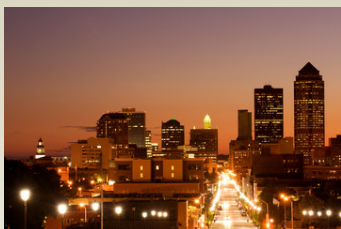
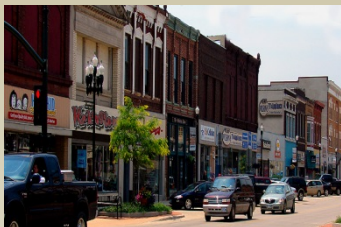




[www.soc.iastate.edu/smalltowns](http://www.soc.iastate.edu/smalltowns)



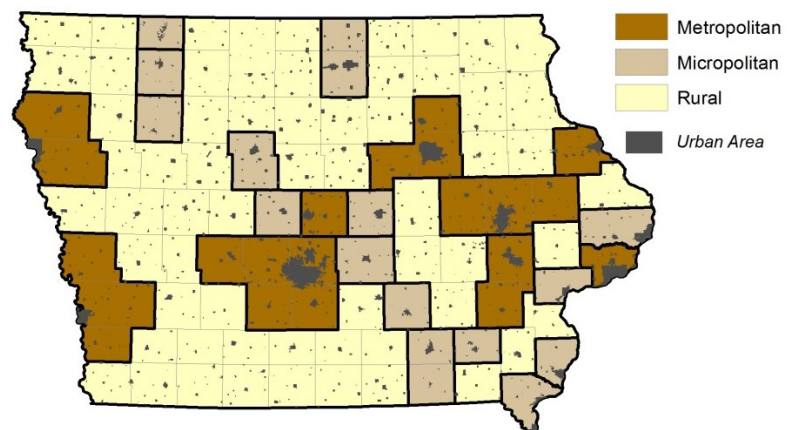
SOC 3079  
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## Rural Iowa At A Glance 2016 Edition

This bulletin summarizes current demographic, economic, and social trends in rural Iowa from 2005 to 2015; and is modeled after the USDA's *Rural America at a Glance*. Data are reported for Iowa's metro, micropolitan, and rural areas.

**Metropolitan** includes central counties with an urban center over 50,000 people, plus outlying suburbs linked by commuting patterns. **Micropolitan** counties have an urban center of at least 10,000 people, plus surrounding suburbs. **Rural** counties (technically non-core) have no urban center of 10,000 or more. Rural and non-core are used interchangeably.



### Key Findings

- Rural population continued to decline, while micropolitans were stable. Rural Iowa continued to age, but the loss of young persons slowed.
- Rural and micro incomes are up about three percent from last year, and are above pre-recession levels.
- Rural poverty was low and unaffected by the recession, but poverty was high in micropolitans hit hard by the economic downturn.
- Growing labor force participation in non-metro Iowa, no change in metros.
- Unemployment is below pre-recession rates. No urban-rural differences across Iowa, but state rates are much lower than the nation.
- Little to no job recovery since the recession in rural and micropolitan Iowa, where job growth lagged far behind metros and the nation.
- Earnings above pre-recession levels, especially in rural and micro areas.
- Net farm incomes stable following large losses. Metro farms hit hardest.

**Rural population continued to decline, while micropolitans were stable.  
Both lagged behind metro Iowa and the U.S.**

**Rural Iowa**

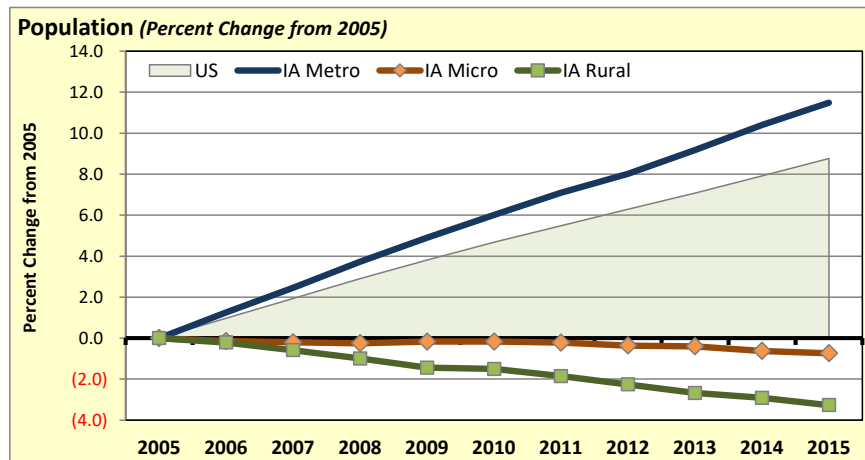
- 25.2% of population in 2015, down ↓0.4% from 2014.
- Down ↓2.3% from 2008 recession.
- Down ↓3.3% from 2005.

**Micropolitan Iowa**

- 15.9% of population in 2015, stable (-0.1%) since 2014.
- Down ↓0.5% from 2008 recession.
- Down ↓0.7% from 2005.

**Metropolitan Iowa**

- 59.0% of population in 2015, up ↑1.0% from 2014.
- Up ↑7.5% from 2008 recession.
- Up ↑11.5% from 2005.



Source: Population Estimates, Census Bureau

U.S Average: Up ↑0.8% from 2014, up ↑5.7% from 2008, up ↑8.8% from 2005.

