

## CHAPTER 2- DEMOGRAPHICS

### *Demographic Characteristics*

#### **Population**

The current population of Region 2 is 127,258 according to the 2010 U.S. Census. The 2010 U.S. Census was used as that is the accepted standard for most government programs. While the Census Bureau does issue estimates on a yearly basis, they are still only estimates. All Region 2 counties have lost population over the past 30 years, whereas the State of Iowa has seen an increase over the same time period of over 132,000 or 4.5%.

#### **POPULATION CHANGE IN COUNTIES: 1980 - 2010**

<b>COUNTY</b>	<b>1980 CENSUS</b>	<b>1990 CENSUS</b>	<b>2000 CENSUS</b>	<b>2010 CENSUS</b>	<b>'80 - '10 CHANGE</b>	<b>80 - '10 % CHG.</b>
CERRO GORDO	48,458	46,733	46,447	44,151	-4,307	-8.89%
FLOYD	19,597	17,058	16,900	16,303	-3,294	-16.81%
FRANKLIN	13,036	11,364	10,704	10,680	-2,356	-18.07%
HANCOCK	13,833	12,638	12,100	11,341	-2,492	-18.01%
KOSSUTH	21,891	18,591	17,163	15,543	-6,348	-29%
MITCHELL	12,329	10,928	10,874	10,776	-1,553	-12.60%
WINNEBAGO	13,010	12,122	11,723	10,866	-2,144	-16.48%
WORTH	9,075	7,991	7,909	7,598	-1,477	-16.28%
<b>REGION TOTAL</b>	<b>151,229</b>	<b>137,425</b>	<b>133,820</b>	<b>127,258</b>	<b>-23,971</b>	<b>-15.85%</b>
<b>STATE TOTAL</b>	<b>2,913,808</b>	<b>2,776,831</b>	<b>2,926,324</b>	<b>3,046,355</b>	<b>132,547</b>	<b>4.5%</b>

Source: U.S. Census 2010

Region 2 population as illustrated in the above chart has declined in every county, some more than others. While the regional decline from 1980 to 2010 is approximately a 15.9% loss, it should be noted that the loss from 1980 to 1990 was 9.1%, 1990-2000 was 2.6% and 2000 to 2010 was 4.9%. The dramatic decline from 1980 to 1990 illustrates that impact the farm crisis in the 80s had on Region 2. It is expected that this population decline will stabilize in the near future. As the next table will illustrate, there are some bright spots in the region for population increases.

Each of the eight Region 2 counties has an “economic center”, which is typically the county seat community. These communities are generally those that have the most retail, employment, education and healthcare activity in the county. These areas are generally more “urban” in nature and with that, have higher populations. A unique point is that all of the cities over 5,000 in population have a declining population while all but one under 5,000 population, are increasing in population.

**POPULATION CHANGE IN COUNTY GROWTH CENTERS 1990 - 2010**

<b>COUNTY</b>	<b>GROWTH CENTERS</b>	<b>1990</b>	<b>2010</b>	<b>CHANGE</b>	<b>% CHG.</b>
CERRO GORDO	CLEAR LAKE	8,183	7,777	-406	-5%
	MASON CITY	29,040	28,079	-961	-3%
FLOYD	CHARLES CITY	7,878	7,652	-226	-3%
FRANKLIN	HAMPTON	4,133	4,461	328	8%
HANCOCK	GARNER	2,916	3,129	213	7%
KOSSUTH	ALGONA	6,015	5,560	-455	-8%
MITCHELL	OSAGE	3,439	3,619	180	5%
WINNEBAGO	FOREST CITY	4,430	4,151	-279	-6%
WORTH	NORTHWOOD	1,940	1,989	49	3%
<b>REGION TOTAL:</b>		<b>67,974</b>	<b>66,417</b>	<b>-1,557</b>	<b>-2%</b>

Source: U.S. Census

Note that five of the nine Region 2 economic centers decreased in population, whereas four of the growth centers increased in population. These four communities have been bright spots in the area for population growth but for different reasons. Osage in Mitchell County has seen significant economic growth in the area due to new manufacturing facilities. Major employers in the City of Osage, or, in nearby St. Ansgar, have located or expanded operations there. This activity obviously allows the community the opportunity to add amenities other communities are lacking and still be able to keep property tax rates low. The City of Garner is another very bright spot. Major employers are adding jobs, and there has been a mini housing boom in Garner over the past 10-15 years. The City of Northwood in Worth County is in close proximity to the Diamond Jo Casino which has brought many jobs to Worth County. The growth in Hampton can largely be attributed to the growth in the Hispanic population. Hampton is located in close proximity to various agricultural production facilities, such as hog, chicken and eggs in Franklin, Wright, Hardin and Hamilton counties.

