



Economic Profile

Capital Crossroads 

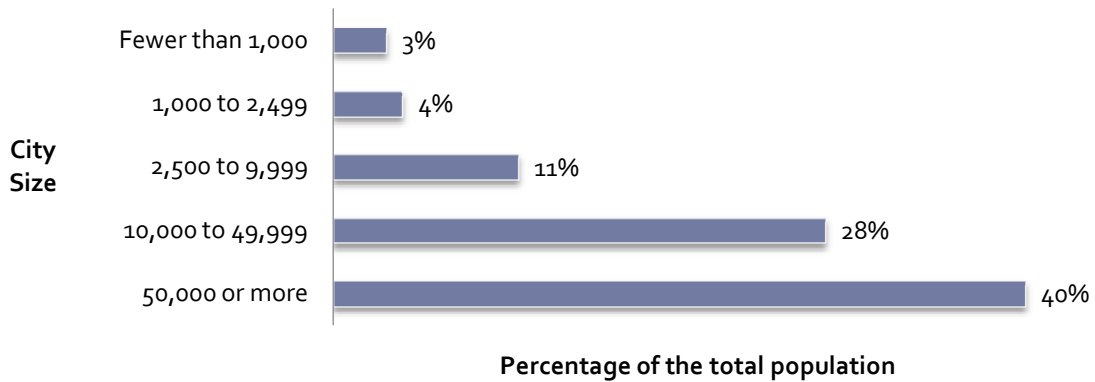
a vision forward

Urbanization Level

Distribution of the Population by City Size

The Capital Crossroads region's ten counties contain 124 incorporated cities of varying size. The distribution of the region's population by city size is illustrated here.

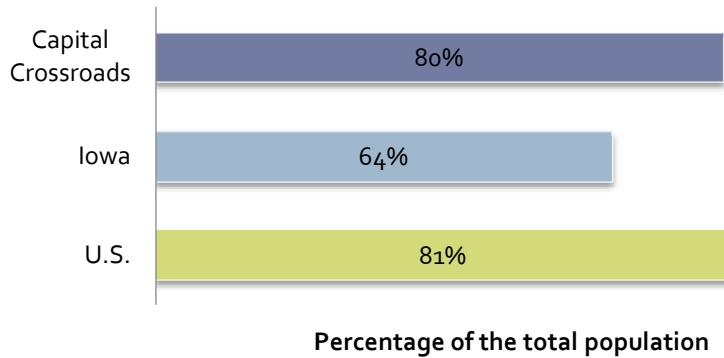
Capital Crossroads	
Total population living in cities (2010).....	687,206
In cities with fewer than 1,000 residents.....	24,565
1,000 to 2,499 residents.....	31,665
2,500 to 9,999 residents.....	85,267
10,000 to 49,999 residents.....	226,702
50,000 or more residents.....	319,007
Population in unincorporated areas.....	109,074
Total population (2010).....	796,280



Urban Population

In 2010, 80 percent of residents in the Capital Crossroads region lived in urban areas.

The chart at right compares the region's urbanized population share with state and national averages.



Data Notes

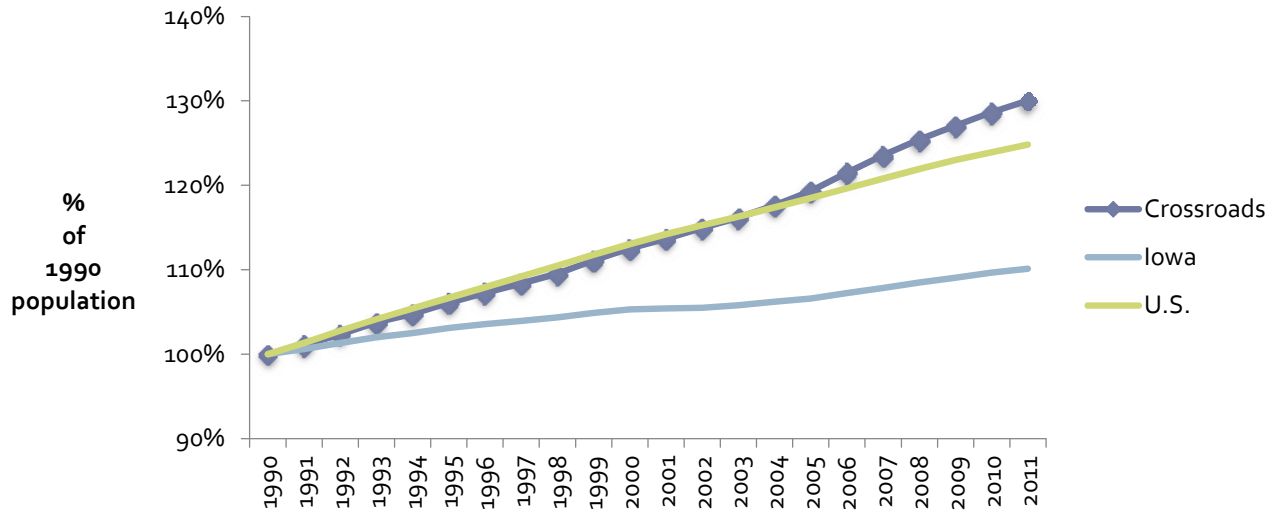
The **urban** population, as defined for the 2010 Census, includes people living in densely settled areas containing a minimum of 2,500 residents. Under this definition, many small cities in Iowa are classified as "rural."