Metro population growth outpaced the national average (8.8 percent) over the past decade, but rural and micropolitan areas lagged far behind. Continued population losses in micropolitan and rural counties may lead to slower economic development (smaller customer base, not enough workers), fewer K-12 schools (less students and state aid), reduced local tax base (lower sales tax receipts, lower property tax base), less state and federal funds for rural governments (typically given on per capita basis), and diminished political representation (fewer rural legislators). The rising prominence of metros means government funding and political priorities will become more urban-focused. For example, 48.9 percent of Iowa’s population lived in only nine core metro counties.

**Rural Iowa continued to age, but loss of young persons has slowed.**

**Age 0-24**

- 31.5% of rural population in 2015, stable (-0.3 of a point) since 2014.
- Down ↓1.4 percentage points from 2008 recession.
- Down ↓3.5 points from 2005.

**Age 25-44**

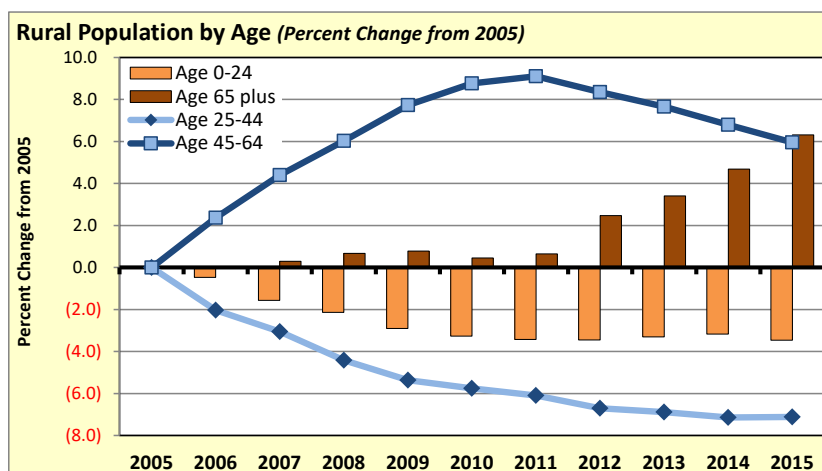
- 21.0% of rural population in 2015, no change from 2014.
- Down ↓2.8 points from 2008 recession.
- Down ↓7.1 points from 2005.

**Age 45-64**

- 27.6% of rural population in 2015, down ↓0.8 of a point from 2014.
- Stable (-0.1 points) since 2008 recession.
- Up ↑6.0 points from 2005.

**Age 65 and older**

- 19.9% of rural population in 2015, up ↑1.6 points from 2014.
- Up ↑5.6 points from 2008 recession.
- Up ↑6.3 points from 2005.



Source: Population Estimates, Census Bureau

Iowa’s rural population has continued to age, with falling shares of younger people and rising shares of older ones. The rural population under 25 years of age fell over the past ten years, but losses have slowed since the early 2010s. Loss of young people hurts K-12 school enrollments and funding, leading to continued school consolidation. Workers in the 25-44 age range are coveted by employers because they tend to have newer skills, are less costly in terms of wages (less job experience) and benefits (healthier), and are more willing to relocate (fewer family obligations). Unfortunately, this prime workforce demographic has steadily shrunk in rural Iowa. Large losses occurred in the early 2000s, but have slowed recently. On the other hand, rural Iowa has seen the older segment of the workforce (age 45-64) grow over the past decade. These workers are valued for their work experience and are more likely to stay in rural Iowa, but this demographic has fallen over the past several years due to retirements of aging of Baby Boomers. The elder population (65 years and older) was the fastest growing rural age cohort, with sharp gains starting in 2012. This will present both challenges and opportunities as rural communities attempt to provide healthcare, social services, and various housing options (such as assisted living) to the elder population.

## Rural minority populations lower and slower growing than in urban Iowa and U.S.

### Rural Iowa

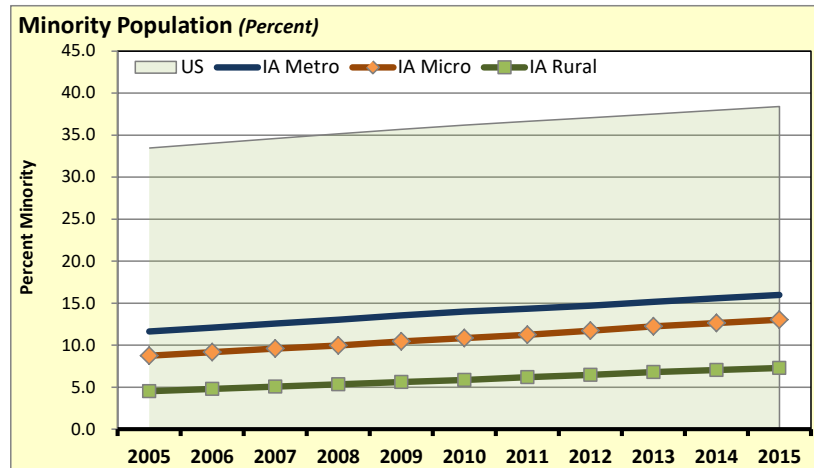
- 7.3% minority in 2015, up  $\uparrow$ 0.2 of a point from 2014.
- Up  $\uparrow$ 1.9 percentage points from 2008 recession.
- Up  $\uparrow$ 2.8 points from 2005.

