

# Community Context 3

## Demographics

Part of the framework for the Johnston Comprehensive Plan is an analysis of population, household and economic trends. Demographic data available for the preparation of this plan is from the 2000 census, data that is ten years old. Although dated, information from 1990 and 2000 can still serve as an indicator of future influencing factors.

In order to portray a more accurate depiction of contemporary trends, the 2008 American Community Survey (ACS), prepared by the U.S. Census Bureau was utilized to compare the Johnston area with Polk County and Des Moines. The ACS data corresponds to the boundaries of the Johnston Community School District which is a different geographic area than the City of Johnston (see Figure 3.1). Johnston's population accounts for 52% of the school district's population.

Since the 2000 census, there has been a significant change in the nation's economy. The economic downturn has influenced recent housing and economic trends. Going forward, Johnston will consider future data sources such as the 2010 census as they become available to better inform future planning decisions.

## Population

Johnston has nearly doubled in size since 2000, growing from 8,650 to 15,700 (see Table 3.1). Neighboring communities such as Grimes, Urbandale and Ankeny have also seen significant increases in population. However, Des Moines has seen little change in population. Johnston's population growth in the last ten years can be linked to significant new housing construction and the continued attraction of major employers. Continuation of the rapid growth that has occurred over the past decade may present challenges in the future (i.e. housing, employment, schools and public services).

Johnston can expect to continue to grow over the next 25 years as indicated by the forecasts provided by the Des Moines Area Metropolitan Planning Organization (MPO) (see Table 3.2). These forecasts represent Johnston and portions of its neighboring communities (see Figure 3.1).

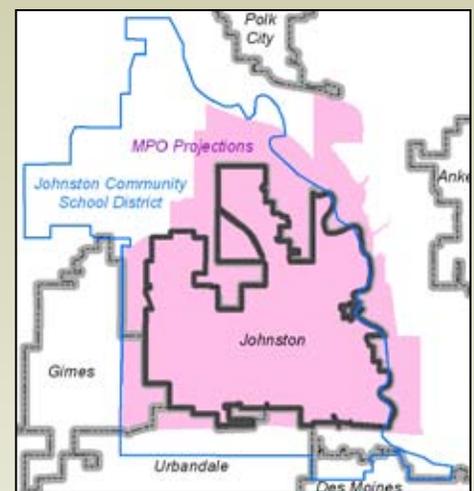


Figure 3.1 - Study Area

Geographic Area	2000 Census	Population Estimates (7/1/2008)	Percentage Change
Johnston	8,649	15,691	81%
Des Moines	198,682	197,052	-1%
Grimes	5,098	8,419	65%
Urbandale	29,072	38,369	32%
Ankeny	27,117	42,287	56%

Table 3.1 - Population (Source: U.S. Census)

Forecasts (MPO)	Population	Housing	Employment
2005	14,372	5,927	11,419
2010	16,856	6,902	12,487
2015	19,112	7,785	13,334
2025	22,812	9,236	14,643
2035	27,148	11,250	15,654
Change 2010-2035	10,292	4,348	3,167

Table 3.2 - Forecasts (Source: Des Moines Area MPO - Traffic Analysis Zones)

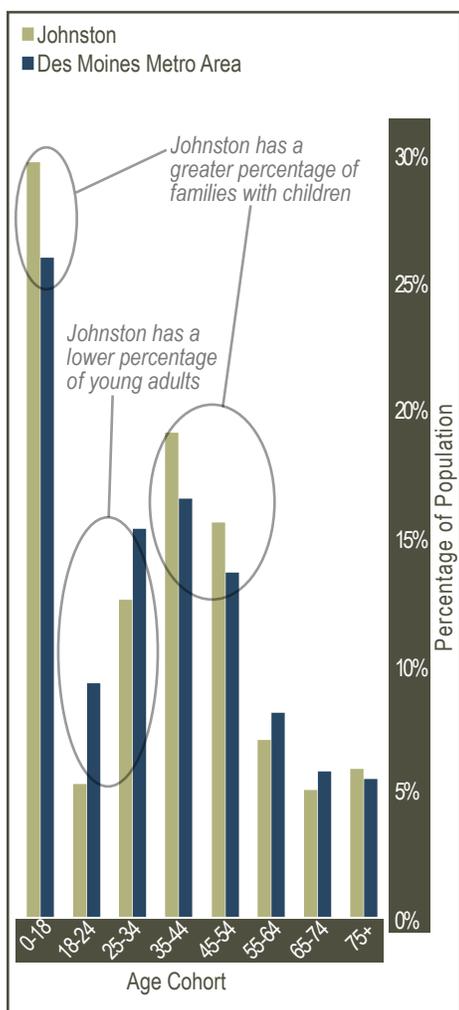


Figure 3.2 - Population by Age Group-2000  
Johnston vs. Des Moines Metro Area  
(Source: U.S. Census, Joe Urban, Inc.)

