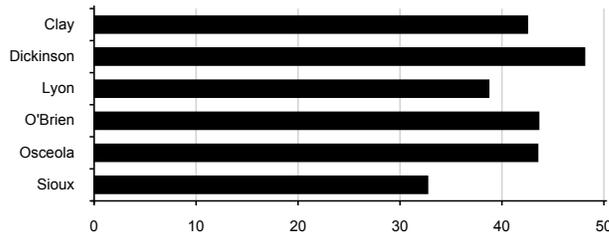
Region 1 has a higher percentage of young people (17 or younger) and a higher percentage of older people (65 or older) compared to the state. The 45-64 age group has the largest percent of the total population for the region with 26.9%.

**Percentage of Population by Age**

Age Groups	Region 1		State	
	2000	2010	2000	2010
17 or younger	25.5%	24.3%	25.1%	23.9%
0 - 4	6.2%	6.8%	6.4%	6.6%
5 - 9	6.8%	6.8%	6.9%	6.6%
10 - 14	7.6%	6.6%	7.2%	6.6%
15 - 17	4.9%	4.1%	4.6%	4.1%
18 - 24	10.0%	8.9%	10.2%	10.0%
25 - 44	24.6%	22.0%	27.6%	24.5%
45 - 64	21.8%	26.9%	22.2%	26.7%
65 or older	18.1%	17.8%	14.9%	14.9%
65 - 84	15.3%	14.6%	12.7%	12.4%
85 or older	2.8%	3.2%	2.2%	2.5%

The median age for each county in the region is shown in the bar graph below. The median age for the state is 38.1 years.

**Median Age by County**



The total population of Region 1 is 99,479 and is made up of 49.7% males and 50.3% females.

**Total Population by Sex**

	Region 1		State	
	2000	2010	2000	2010
Male	48,514	49,454	1,435,515	1,508,319
Female	50,739	50,025	1,490,809	1,538,036
Total	99,253	99,479	2,926,324	3,046,355

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- <sup>1</sup> Office of Management and Budget, February 2013 delineations
- <sup>2</sup> U.S. Census Bureau; Decennial Census 1990, Summary File 1
- <sup>3</sup> U.S. Census Bureau; Decennial Census 2000, Summary File 1
- <sup>4</sup> U.S. Census Bureau; Decennial Census 2010, Summary File 1
- <sup>5</sup> U.S. Census Bureau; 2014 Population Estimates Program

**This series was prepared by:**

- Christopher J. Seeger, Associate Professor & Extension Specialist
- Bailey Hanson, Extension Specialist
- Sandra Burke, Extension Specialist
- Liesl Eathington, Extension Specialist

## The Indicators Portal: How It Will Help You - Government Finance (IGFI)

A population pyramid for the county is included (Adams Co. example, page 13). The third and fourth pages have socioeconomic data that include household and per capita income, housing characteristics, occupation, educational attainment, and poverty level (Adams Co. example, pages 14-15).

The Extension Region profile (example Region 1, pages 16 - 17) has basic population counts and change on the first page. The second page includes basic demographics of age, sex, and race and Hispanic Origin. Overall, these indicators are some of the most frequently used and requested and the *Data for Decision Makers* provides them in a concise format. As new data for these indicators are released from the various agencies, the portal will update the information automatically.

### Iowa Government Finance Initiative (IGFI)

The Indicators Portal provides access to local government finance annual reports and data developed by the Iowa Government Finance initiative (IGFI). The IGFI is a program of Iowa State University Extension and Outreach that, in conjunction with the Iowa Department of Management, is collecting, analyzing, and presenting local government financial data in a format that will be helpful to local governments to better understand their fiscal situation and performance. In addition, the IGFI will be developing research and educational components that can provide support to local government officials and employees. The IGFI reports are developed based on annual data reporting requirements of city and county governments. Although

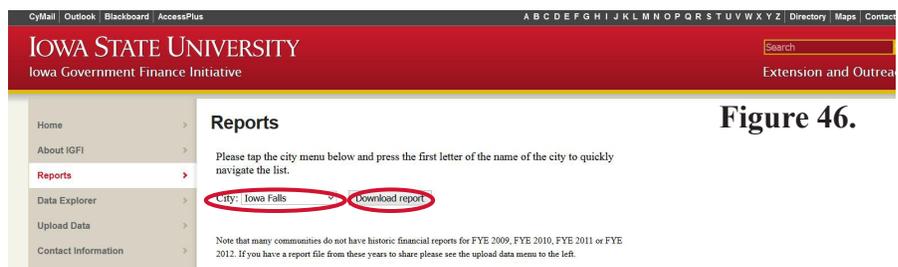
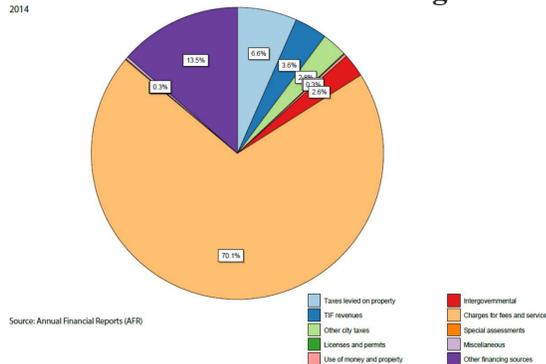