### Micropolitan Iowa

- 13.0% minority in 2015, up  $\uparrow$ 0.4 of a point from 2014.
- Up  $\uparrow$ 3.1 points from 2008 recession.
- Up  $\uparrow$ 4.3 points from 2005.

### Metropolitan Iowa

- 16.0% minority in 2015, up  $\uparrow$ 0.4 of a point from 2014.
- Up  $\uparrow$ 2.9 points from 2008 recession.
- Up  $\uparrow$ 4.3 points from 2005.



Source: Population Estimates, Census Bureau

U.S. Average: 38.4% in 2015, up  $\uparrow$ 0.4 from 2014, up  $\uparrow$ 3.3 from 2008, up  $\uparrow$ 4.9 from 2005.

Iowa's minority population (defined as non-white races or Hispanic ethnicity) was far lower and slower growing than the rest of the nation (38.4 percent minority in U.S.). The rural minority population in Iowa was mostly Hispanic (59.1 percent), followed by other races (18.8 percent), African-Americans (11.6 percent), and Asians (10.6 percent). Iowa is becoming less like the rest of the nation in terms of racial diversity, which in part contributes to slower population growth, especially in rural areas. Minority groups tend to have higher birth rates (driving natural increases) and are more likely to move to the Midwest for job opportunities (driving in-migration) than white non-Hispanics. Reversing rural population loss will likely require in-migration of minority (often immigrant) workers and their families. This will present opportunities for economic and community growth, but also challenges as both newcomers and long-time residents adjust to this demographic shift.

**Rural and micropolitan incomes up 2-4 percent from last year, above pre-recession levels.**

**Rural Iowa**

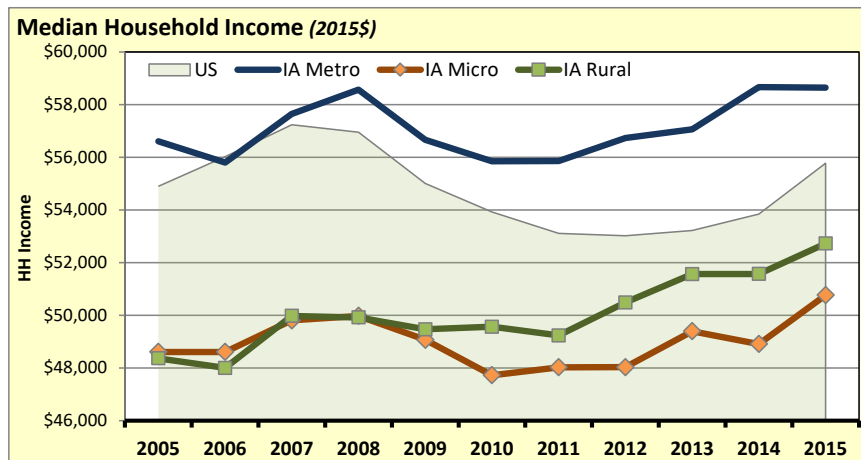
- \$52,730 per household in 2015, up ↑2.2% from 2014.
- Up ↑5.6% from 2008 recession.
- Up ↑9.0% from 2005.

**Micropolitan Iowa**

- \$50,770 per household in 2015, up ↑3.8% from 2014.
- Up ↑1.6% from 2008 recession.
- Up ↑4.4% from 2005.

**Metropolitan Iowa**

- \$58,650 per household in 2015, no change from 2014.
- Stable (0.1 points) since 2008 recession.
- Up ↑3.6% from 2005.



U.S. Average: \$55,780 in 2015, up ↑3.6% from 2014, down ↓2.1% from 2008, up ↑1.6% from 2005.

Most Iowans were financially secure in 2015. Moderately high and growing incomes indicate little financial distress in rural or micropolitan Iowa, although incomes were below the national average (\$55,780). It also demonstrates that families can be financially successful living in non-metro Iowa. Rural incomes grew in the 2010s due to a booming farm economy. Micropolitan income growth was sluggish for most of the past decade due to a struggling goods-producing sector, with incomes only rising in 2015. Incomes in metro areas plateaued recently after robust post-recession gains, yet were still far above the state and nation. Higher median household incomes potentially leads to less government spending on social services due to financial self-sufficiency, more consumer spending in the local economy, more construction activity due to home ownership, and an overall higher quality of life (such as lower crime, healthier populations, expanded cultural amenities, and more civic engagement). Such benefits flow more to metros because of their higher incomes, but non-metro counties will also benefit from income growth.

*Household income includes wages, self-employment, capital gains, and transfers (like retirement, Social Security, and welfare).*

**Rural poverty low and unaffected by the 2008 recession.  
High poverty in micropolitans hit hard by economic downturns.**

**Rural Iowa**

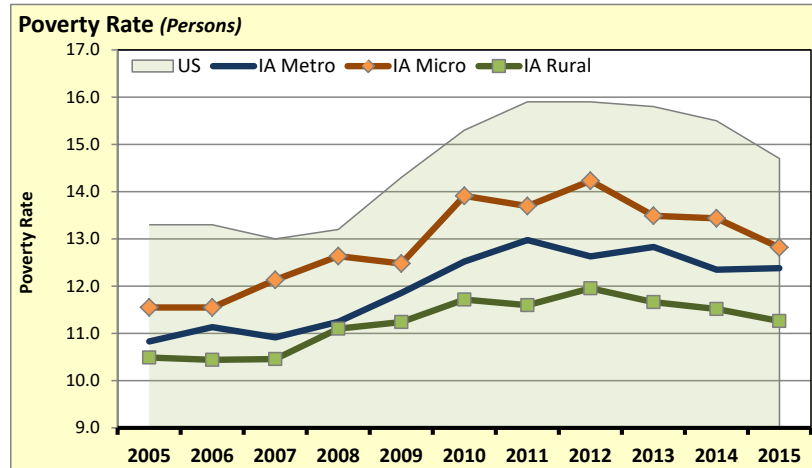
- 11.3% lived in poverty in 2015, down ↓0.3 of a point from 2014.
- Up ↑0.2 percentage points from 2008 recession.
- Up ↑0.8 points from 2005.