Source Data: 2010 Census, U.S. Census Bureau

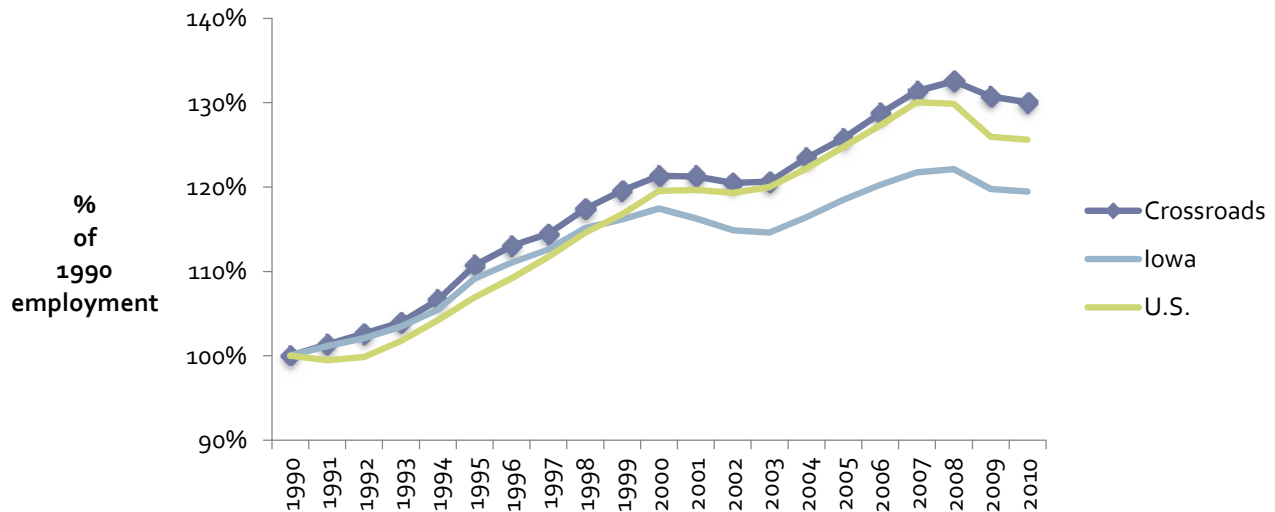
Overview of Recent Trends

This page highlights changes in total population and total employment in the region, with comparative trend data for Iowa and the United States. In both graphs, the annual values are expressed in percentage terms compared to the base year of 1990. For example, an index value of 105% would suggest a 5% growth rate in the indicator since 1990.

Population



Employment



Data Notes

Employment measures the total number of jobs in the region. It includes farm employment, self-employment, private sector wage and salary employment, and public sector employment. Full-time and part-time jobs are counted equally.

Source Data: Population Estimates Program, U.S. Census Bureau; Local Area Personal Income, U.S. Bureau of Economic Analysis

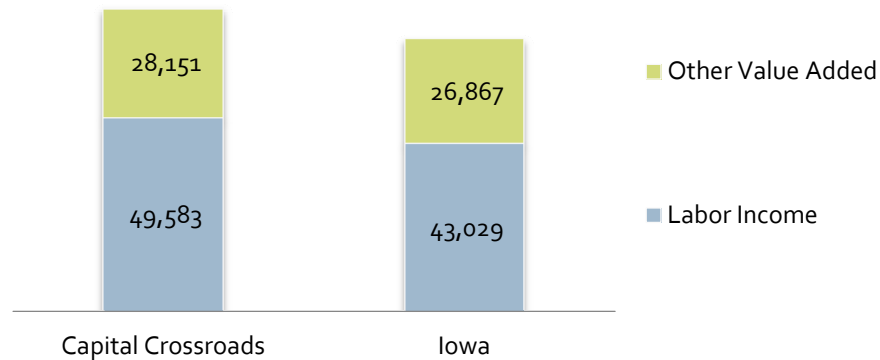
Regional Industrial Summary, 2010

Key Measures of Industrial Activity

The size of the region's economy can be measured in terms of its jobs, industrial output, or the value added components of industrial output.

	Capital Crossroads
Total employment in number of jobs.....	535,177
Labor income in \$ billions.....	26.54
Other value added in \$ billions.....	15.07
Total value added (gross domestic product) in \$ billions.....	41.60
Value of purchased commodities and services in \$ billions.....	31.53
Total industrial output (sales) in \$ billions.....	73.14

Average Value Added (\$) Per Job



Data Notes

Total employment measures the number of full-time and part-time jobs in the region. All jobs are counted equally, so people who hold more than one job are counted twice. This measure does not include the jobs of residents who commute to a workplace outside of the region. It does include the jobs of non-residents who commute into the region for work.

Value added is also referred to as "gross domestic product." Value added represents the contribution of the region's labor and capital to production. This is the preferred measure of industrial activity. Total value added has two components: labor income, which includes employee compensation plus proprietors' income; and other value added, which consists of other property income and indirect business taxes paid to governments.

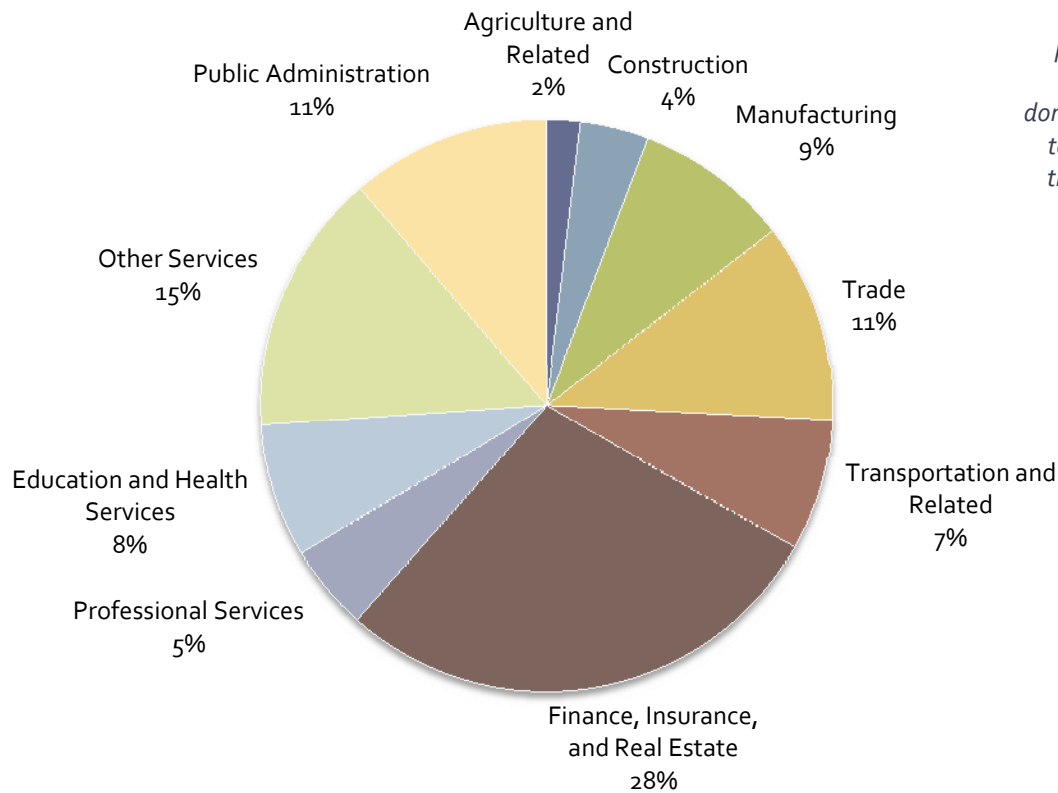
Purchased commodities and services include the value of all production inputs that are purchased from local suppliers or imported from outside the region.