Figure 3. Revenue Shares

2014



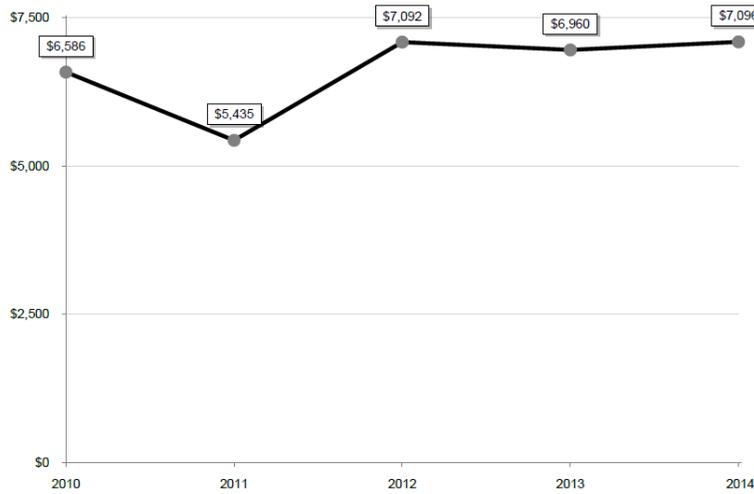
**Figure 47.**

some cities have been submitting reports for up to five years, many have submitted during just the last two fiscal years. They are now required to submit annual data and information. The IGFI reports are accessed on the Indicators Portal through the “**Programs**” link at the top of the portal pages (Figure 44).

The “**Iowa Government Finance Initiative**” link goes to another web site specifically for IGFI: <http://igfi.extension.iastate.edu/> (Figure 45).

At this site the reports are accessed through the “**Reports**” link. Choose a city from the drop-down menu,

Figure 4. Total Revenue Per-Capita



Source: Annual Financial Reports (AFR)

Figure 48.

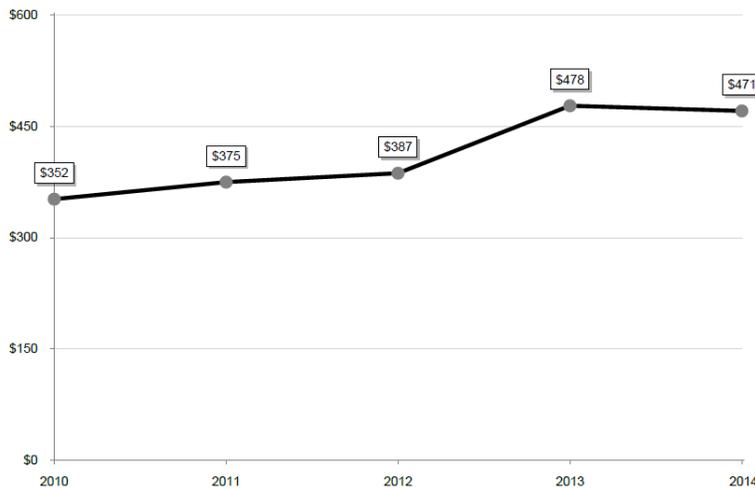
click on “**Download Report**” and the report is generated in a pdf file (Figure 46).

Each report has these sections:

- Legislative Updates
- Indicators
  - Socioeconomic Conditions
  - Revenue
  - Expenditures
- Implications and Discussion

Examples of information from the Iowa Falls, IA report are: revenue sources (Figure 47), revenue per capita (Figure 48), and property tax per capita (Figure 49).

Figure 5. Property Tax Per-Capita



Source: Annual Financial Reports (AFR)

Figure 49.

### Final Comments

The Indicators Portal is up and running but it is a work in progress. Updated data and information will be added as it becomes available so that reports that are generated can reflect the newest and most current data. New topics and reports will be added as well. From time to time, some aspects of the web pages may be revised as more efficient and user friendly layouts are designed. Please let us know of data or feature suggestions you may have to improve the site and make your use easier.

### References and Notes:

<sup>1</sup>Information on the data access, portal, and training project being carried out by Communities and Economic Development Extension and Outreach at Iowa State University can be obtained at: <http://indicators.extension.iastate.edu/>

Links to webinars and materials for the American Community Survey, Income Measures, Poverty Measures, and Youth, Race, and Ethnicity can be found at: <http://indicators.extension.iastate.edu/publications>

<sup>2</sup>The home web pages for the American Community Survey and guidance are:

<http://www.census.gov/acs/www/>

[http://www.census.gov/acs/www/guidance\\_for\\_data\\_users/guidance\\_main/](http://www.census.gov/acs/www/guidance_for_data_users/guidance_main/)

[http://www.census.gov/acs/www/guidance\\_for\\_data\\_users/training\\_presentations/](http://www.census.gov/acs/www/guidance_for_data_users/training_presentations/)

[http://www.census.gov/acs/www/guidance\\_for\\_data\\_users/handbooks/](http://www.census.gov/acs/www/guidance_for_data_users/handbooks/)



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## Thank you

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*.... and justice for all*

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