**Micropolitan Iowa**

- 13.8% lived in poverty in 2015, down ↓0.6 of a point from 2014.
- Up ↑0.2 points from 2008 recession.
- Up ↑1.3 points from 2005.

**Metropolitan Iowa**

- 12.4% lived in poverty in 2015, no change from 2014.
- Up ↑1.1 points from 2008 recession.
- Up ↑1.6 points from 2005.



Source: SAIPE, Census Bureau

U.S. Average: 14.7% in 2015, down ↓0.8 from 2014, up ↑1.5 from 2008, up ↑1.4 from 2005

The Great Recession of 2008 had a much smaller impact on Iowa poverty versus the rest of the nation. Rural poverty was largely unaffected by the recession because of a robust services-sector, a strong farm economy, more retirees with stable incomes, and out-migration of poorer persons for job opportunities. Micropolitan poverty rose sizably during the recession, as contractions in the manufacturing, transportation, and construction sectors likely drove poverty gains. The recession hit the metro economy hard, as poverty rose due to downturns in the finance, insurance, real estate, and construction sectors. Unlike non-metros, poverty has not fallen recently in metro Iowa, but instead has been flat. Poverty is important because it is linked with several negative outcomes for families and communities. The poor score low on a number of health, social, and education outcomes. This limits the future economic opportunities of poor adults and children, which in turn impacts their quality of life and that of their community.

*The poverty rate is the percent of people whose incomes fall below the poverty line, excluding those living in group-quarters.*

*In 2015 the poverty line was \$12,082 for one person and \$18,871 for four people.*

**Growing labor force participation in non-metro Iowa, no change in metros.  
More lowans in the labor market compared to rest of the nation.**

**Rural Iowa**

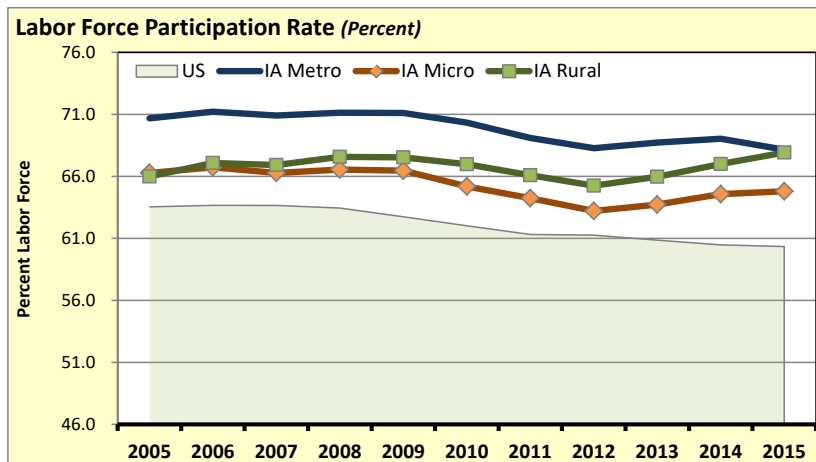
- 67.9% participation in 2015, up  $\uparrow$ 0.9 of a point from 2014.
- Stable (0.3 points) since 2008 recession.
- Up  $\uparrow$ 1.9 points from 2005.

**Micropolitan Iowa**

- 64.8% participation in 2015, stable (0.2 points) since 2014.
- Down  $\downarrow$ 1.8 points from 2008 recession.
- Down  $\downarrow$ 1.5 points from 2005.

**Metropolitan Iowa**

- 68.2% participation in 2015, down  $\downarrow$ 0.9 points from 2014.
- Down  $\downarrow$ 3.0 points from 2008 recession.
- Down  $\downarrow$ 2.5 points from 2005.



Source: LAUS, Bureau of Labor Statistics

U.S. Average: 60.3% in 2015, stable (-0.1) since 2014, down  $\downarrow$ 3.1 from 2008, down  $\downarrow$ 3.2 from 2005.

Iowa had more people engaged in the labor force than the nation as a whole (60.3 percent). Labor force participation is a broad measure of employment, and higher rates indicate more people are in the job market. After falling for a number of years, labor force participation began to rise in rural and micropolitan Iowa starting in 2012. Rural participation rates outpaced micropolitans due to a strong farm and services economy coupled with population declines (more jobs, less people). More telling, rural and metro rates are now at parity. Micropolitan gains were slower due to a moderate economic recovery with the same population (more jobs, same people). Historically, metro participation rates were highest because of large and dynamic local economies. However, metro rates have been relatively stable in recent years while the rest of the state has seen gains. While this may be attributable to a larger college-age population (usually not in the labor force), it may also indicate sluggish employment growth relative to population gains in metro Iowa.