Total industrial output is the dollar value of sales by all firms and industries in the region. Total output is equivalent to the dollar value of commodity and service inputs purchased by firms in the region, plus the value added by these firms during the production process.

Source Data: IMPLAN Regional Input-Output Models compiled at Iowa State University

Regional Industrial Summary, continued

Gross Regional Product by Industry



This section describes the percentage of the region's gross domestic product, or total value added, that is contributed by each major industrial sector.

	Capital Crossroads	State of Iowa	United States
<i>Percentage of Gross Domestic Product (Total Value Added).....</i>	100.0	100.0	100.0
Agriculture, Forestry, Fishing, Hunting, and Mining.....	1.9	6.3	2.7
Construction.....	3.9	3.8	3.8
Manufacturing.....	8.8	16.5	11.3
Wholesale and Retail Trade.....	11.2	11.3	10.6
Transportation, Information, Warehousing, and Utilities.....	7.4	8.8	9.4
Finance, Insurance, and Real Estate (F.I.R.E.).....	28.3	15.8	14.9
Professional, Scientific, and Technical Services.....	4.9	3.9	8.2
Education, Health Care, and Social Assistance.....	7.6	8.0	8.6
Other Services.....	14.8	14.5	17.5
Public Administration.....	11.3	11.1	13.0

Data Notes

Gross regional product is a term that is analogous to "value added." Value added represents the contribution of the region's labor and capital inputs to total industrial production. This is the preferred measure of regional industrial activity.

Source Data: IMPLAN Regional Input-Output Models compiled at Iowa State University

Nonfarm Jobs and Firms

Distribution of Firms and Jobs in the Capital Crossroads Region

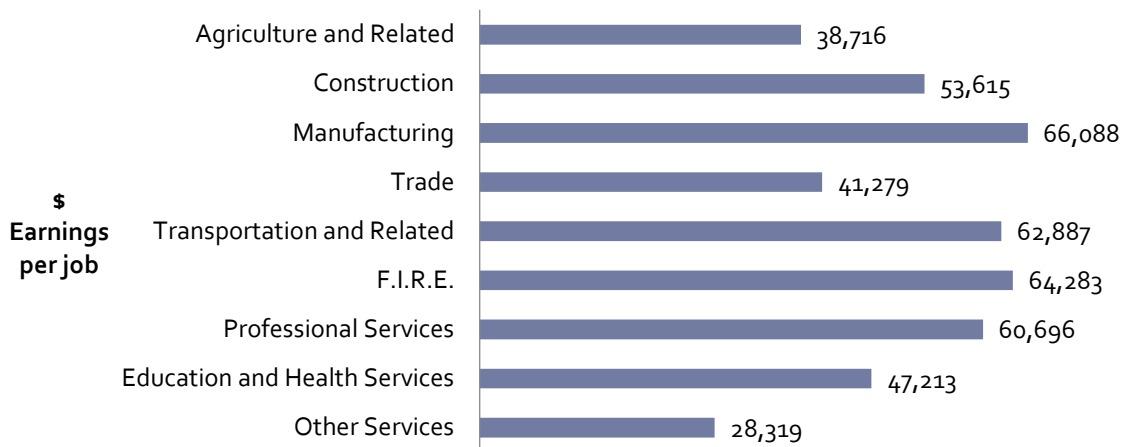
Firms By Employment Size

	<i>number</i>	<i>%</i>
<i>All Private, Nonfarm Businesses</i>	71,601	100.0
Non-employer firms.....	51,694	72.2
Employer establishments.....	19,907	27.8
Fewer than 10 workers.....	13,882	19.4
10 to 49 workers.....	4,813	6.7
50 to 499 workers.....	1,149	1.6
500 or more workers.....	63	0.1

Jobs By Sector

	<i>number</i>	<i>%</i>
<i>All Private Businesses</i>	460,702	100.0
Agriculture, Forestry, Fishing, Hunting, and Mining.....	14,569	3.2
Construction.....	25,293	5.5
Manufacturing.....	35,001	7.6
Wholesale and Retail Trade.....	74,542	16.2
Transportation, Information, Warehousing, and Utilities.....	27,639	6.0
Finance, Insurance, and Real Estate (F.I.R.E.).....	90,846	19.7
Professional, Scientific, and Technical Services.....	26,046	5.7
Education, Health Care, and Social Assistance.....	62,688	13.6
Other Services.....	104,079	22.6

Capital Crossroads Average Earnings Per Job By Major Sector



Data Notes

Non-employer firms are sole proprietors and partnerships with no paid employees other than the principals.

Employer establishments are physical locations of businesses with wage and salary workers on payroll.

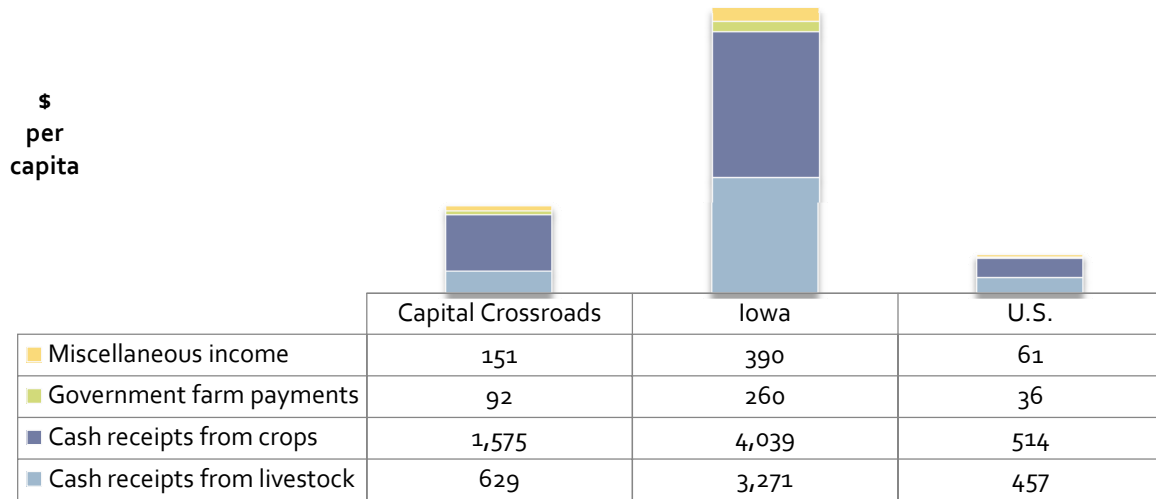
Jobs measures the number of positions, not employed persons. Full-time and part-time jobs are counted equally.