## Population Projections

The table below shows the actual and projected population for the NIACOG RPA 2 Region for 2010 to 2040 by Woods & Poole Economics, Inc. The projections are optimistic for the region, showing a population gain of approximately 3,868 people by the year 2040.

### POPULATION PROJECTIONS 2010 - 2040 FOR NIACOG REGION 2

Area	2010 Actual	2015	2020	2025	2030	2035	2040	%
Cerro Gordo	44,151	44,748	45,532	46,358	47,200	48,051	48,917	11%
Floyd	16,303	16,025	15,948	15,886	15,829	15,774	15,724	-4%
Franklin	10,680	10,263	10,134	10,015	9,899	9,785	9,674	-9%
Hancock	11,341	11,458	11,557	11,667	11,781	11,897	12,016	6%
Kossuth	15,543	15,323	15,258	15,207	15,160	15,116	15,076	-3%
Mitchell	10,776	10,830	10,939	11,059	11,182	11,307	11,436	6%
Winnebago	10,866	10,834	10,810	10,796	10,786	10,777	10,771	-1%
Worth	7,598	7,601	7,575	7,557	7,540	7,525	7,512	-1%
<b>Region 2</b>	<b>127,258</b>	<b>127,082</b>	<b>127,753</b>	<b>128,545</b>	<b>129,377</b>	<b>130,232</b>	<b>131,126</b>	<b>3%</b>
<b>State of Iowa</b>	<b>3,046,355</b>	<b>3,097,663</b>	<b>3,172,237</b>	<b>3,249,751</b>	<b>3,328,308</b>	<b>3,407,575</b>	<b>3,487,942</b>	<b>14%</b>

2009 Woods and Poole Economics, 2010 Census

As can be seen above, Cerro Gordo County is projected to increase in population by nearly 11%. Hancock and Mitchell are also projected to increase in population, though not at as high of rate as Cerro Gordo County. Their gains are projected at approximately 6% each. Other counties in the region can expect slight decreases.

## Elderly Population

The table below illustrates the increasing elderly population in the State and Region 2. This will most likely increase the need for expanded passenger transportation services as many senior citizens are dependent on these services for their daily needs such as trips to the grocery store or medical appointments.

### PERCENTAGE ELDERLY POPULATION 1940 – 2010

COUNTY	1940	1950	1960	1970	1980	1990	2000	2010
CERRO GORDO	6.3	8.5	10.8	11.8	13.4	15.9	16.7	17.9
FLOYD	8.2	9.9	12.2	12.7	14.4	18.6	18.2	20
FRANKLIN	6.8	8.2	11.4	14.8	16.2	19.0	19.5	19.1
HANCOCK	6.4	8.0	10.4	13.6	14.4	17.1	16.9	19.1
KOSSUTH	5.9	7.4	9.1	11.9	14.1	18.0	19.1	21.9
MITCHELL	9.1	11.0	12.2	15.1	17.7	20.8	20.6	21.7
WINNEBAGO	7.3	9.2	11.5	14.1	16.7	18.1	17.9	19.3
WORTH	7.2	9.3	11.2	15.3	17.7	19.9	18.4	18.3
<b>REGION 2</b>	<b>6.3</b>	<b>7.8</b>	<b>9.7</b>	<b>11.8</b>	<b>13.4</b>	<b>15.9</b>	<b>16.1</b>	<b>19.7</b>
IOWA	8.0	9.4	10.9	11.4	12.3	14.3	13.9	14.9

Source: 2010 Census

### Minority Population

The NIACOG region experienced a nearly 50% increase in its minority population over the past decade rising from 5,072 to 7,594. When considered as a percentage of the region's overall population, the 2.2% increase from 3.8% to 6.0% seems relatively minor. In Franklin County for example, the county's minority population experienced a 6% minority population increase with the county seat, Hampton, seeing its Hispanic population of 704 in 2000 increase to 1,346 in 2010, a 91% increase, or 12.6% of its population. The City of Hampton has the highest percentage of minorities in the region. It is assumed that most of these minorities are Hispanic and Hispanic speaking. While there is no documented evidence, City officials feel that there are also many undocumented immigrants in the area. The expanding Hispanic population may increase the need for Spanish speaking drivers and transit marketing materials for the Region 2 Transit System.