*The labor force participation rate measures the percent of people 16 years and older engaged in the job market. It is similar to the unemployment rate except it includes those not seeking work such as the unemployable, students, homemakers, and retirees.*



**Unemployment below pre-recession rates across Iowa.  
No urban-rural differences in Iowa, but state rates much lower than the nation.**

**Rural Iowa**

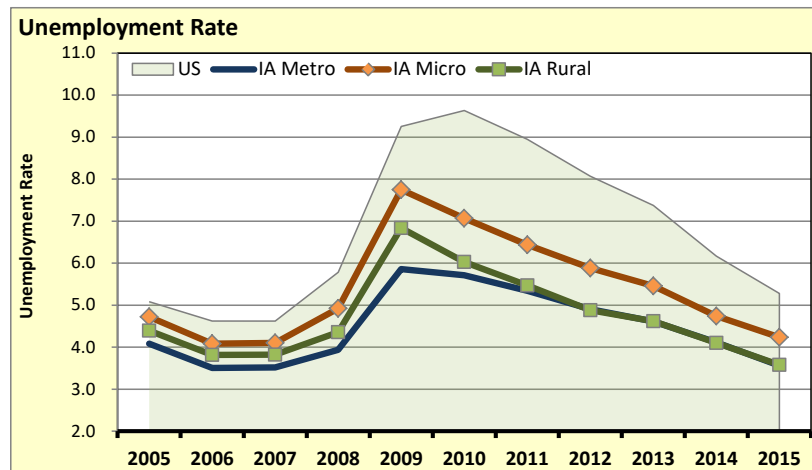
- 3.6% unemployed, down ↓0.5 of a point from 2014.
- Down ↓0.8 percentage points from 2008 recession.
- Down ↓0.8 points from 2005.

**Micropolitan Iowa**

- 4.2% unemployed, down ↓0.5 of a point from 2014.
- Down ↓0.7 points from 2008 recession.
- Down ↓0.5 points from 2005.

**Metropolitan Iowa**

- 3.6% unemployed, down ↓0.6 of a point from 2014.
- Down ↓0.4 points from 2008 recession.
- Down ↓0.5 points from 2005.



Source: LAUS, Bureau of Labor Statistics

U.S. Average: 5.3% in 2015, down ↓0.9 from 2014, down ↓0.5 from 2008, up ↑0.2 from 2005.

The unemployment situation in Iowa was positive in 2015; and suggests joblessness has recovered from the Great Recession of 2008. Unemployment has steadily fallen since its recessionary peak in 2009. Further, unemployment in Iowa was far below national rates (about three percentage points lower) for most of the post-recession period. The recovery has been so strong that unemployment in 2015 was slightly under what it was a decade ago. There is little difference in unemployment levels and trends across rural, micropolitan, and metro areas of Iowa. Keep in mind the unemployment rate is a narrow measure of joblessness, because it can fall by people dropping out of the labor market (stopped looking for work) with no gains in employment.

*The unemployment rate measures the percent of people having a job that want one. It is a narrow measure of unemployment because it excludes the unemployable, discouraged workers, and those not in the labor force.*



**Little to no job recovery since recession in rural and micropolitan Iowa, lagged far behind metros and the nation.**

**Rural Iowa**

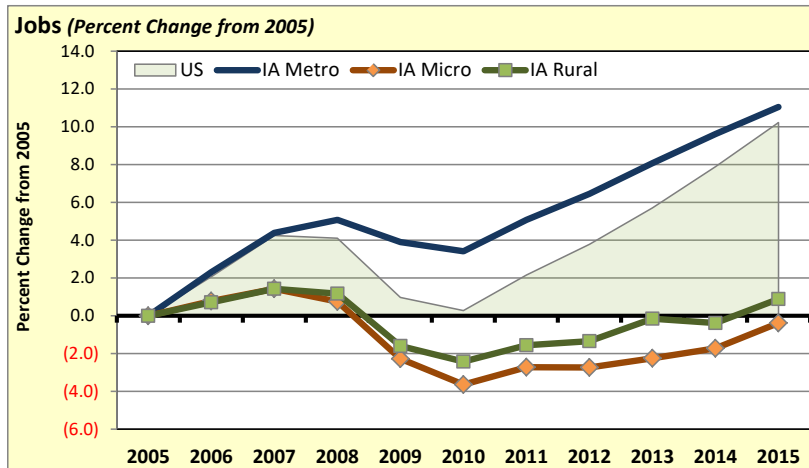
- 24.0% of jobs in 2015, up ↑1.3% from 2014.
- Stable (-0.3%) since 2008 recession.
- Up ↑0.9% from 2005.

**Micropolitan Iowa**

- 14.9% of jobs in 2015, up ↑1.4% from 2014.
- Down ↓1.1% from 2008 recession.
- Down ↓0.4% from 2005.

**Metropolitan Iowa**

- 61.1% of jobs in 2015, up ↑1.3% from 2014.
- Up ↑5.7% from 2008 recession.
- Up ↑11.0% from 2005.



Source: REA, Bureau of Economic Analysis  
 U.S. Average: Up ↑2.2% from 2014, up ↑5.9% from 2008, up ↑10.2% from 2005.

Since the recession, micropolitan and rural Iowa have lagged in job creation compared to metro Iowa and the nation (5.9 percent gain). Metro jobs sharply rebounded after the recession, with job gains on par with the nation. Rural areas have recovered most of the jobs lost during the recession; and job counts were up nearly one percent from a decade ago. However, micropolitan job numbers were still below pre-recession levels; and jobs have stubbornly remained below 2005 levels. Sluggish job creation is a major issue in non-metro Iowa. It is unclear if job losses drive population decline, or whether falling populations causes job counts to adjust to a smaller labor force. As jobs continue to concentrate in metro Iowa, this will only accelerate rural decline as people and businesses locate to larger cities. Job creation needs to be a top policy priority to ensure both economic and demographic stability in rural and micropolitan Iowa.