Source Data: County Business Patterns and Nonemployer Statistics, U.S. Census Bureau; IMPLAN Regional Input-Output Models compiled at Iowa State University

Farm Income and Earnings

Gross Farm Income

The major sources of gross farm income include cash receipts from the sale of livestock and crops, government farm payments, and miscellaneous sources that include machine hire, custom work, and an imputed value for livestock and crops that are produced and consumed on the farm.

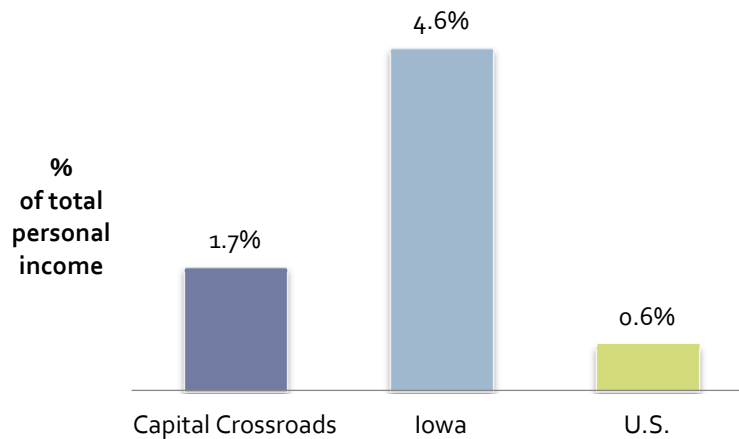


Total receipts from farming in the region averaged \$2,446 per person per year from 2008-2010.

Dependence on Farm Earnings

Farm earnings include the net income of farm proprietors, plus the value of wages and salaries paid to farm laborers.

This chart shows the percentage of the region's total personal income that was accounted for by farm earnings during the years from 2008-2010.



Data Notes

Farm proprietors' net income is equal to gross farm receipts net of production expenses, less net income of corporate farms.

Source Data: U.S. Bureau of Economic Analysis

Farm Operations

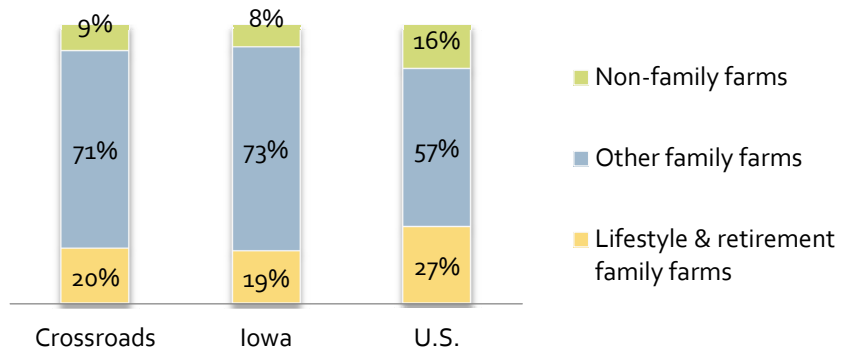
Characteristics of Farm Operators

Many farm communities are in transition as older farmers retire, farm operations change hands, and remaining farmers grow increasingly dependent on off-farm employment. Below are several indicators of current or impending change in the region's farm communities, including the fraction of farmers who are near typical retirement age, the percentage of farms that are operated on a cash rent basis, the percentage having had a change in operator within the previous 10 years, and the percentage of farmers who work more than 200 days per year working off of the farm.



Land in Family Farms

The term "family farm" can describe a broad range of farm operations, from very small lifestyle farms to very large operations organized as family-owned corporations. The chart at right shows the distribution of farm acres by type of farm.



Data Notes

A **principal operator** is the person primarily responsible for the on-site, day-to-day operation of the farm, and may be a hired manager or business manager.

Lifestyle and retirement farms have sales <\$250,000 and a principal operator who has a primary occupation other than farming, is retired, or whose total household income is below \$20,000 per year.

Other family farms include all other family farm operations, including small, large, and very large farms.

Non-family farms include non-family corporate farms and farms that are operated by a hired manager.

Source Data: 2007 Census of Agriculture, U.S. Department of Agriculture

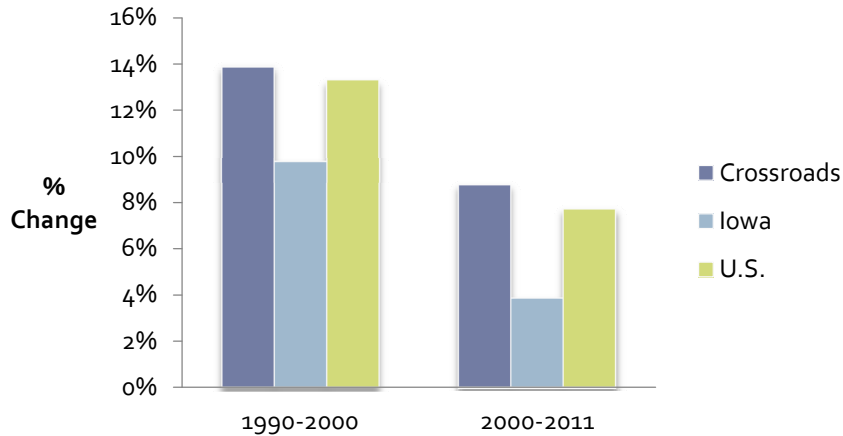
Labor Force

Labor Force Size

The region had a total of 431,483 labor force members in 2011.