#### TOTAL AND MINORITY POPULATION 2000 - 2010

County	2000 Population	Minority Chapter 2 Population	Minority Percent	2010 Population	Minority Population	Minority Percent	% Chg.
CERRO GORDO	46,447	2,470	5.3	44,151	3,275	7.4	+2.1
FLOYD	16,900	434	2.6	16,303	860	5.3	+2.7
FRANKLIN	10,704	704	6.4	10,680	1,346	12.6	+6.0
HANCOCK	12,100	404	3.3	11,341	597	5.3	+1.9
KOSSUTH	17,163	296	1.7	15,543	422	2.7	+1.0
MITCHELL	10,874	122	1.1	10,776	212	2.0	+0.8
WINNEBAGO	11,723	426	3.6	10,866	619	5.7	+2.1
WORTH	7,909	216	2.7	7,598	263	3.5	+0.7
<b>REGION</b>	<b>133,820</b>	<b>5,072</b>	<b>3.8</b>	<b>127,258</b>	<b>7,594</b>	<b>6.0</b>	<b>+2.2</b>

Source: 2010 Census

### Poverty Rates

Poverty in the region is illustrated in the table below. Notice that Cerro Gordo's number in poverty went down, but the percentage went up. This is due to the lower total population in the county. It is significant to note, the dramatic decrease in the Poverty Rate in Mitchell County. Stated several times throughout this Plan, Mitchell County is experiencing a significant increase in employment opportunities and thereby incomes. Improved passenger transportation options may aid in reducing those in poverty in RPA 2.

#### POVERTY RATES

COUNTY	2000 Poverty	% in poverty	2010 Poverty	% in Poverty	% Change
Cerro Gordo	4,492	10.4	4,468	10.5	0.1
Floyd	1,827	11.4	2,138	13.6	2.2
Franklin	999	9.6	1,076	10.4	0.8
Hancock	903	7.8	974	8.8	1.0
Kossuth	1,632	10.3	1,319	8.7	-1.6
Mitchell	1,116	10.5	748	7.2	-3.3
Winnebago	1,028	9.5	1,074	10.3	0.8
Worth	654	8.6	663	8.8	0.2
<b>Region 2</b>	<b>12,651</b>	<b>9.8</b>	<b>12,460</b>	<b>9.8</b>	<b>0.0</b>
<b>Iowa</b>	<b>308,713</b>	<b>10.8</b>	<b>362,516</b>	<b>11.9</b>	<b>1.1</b>

Source: 2000 & 2010 Census

## Employment and Unemployment

In analyzing employment characteristics, transportation may be a factor for persons unemployed or under-employed. If a person cannot get to a place of employment or better employment, that person is severely limited in employment options. Transit service can greatly aid in a person's choice of employment. However, transit services are generally run during daytime hours and may not be compatible for employees on second, third or even regular shifts that start prior to the public transit service hours. Coordinating with major employers in the area will aid in determining the need for expanded services or coordination opportunities. Further along in the Plan, more in depth analysis of passenger transportation and its effects on income, employment opportunity, site selection and general area viability will occur, primarily in Chapter 3 when looking at the various modes in the area.