*Job numbers are a tally of both full-time and part-time positions, including self-employed, for all economic sectors (private, government, and farm).*

## Most non-metro jobs in the service sector. Goods sector and government in decline.

### Service-Providing (private)

- 56.8% of non-metro jobs in 2015, up  $\uparrow$ 1.2% since 2014.
- No change since 2008 recession.
- Up  $\uparrow$ 1.9% from 2005.

### Goods-Producing (private)

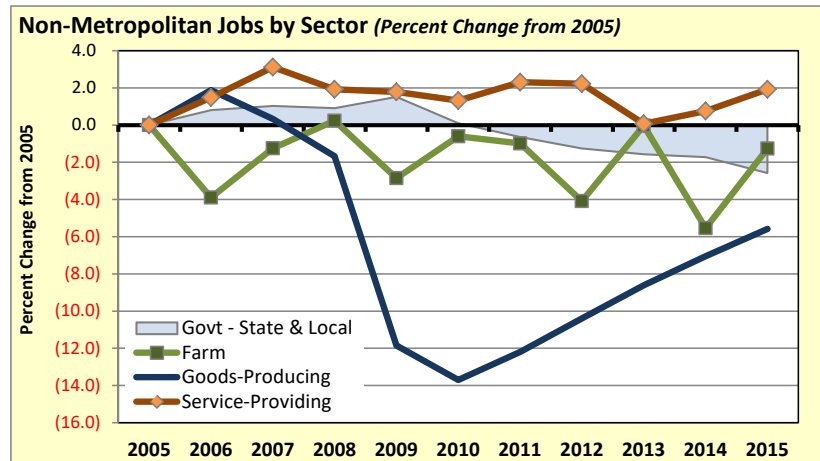
- 22.1% of non-metro jobs in 2015, up  $\uparrow$ 1.6% since 2014.
- Down  $\downarrow$ 4.0% from 2008 recession.
- Down  $\downarrow$ 5.6% from 2005.

### State and Local Government (includes education)

- 11.8% of non-metro jobs in 2015, down  $\downarrow$ 0.9% since 2014.
- Down  $\downarrow$ 3.5% from 2008 recession.
- Down  $\downarrow$ 2.6% from 2005.

### Farm

- 9.2% of non-metro jobs in 2015, up  $\uparrow$ 4.5% since 2014.
- Down  $\downarrow$ 1.5% from 2008 recession.
- Down  $\downarrow$ 1.3% from 2005.



Source: REA, Bureau of Economic Analysis

In non-metropolitan Iowa (e.g. micropolitan and rural places), the service-providing sector accounted for the largest share of jobs in the economy. Services was the only sector to experience job growth over the past decade, albeit modest. Job gains occurred in skilled areas such as professional, business, and administrative services. The goods-producing sector was hit hard by the recession, where jobs plummeted between 2008-10, especially in manufacturing. Jobs rebounded during the economic recovery over the past five years, but counts were still well below 2005 levels. Government employment (state, local, and education) in non-metros has declined steadily during the 2010s, driven by losses in state government (including higher education). Farm jobs fluctuated according to market conditions, but the general trend was one of slow job loss. However, farm employment jumped last year by nearly five percent.

*Farm sector includes farm proprietors and farm workers.*

*Goods-producing includes construction and manufacturing.*

*Service-providing includes all services (from professional to personal) plus trade.*

*Government includes state agencies, cities and counties, and K-12 and higher education.*

## Earnings in Iowa above pre-recession levels, especially in rural and micropolitan areas.

### Rural Iowa

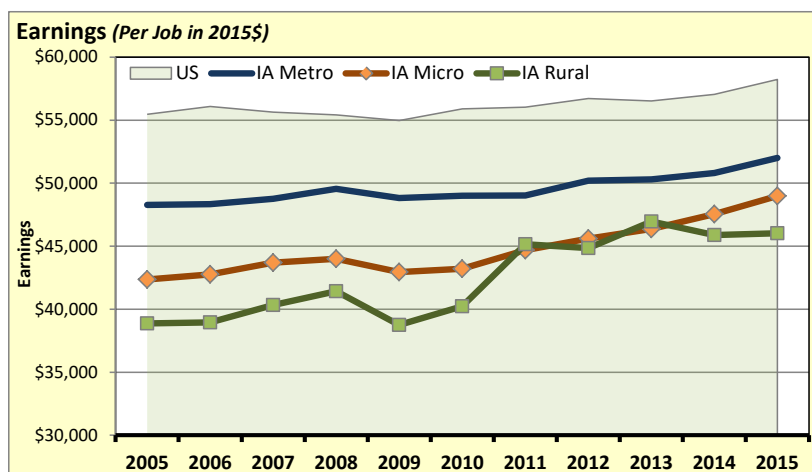
- \$46,020 per job in 2015, stable (0.3%) since 2014.
- Up ↑11.1% from 2008 recession.
- Up ↑18.4% from 2005.

### Micropolitan Iowa

- \$48,990 per job in 2015, up ↑3.0% from 2014.
- Up ↑11.3% from 2008 recession.
- Up ↑15.7% from 2005.