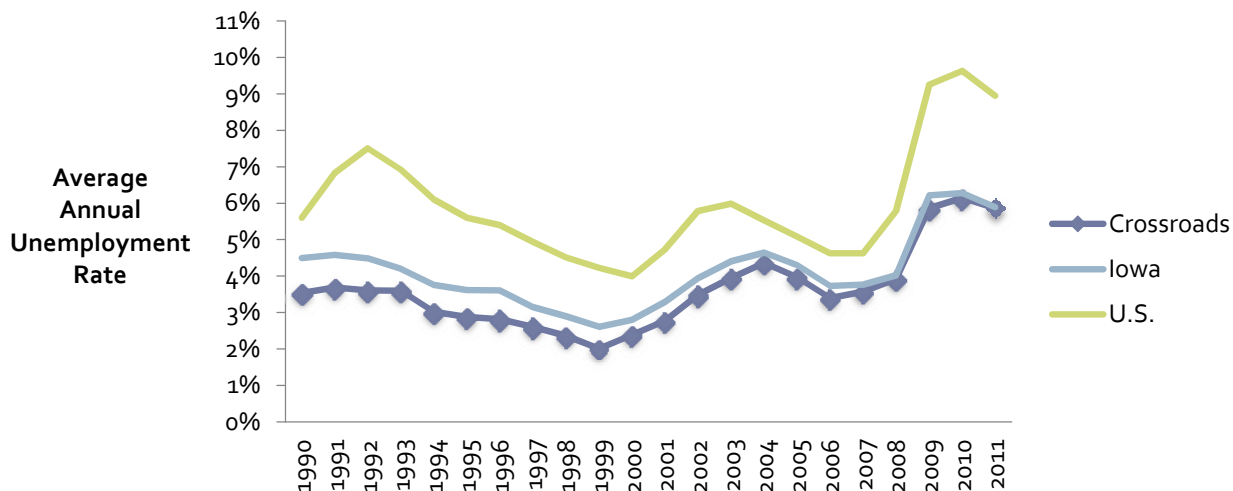
A region's economic growth potential is closely tied to its ability to attract and retain labor force members.

The chart at right shows recent rates of growth in the region's labor force size compared to average rates for Iowa and the United States.



Since 2000, the region's labor force size has grown by 8.8%. This is faster than the 3.8% rate for the state of Iowa, and faster than the 7.7% average rate for the United States.

Unemployment Rate



Data Notes

The **labor force** includes all persons ages 16 years or older in the civilian, non-institutionalized population who are either employed or unemployed.

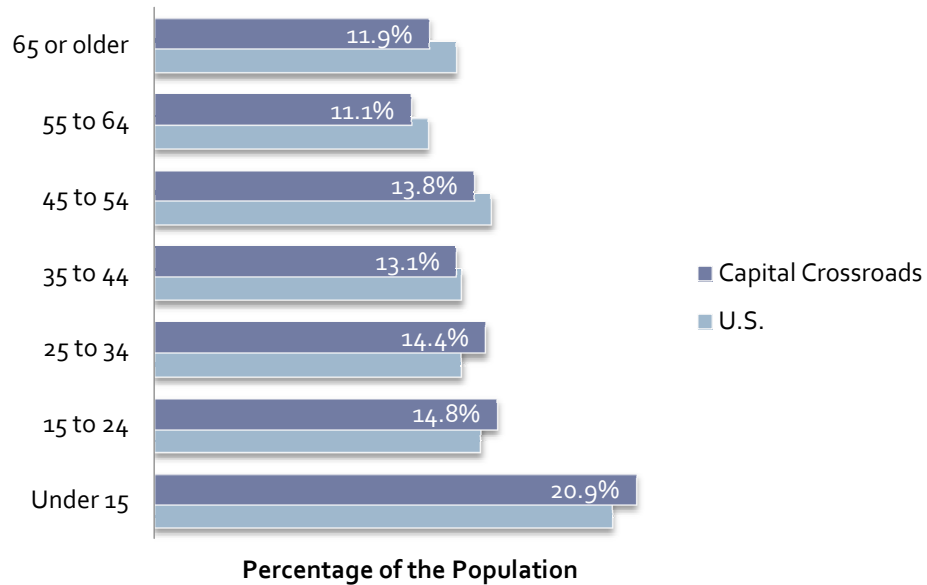
Unemployment includes all persons who had no employment during a specific reference week, were available for work, except for temporary illness, and made specific efforts to find employment at some time during the last month.

Source Data: Local Area Unemployment Statistics, U.S. Bureau of Labor Statistics

Age and Educational Attainment

Age Distribution of the Population

The chart at right shows the distribution of the region's population by age group in 2010, compared to the nation as a whole.



Educational Attainment of the Adult Population

This table shows the percentage of the population ages 25 years or older who have obtained at least a high school diploma or equivalent degree. Additional detail is included for those who have gone on to achieve higher levels of educational attainment.

<u>Percentage by highest degree attained</u>	<u>Crossroads</u>	<u>Iowa</u>	<u>U.S.</u>
High school diploma or equivalent	29.0 - 29.8	34.2 - 34.6	28.9 - 29.1
Some college or Associate's degree	30.1 - 31.1	30.8 - 31.2	28.1 - 28.2
Bachelor's degree	21.6 - 22.3	16.8 - 17.2	17.5 - 17.7
Graduate or professional degree	9.2 - 9.7	7.4 - 7.6	10.2 - 10.4

- Between 90.7 and 92.2 percent of the region's adult population has at least a high school diploma or equivalent, compared to the national average of 85.0 percent.
- The percentage of the region's adult population with a bachelor's degree or higher is between 31.0 and 31.9 percent compared to the national average of 27.9 percent.