### TOTAL EMPLOYMENT

Area	2000	2002	2004	2006	2008	2010	2011
Cerro Gordo	33,644	32,947	33,657	34,109	33,087	31,532	31,730
Floyd	8,612	8,441	8,674	8,669	8,537	8,318	8,266
Franklin	6,519	6,247	6,319	6,738	6,879	6,851	6,951
Hancock	10,575	10,487	10,623	10,026	9,347	9,002	9,066
Kossuth	10,774	10,277	10,205	10,530	10,583	10,323	10,483
Mitchell	6,086	5,860	5,758	5,831	6,467	6,074	6,111
Winnebago	7,681	6,810	6,776	6,701	6,728	6,453	6,298
Worth	3,305	3,083	3,220	3,666	4,016	3,779	3,859
<b>Region 2</b>	<b>87,196</b>	<b>84,152</b>	<b>85,232</b>	<b>86,270</b>	<b>85,644</b>	<b>82,332</b>	<b>82,764</b>
<b>State of Iowa</b>	<b>1,920,708</b>	<b>1,878,163</b>	<b>1,903,639</b>	<b>1,966,163</b>	<b>1,996,510</b>	<b>1,951,632</b>	<b>1,970,508</b>

US Bureau of Labor Statistics

### UNEMPLOYMENT RATES

Area	2000	2002	2004	2006	2008	2010	2011
Cerro Gordo	3.1	4.1	4.5	4.0	4.6	7.0	6.4
Floyd	3.9	4.7	5.0	4.8	5.6	7.5	6.8
Franklin	2.9	4.2	4.8	3.9	4.3	6.6	5.5
Hancock	2.3	2.8	3.6	3.7	6.1	7.3	6.3
Kossuth	2.7	3.5	4.5	3.3	3.8	4.9	4.3
Mitchell	2.9	3.5	4.0	3.4	3.9	5.5	5.0
Winnebago	2.1	3.1	3.6	3.6	6.1	7.2	6.6
Worth	3.1	4.1	4.3	3.8	5.0	7.1	6.6
<b>Region 2</b>	<b>2.9</b>	<b>3.8</b>	<b>4.3</b>	<b>3.8</b>	<b>4.9</b>	<b>6.6</b>	<b>5.9</b>
<b>State of Iowa</b>	<b>2.8</b>	<b>3.9</b>	<b>4.6</b>	<b>3.7</b>	<b>4.0</b>	<b>6.3</b>	<b>5.9</b>

US Bureau of Labor Statistics

## Education

Many measures of education are used to describe an area's educational system and workforce. To describe the general adult population however, it is relevant to inventory the educational attainment of residents after their education is largely complete. Iowa has long been known as a state that 'exports' one of its major products... the very well educated young people from the high schools, community colleges, and universities. Graduates from the Iowa schools systems rank among the highest in S.A.T. (Scholastic Achievement Testing) scores nationally. In 1990, Region 2 counties had a lower proportion of college graduates than the state overall. Recently, there have been several mergers of the smaller school districts in several of the Region 2 counties resulting in increased transportation costs to transport students much farther to schools. This trend is seen to continue.

### EDUCATION LEVEL COMPLETED

	Population 25 years and over	Less than 9th grade	9th to 12th grade	High school graduate	Some college	Assoc. degree	Bach. degree	Grad. or profess. degree
Cerro Gordo	30,981	2.6	5.5	31.6	24.1	15.1	15.6	5.6
Floyd	11,254	3.6	4.8	44.1	22.2	10.4	10.7	4.2
Franklin	7,426	5.3	10.3	34.5	24.3	11	10.9	3.6
Hancock	8,061	5.2	5.3	39.4	22.7	12	11.6	3.8
Kossuth	11,103	4.7	5.4	40.3	21.5	11.5	12.2	4.5
Mitchell	7,323	6	4.3	39.9	21.9	11.2	12.4	4.2
Winnebago	7,537	2.7	7.3	34.2	25.5	10.9	13.8	5.5
Worth	5,357	3.2	7	34.9	23.4	15.4	12.1	3.9
<b>Region 2</b>	<b>89,042</b>	<b>4.2</b>	<b>6.2</b>	<b>37.4</b>	<b>23.2</b>	<b>12.2</b>	<b>12.4</b>	<b>4.4</b>
<b>State of Iowa</b>	<b>1,985,012</b>	<b>4</b>	<b>6.1</b>	<b>34.4</b>	<b>21.4</b>	<b>9.7</b>	<b>17</b>	<b>7.5</b>

ACS, 2010 US Census

The above information is provided to better illustrate the characteristics of the RPA 2 Region and the transportation, freight, and passenger transportation needs in the region. As the region is steadily declining in population, it is more difficult to continue to support a transportation infrastructure that so many people and businesses rely on. Not to mention the ever increasing needs of the poor and elderly for passenger transportation services.