### Metropolitan Iowa

- \$51,990 per job in 2015, up ↑2.3% from 2014.
- Up ↑4.9% from 2008 recession.
- Up ↑7.7% from 2005.



Source: REA, Bureau of Economic Analysis

U.S. Average: \$58,230 in 2015, up ↑2.1% from 2014, up ↑5.1% from 2008, up ↑5.0% from 2005.

Earnings from jobs have trended upward across Iowa, putting more money in the pockets of workers. Although non-metro workers earned slightly less than those in metros, earnings have grown much faster in outstate Iowa. Rural and micropolitan earnings saw double-digit gains since the 2008 recession and also from a decade ago. Rural earnings were more variable because farm income fluctuated with agricultural commodity markets. Earnings for metro workers have also fully recovered from the recession, but grew more slowly at half the non-metro rate. Despite the positive earnings outlook, job earnings in Iowa were \$7,000-\$10,000 below national levels (\$58,230 per job). Although this is likely caused by a lower cost of living in the state, it may also indicate Iowa has more less-skilled jobs (thus less-paid) compared to the rest of the country.

*Earnings include wages and salaries, plus self-employment income, from employment in all economic sectors (private, government, and farm).*

**Non-metro earnings highest in farming and goods-production, lowest in services.**

**Farm**

- \$71,550 per job (14.0% of total non-metro earnings) in 2015, down ↓10.9% since 2014.
- Up ↑17.4% from 2008 recession.
- Up ↑36.9% from 2005.

**Goods-Producing (private)**

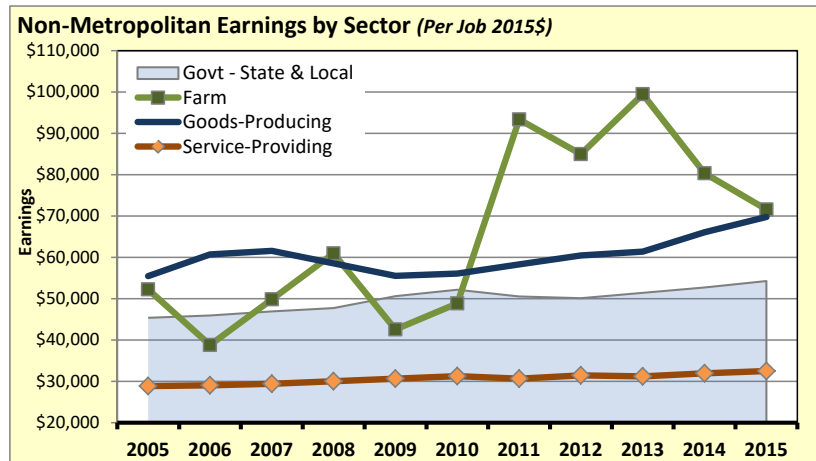
- \$69,770 per job (32.9% of total earnings) in 2015, up ↑5.6% since 2014.
- Up ↑19.2% from 2008 recession.
- Up ↑25.8% from 2005.

**State and Local Government (includes education)**

- \$54,270 per job (13.7% of total earnings) in 2015, up ↑3.0% since 2014.
- Up ↑13.7% from 2008 recession.
- Up ↑19.6% from 2005.

**Service-Providing (private)**

- \$32,480 per job (39.4% of total earnings) in 2015, up ↑1.7% since 2014.
- Up ↑8.1% from 2008 recession.
- Up ↑12.6% from 2005.



Source: REA, Bureau of Economic Analysis

Although the service-sector accounted for 57 percent of all non-metro jobs, it only generated 39 percent of total earnings in 2015, resulting in lower earnings per job. Service-sector earnings have grown, but at a slower rate than other sectors. One reason for lower wages is that many services jobs are part-time lower-skilled positions in retail trade and personal services. By contrast, goods-producing earnings were double that of service jobs, likely due to production jobs being full-time, higher skilled, and often unionized. Farm earnings saw rapid gains between 2010-13 due to a surging farm economy; and despite recent market downturns farm incomes were still high. Although farm and goods-producing jobs paid high wages, they accounted for only one-third of non-metro jobs and growth has been sluggish. Government earnings were moderately high and modestly growing, with most of these jobs being professional or technical positions in education and healthcare.

*Farm sector includes farm proprietors and farm workers.*

*Goods-producing includes construction and manufacturing.*

*Service-providing includes all services (from professional to personal) plus trade.*

*Government includes state agencies, cities and counties, and K-12 and higher education.*

**Net farm incomes stable following large losses.  
Metro farms hit hardest.**

**Rural Iowa**

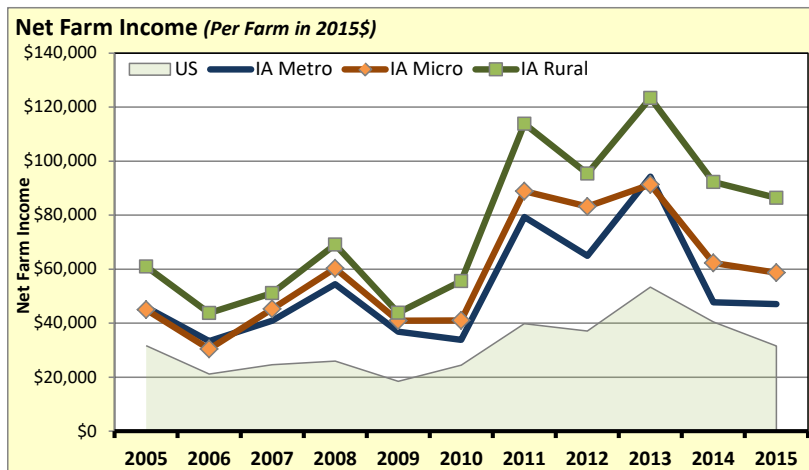
- \$86,400 farm income in 2015, down ↓6.3% from 2014.
- Up ↑25.0% from 2008 recession.
- Up ↑41.7% from 2005.