Data Notes

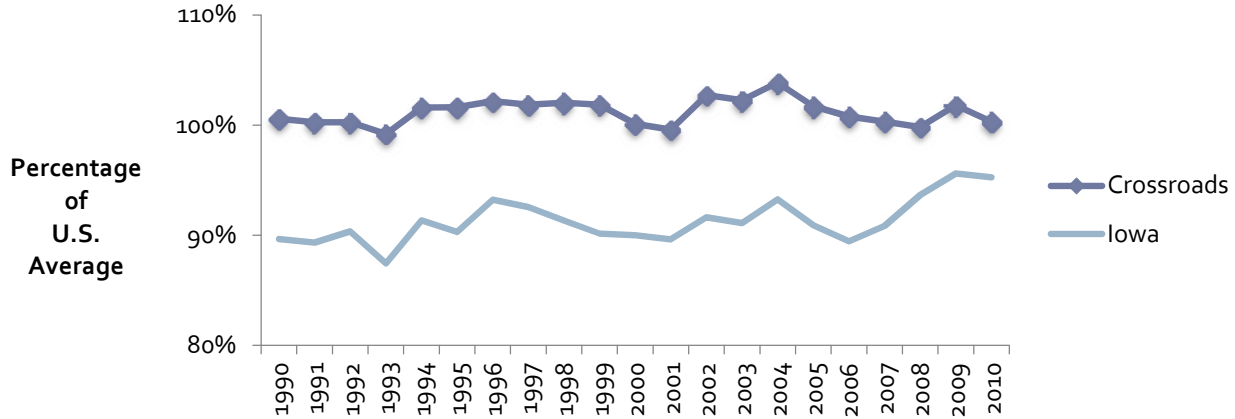
The **adult population**, as defined for measuring educational attainment, includes persons who are ages 25 years and older. Associate's degrees are included in the "some college" category.

Source Data: 2000 Census and Local Employment Dynamics, U.S. Census Bureau

Personal Income

Personal Income Per Capita

The major sources of personal income include earnings from work; income from savings and investments including dividends, interest, and rents; and transfer receipts from governments (defined below). Annual per capita average values for total personal income are shown below for the region, the state, and the nation.



Per capita personal income in the region averaged \$40,059 in 2010. This was higher than the statewide average of \$38,039 per capita and was 100.3% of the average level for the United States.

Poverty

The U.S. Census Bureau determines poverty status based on family size and income level. If a family's total annual income is below the threshold level appropriate for that family size, every member of the family is considered poor. The following table shows estimated poverty rates with 95 percent confidence intervals.

<u>Estimated % in poverty in 2010</u>	<u>Crossroads</u>	<u>Iowa</u>	<u>U.S.</u>
All persons	10.5% - 11.8%	12.2% - 12.8%	15.2% - 15.4%
Persons under 18 years of age	12.0% - 14.9%	15.4% - 17.0%	21.4% - 21.8%

- An estimated 67,035 to 76,019 residents of the Capital Crossroads region were living in poverty in 2010.
- Among the region's children, estimates ranged from 18,690 to 23,202 children in poverty in 2010.

Data Notes

Personal current transfer receipts include Social Security, Medicare and Medicaid and other medical benefits, income maintenance benefits (such as SSI, Food Stamps, TANF, and others), unemployment insurance compensation, veterans benefits, and other miscellaneous payments to individuals and non-profit institutions.

Income Source Data: U.S. Bureau of Economic Analysis

Poverty Source Data: 2010 Small Area Income and Poverty Estimates, U.S. Census Bureau

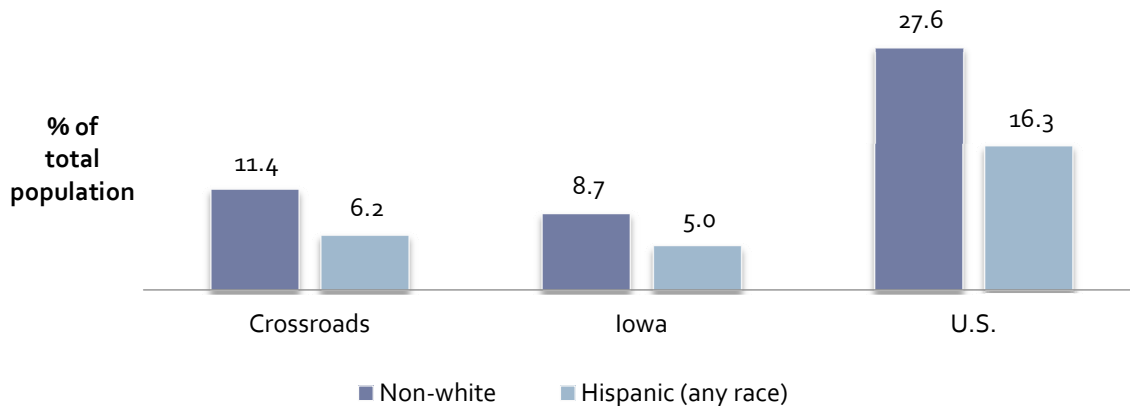
Racial and Ethnic Diversity

Population by Race and Ethnicity

Capital Crossroads Population	All ages	Under 18 years	18 years and older	% Under 18 years
Total Population.....	796,280	197,368	598,912	24.8
White alone.....	705,582	163,786	541,796	23.2
Black alone.....	30,825	10,721	20,104	34.8
Asian alone.....	23,769	5,962	17,807	25.1
Other race alone.....	20,602	8,010	12,592	38.9
Two or more races.....	15,502	8,889	6,613	57.3
Hispanic (of any race).....	49,289	20,666	28,623	41.9

Percentage by Race and Hispanic Origin	Crossroads	State of Iowa	United States
Total Population.....	100.0	100.0	100.0
White alone.....	88.6	91.3	72.4
Black alone.....	3.9	2.9	12.6
Asian alone.....	3.0	1.7	4.8
Other race alone.....	2.6	2.3	7.3
Two or more races.....	1.9	1.8	2.9
Hispanic (of any race).....	6.2	5.0	16.3

The chart below compares the overall "minority" group shares of population the region, state, and nation. As defined here, minority groups include people of any race other than white and all people of Hispanic or Latino origin, regardless of race.