**Micropolitan Iowa**

- \$58,700 farm income in 2015, down ↓5.7% from 2014.
- Down ↓2.7% from 2008 recession.
- Up ↑30.3% from 2005.

**Metropolitan Iowa**

- \$47,060 farm income in 2015, down ↓1.4% from 2014.
- Down ↓13.6% from 2008 recession.
- Up ↑2.4% from 2005.



Source: REA, Bureau of Economic Analysis

U.S. Average: \$31,570 in 2015, down ↓22.0% from 2014, up ↑21.6% from 2008, stable at -0.4% from 2005.

Rural Iowa contains most of the state's larger commercial farm operations, thus net farm incomes were much higher here than in urban counties. Micropolitan and metro farm incomes were lower because these farms tend to be smaller and operated by part-time farmers, as many have off-farm jobs in larger cities. Being an agricultural state, Iowa farm income far exceeded national levels (\$31,570 per farm) over the past decade, especially during the farm boom in the early 2010s. Surging agricultural commodity prices boosted farm income across the state between 2010-13, with rural Iowa capturing most of these gains. As the farm economy cooled incomes have fallen sizably from 2013 levels (down 50.1 percent in metros, 35.7 percent in micros, and 30.0 percent in rural areas). However, farm income losses appear to have slowed by 2015.

*Farm income is farm proprietors' net income from agricultural production and related activities.*

## Resources

Iowa Community Indicators Program (*general socioeconomic information for Iowa*)  
[www.icip.iastate.edu](http://www.icip.iastate.edu)

U.S. Census Quick Facts (*population, housing, income, and poverty*)  
[www.census.gov/quickfacts](http://www.census.gov/quickfacts)

U.S. Bureau of Labor Statistics (*employment and unemployment*)  
[www.bls.gov/data](http://www.bls.gov/data)

U.S. Bureau of Economic Analysis (*jobs and earnings*)  
[www.bea.gov/iTable/index\\_regional.cfm](http://www.bea.gov/iTable/index_regional.cfm)

## For more information contact

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## Appendix – Data and Methods

County data are aggregated into **metropolitan** (counties with an urban center over 50,000 people, plus outlying suburbs linked by commuting patterns), **micropolitan** (counties with an urban center of between 10,000-49,999 people, plus outlying suburbs linked by commuting patterns), and **rural/non-core** (counties having no urban center of 10,000 or more) areas based on 2013 Core-Based Statistical Areas delineated by the U.S. Office of Management and Budget. Rural and non-core are used interchangeably, but rural has a specific definition not used in this bulletin (rural officially defined as places under 2,500 people or the countryside). Income data for 2005 to 2015 are **inflation-adjusted** to real dollars using the U.S. Bureau of Economic Analysis personal consumption price indexes.

**Population, age,** and **minority** counts are intercensal estimates between the official decennial Censuses. Minority is the population self-identifying with a non-white race or of Hispanic ethnicity regardless of race. Source: Population Estimates, U.S. Census Bureau.

**Median household income** includes wages, self-employment, capital gains, transfers (retirement, Social Security, welfare) and all other income from persons in the household. Reported as the income at the 50<sup>th</sup> percentile of households (median). Medians are used instead of means because they are less affected by very high incomes. Source: Small Area Income and Poverty Estimates, U.S. Census Bureau.

The **poverty rate** is calculated as the percent of people living in households whose income (from earnings, capital gains, and transfers) falls below the poverty income line for their household size. It excludes people living in institutions or group quarters like prisons, military bases, nursing facilities, and college dormitories. In 2015 the poverty income line was \$12,082 for a single person, \$15,391 for two people, and 18,871 for four people. Source: Small Area Income and Poverty Estimates, U.S. Census Bureau.

The **labor force** is the number of people available for work, counting those employed plus those jobless but looking for work. The labor force participation rate used in this bulletin is the labor force divided by total the population 16 years and older. It measures the percent of people participating in the job market, and by extension the broader economy. It is similar to the unemployment rate except it includes those not seeking work such as the unemployable, students, homemakers, and retirees. Source: Local Area Unemployment Statistics, U.S. Bureau of Labor Statistics.

The **unemployment rate** is the number of people employed divided by the labor force (those employed plus the jobless who are looking for work). The unemployment rate measures the percent of people having a job that want one; and is a narrow measure of unemployment because it does not count the unemployable, discouraged workers, and those not in the labor force. Source: Local Area Unemployment Statistics, U.S. Bureau of Labor Statistics.

**Jobs** include both full-time and part-time positions such as wage and salary jobs, farm and non-farm proprietors, and general partners for all economic sectors (private, government, and farm). It measures jobs not employed persons, so one person may have multiple jobs. **Earnings** include wages and salaries, supplements to wages/salaries, and proprietors' income earned from jobs as previously defined. **Net farm income** is farm proprietors' net income from agricultural production and ancillary activities. Source: Regional Economic Accounts, U.S. Bureau of Economic Analysis.