Data Notes

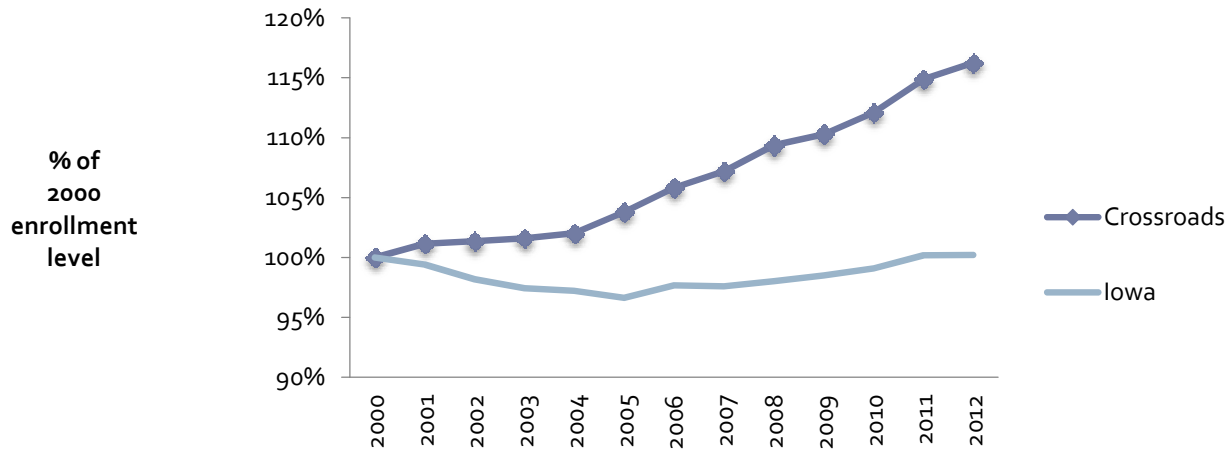
Other race alone includes Native American, Alaska Native, Native Hawaiian, or Other Pacific Islander alone groups. The U.S. Census Bureau defines **Hispanic** as an ethnicity, not a race. Individuals of Hispanic origin may be of any race.

Source Data: 2008 Population Estimates, U.S. Census Bureau

Public Schools

Enrollment Trends

The chart below shows changes in public school enrollment during the previous decade. The region's total enrollment in each year is expressed as a percentage of the enrollment level in the 1999-2000 academic year. Comparative trend data are included for the state of Iowa.

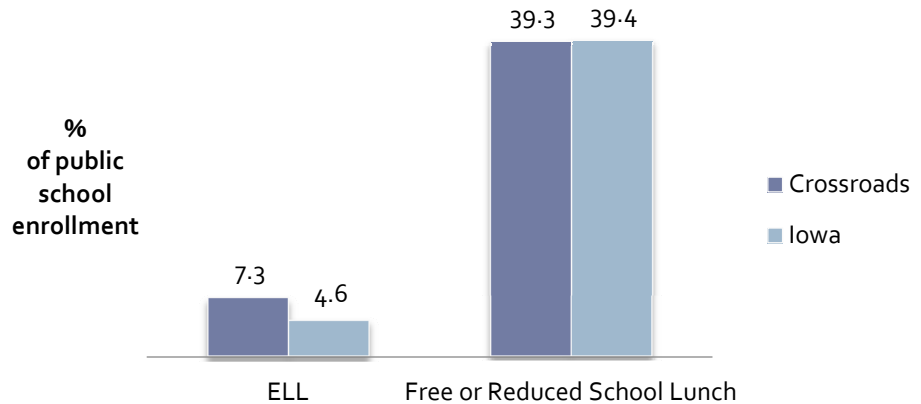


Language and Income Barriers

The Capital Crossroads region had 128,438 students enrolled in public schools in 2012.

Schools must be attentive to the needs of children who have difficulty understanding English or who receive poor nutrition at home.

The chart at right shows the percentage of public school students who are classified as "English Language Learners (ELL)" and the percentage who qualify for the Free or Reduced School Lunch Program.



Data Notes

English Language Learners are students whose language background is in a language other than English, and their proficiency in English is such that the probability of their academic success in an English-only classroom is below that of an academically successful peer with an English language background.

Free or Reduced School Lunch: Children in households with incomes at or below 130 percent of the poverty level are eligible for free school meals. Children in households with incomes between 130 percent and 185 percent of the poverty level are eligible for reduced-price school meals.

Source Data: Iowa Department of Education

Property Tax Base

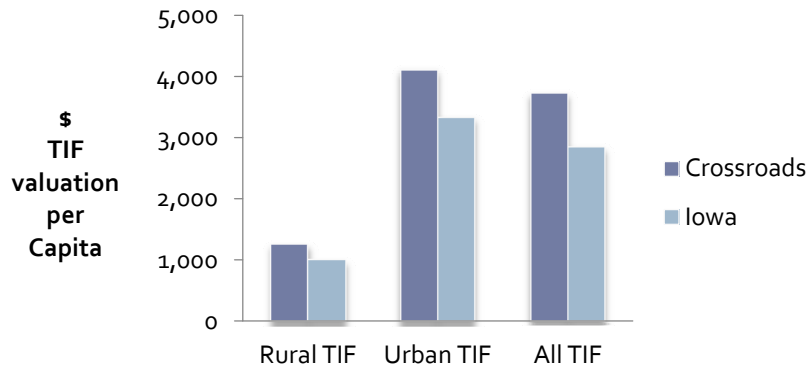
Urban and Rural Values and Taxes

Budget Year 2010-2011

	Crossroads	Iowa
Average taxable valuation per capita.....	\$44,503	\$44,239
Average valuation per rural resident.....	66,822	79,692
Average valuation per urban resident.....	40,961	35,098
Average total property taxes per capita.....	1,690	1,524
Average property taxes per rural resident.....	1,996	2,175
Average property taxes per urban resident.....	1,641	1,524

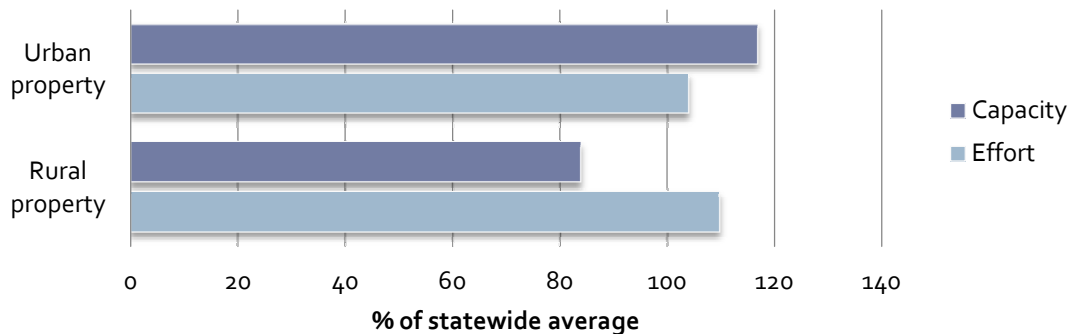
Tax increment financing (TIF) has become a popular economic development mechanism for communities across Iowa.

The chart at right shows the average value of rural and urban property in TIF increments on a per capita basis for rural, urban, and all residents.



Urban and Rural Tax Capacity and Effort

*Regions vary in how much property tax revenue they are able and willing to generate from their local property tax base. The figure below illustrates the region's relative property tax capacity and effort for rural and urban properties. **Capacity** measures the region's ability to generate property taxes based on the amount and value of land in the region. **Effort** describes the region's actual per capita tax yield compared to an expected value that is based on statewide average per capita taxes equalized to reflect the region's capacity. For both measures, the*



Data Notes

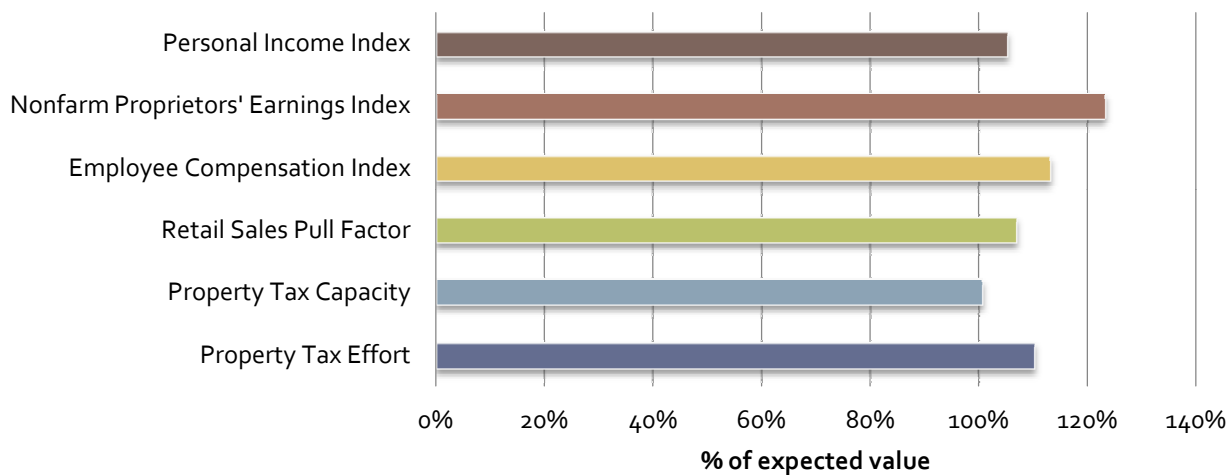
Source Data: U.S. Bureau of Economic Analysis; and Iowa Department of Management data compiled by Iowa State University

Comparative Measures

The following indicators show average levels of regional income or capacity on a per person or per job basis.

Income and Earnings	Crossroads	Iowa	U.S.
Personal income per capita, 2010.....	\$40,059	\$38,039	\$39,937
Average earnings per nonfarm proprietor, 2010.....	\$29,809	\$24,226	\$27,482
Average compensation per wage & salary worker, 2010.....	\$52,930	\$46,828	\$58,451
Retail Sales			
Average taxable retail sales per capita, FY 2011.....	\$12,112	\$10,757	
Property Taxes			
Total taxable valuation per capita for FY 2010-2011.....	\$44,503	\$44,239	
Total per capita property taxes levied for FY 2010-2011.....	\$1,690	\$1,524	

The above indicators can be translated into indexed values that compare regional levels of activity with expected values. The expected values are usually statewide averages, with or without adjustments to reflect regional income levels. In the figure below, a value of 100 indicates that the region is at the expected level for



Data Notes

Employee Compensation includes wage and salary disbursements, employer contributions to employee pension and insurance funds, and employer contributions to government social insurance. This measure is determined on a place of work basis, and thus might differ from average earnings levels that are determined on the basis of where employees live.

Regional and state per capita sales and income data can be used to construct a measure called a **pull factor**. This pull factor is a ratio of actual to expected retail sales in the region. A value below 1.00 suggests that the region is leaking retail sales to surrounding areas. A value greater than 1.00 suggests the region attracts shoppers from surrounding regions.

Total taxable valuation is the assessed value after rollback of all rural and urban property, excluding electric and gas utilities and other exemptions. Property tax **capacity** is the ratio of regional to state per capita valuation. **Effort** is the ratio of regional to state per capita taxes with an adjustment for local tax capacity.

Source Data: U.S. Bureau of Economic Analysis; and Iowa Department of Management and Iowa Department of Revenue data compiled by Iowa State University



Addendum

Additional Measurements and Benchmarks *

Capital Crossroads 

a vision forward

Additional Measurements and Benchmarks

Metric	Figure	Source
■ Average annual crime rate (<i>violent</i>)	527.2 (2010)	FBI
■ Average annual crime rate (<i>property</i>)	4,822.7 (2010)	FBI
■ Number of patents issued	309 (2010)	US PTO
□ Total annual Iowa State funded research	\$253,323,000 (2009)	AUTM
■ Percentage of 4-year-olds enrolled in Pre-K	52%	Iowa DOE
■ Percentage of fourth-graders proficient in reading (<i>high/low regional district sample</i>)	64.36-95.06%	Iowa DOE
■ Percentage of eighth-graders proficient in math (<i>high/low regional district sample</i>)	61.55-90.30%	Iowa DOE
■ High school graduation rate (<i>high/low regional district sample</i>)	70.18-100%	Iowa DOE
■ Percentage of DMPS grads w/21 or greater on the ACT	63.18%	ACT
■ ACT Average Composite Score, State of Iowa	22.3	ACT
■ High school graduate intentions to enroll in college	67.5% (2010)	Iowa DOE
■ Percentage of Pop. 18-24 enrolled in Post-Secondary School	57.5% (2009)	Census
■ Percentage without a High School Diploma	7.7% (2009)	Census
■ Number of members in Young Professional Connection	700	Partnership
Number of Annual Airline Passengers (<i>Outbound</i>)	893,000 (Feb 2011)	BTS/TranStats
Number of Annual Flight Departures	19,426 (Feb 2011)	BTS/TranStats

Geography Key

■ Central Iowa	■ Polk, Dallas, Story County
■ City of Des Moines	■ State of Iowa
■ Greater Des Moines	□ Iowa State University
■ Greater Des Moines and Ames Metro	

Additional benchmarks for consideration

Percentage of college grads remaining in region to work
 Annual attendance, Greater Des Moines arts venues
 Percentage of minorities on government-appointed Boards
 Total on- and off-street bike trail miles
 Total acres of parkland

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