2008 ACS	Johnston School District	Polk Co.	Des Moines	Percent Johnston School Dist.	Percent Polk Co.	Percent Des Moines
Under 5 years	2,731	34,408	16,635	9%	8%	8%
5 to 9 years	2,461	32,065	14,787	8%	8%	7%
10 to 14 years	2,477	29,484	12,049	8%	7%	6%
15 to 19 years	1,791	26,607	14,307	6%	6%	7%
20 to 24 years	1,119	25,667	13,815	4%	6%	7%
25 to 34 years	4,042	58,438	29,030	14%	14%	15%
35 to 44 years	4,659	64,958	28,870	16%	15%	14%
45 to 54 years	5,034	60,612	27,002	17%	14%	14%
55 to 59 years	1,677	25,344	11,487	6%	6%	6%
60 to 64 years	1,067	19,929	9,619	4%	5%	5%
65 to 74 years	1,435	24,210	10,424	5%	6%	5%
75 to 84 years	847	16,620	8,571	3%	4%	4%
85 years and over	539	6,436	3,414	2%	2%	2%
<b>Total</b>	<b>29,879</b>	<b>424,778</b>	<b>200,010</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<i>Baby Boom (45 to 64 years)</i>	<i>7,778</i>	<i>105,885</i>	<i>48,108</i>	<i>26%</i>	<i>25%</i>	<i>24%</i>

Table 3.3 - Age Cohorts (Source: 2008 American Community Survey)

## Age

Johnston is considered a developing community and as such, it has attracted a large proportion of young families. This trend has been occurring since 2000 (see Figure 3.2 & 3.3). The trends have shown a high proportion of people between the ages of 35 and 54, in addition to a large population under the age of 18. The 2008 ACS data indicates that 76% of the Johnston area households are family households, 67% which are married couples with children under the age of 18.

The Baby Boom Generation is a group that has had a profound impact in this country over the past two decades. Baby boomers are 45 to 64 years in age and were born post World War II. They make up a significant portion of the United States population. The 2008 ACS estimates show that this age group makes up approximately 25% of the Johnston Community School District, Polk County and the City of Des Moines (see Table 3.3).

A mix of age groups adds diversity to a community. Johnston should recognize the groups that exist today as well as changes that are likely to occur in the future. In order to accommodate the needs of future generations, diverse living and service options may need to be available. This diversity may need to include life-cycle housing, recreational amenities, health services and employment opportunities.

## Housing

Nationally, statistics show an overabundance of single-family detached housing units. A study entitled "Leadership in a New Era," by A.C. Nelson found that the United States has already met its single-family housing demand for the next twenty years (see Figure 3.3). Data from the study indicates that in order to meet future needs, the U.S. would need to accommodate 35 million new small lots and attached units by 2025. An overabundance of single-family homes on a national basis doesn't necessarily translate directly to the housing mix in Johnston but it may at least, be indicative of less market interest in the traditional single-family detached home.

Johnston continues to attract younger families with children because of the historically high proportion of single-family homes. Single-family housing units comprise 78% of Johnston's existing housing stock. Consistent with national trends, Johnston has seen

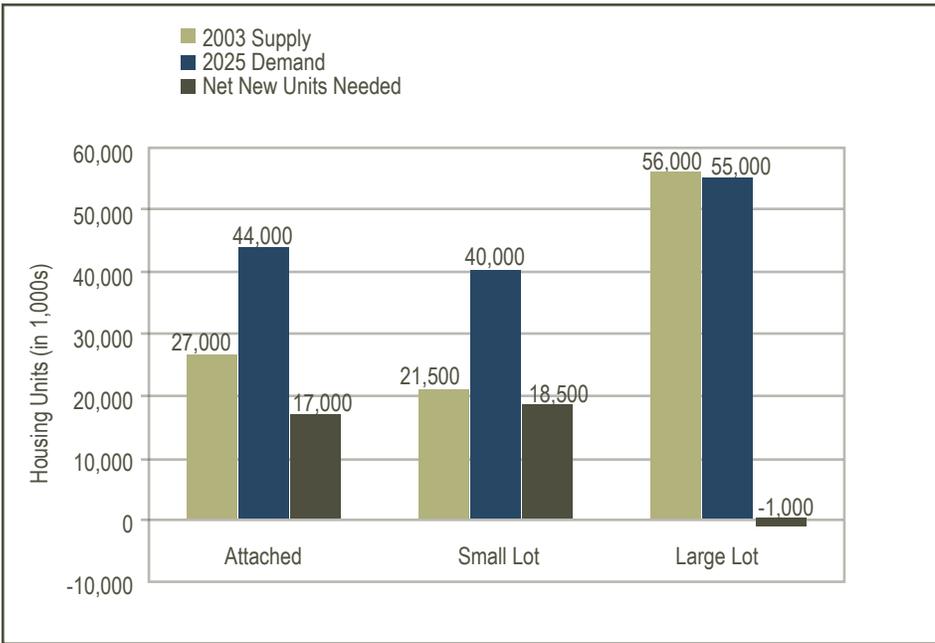


Figure 3.3 - United States 2003 Housing Supply vs. 2025 Housing Demand  
 (Source: A.C. Nelson, "Leadership in a New Era," Journal of the American Planning Association, Vol. 72, Issue 4, 2006 pp. 393-407)

an increase in townhomes/condo permits in the last ten years, but there have been no multi-family permits since 2003 (see Figure 3.4). While the amount of attached housing in Johnston has grown considerably over the past decade, these uses are still a relatively small percentage of the total housing stock compared to traditional single-family units.

Although Johnston has seen a significant amount of housing growth, there are indications

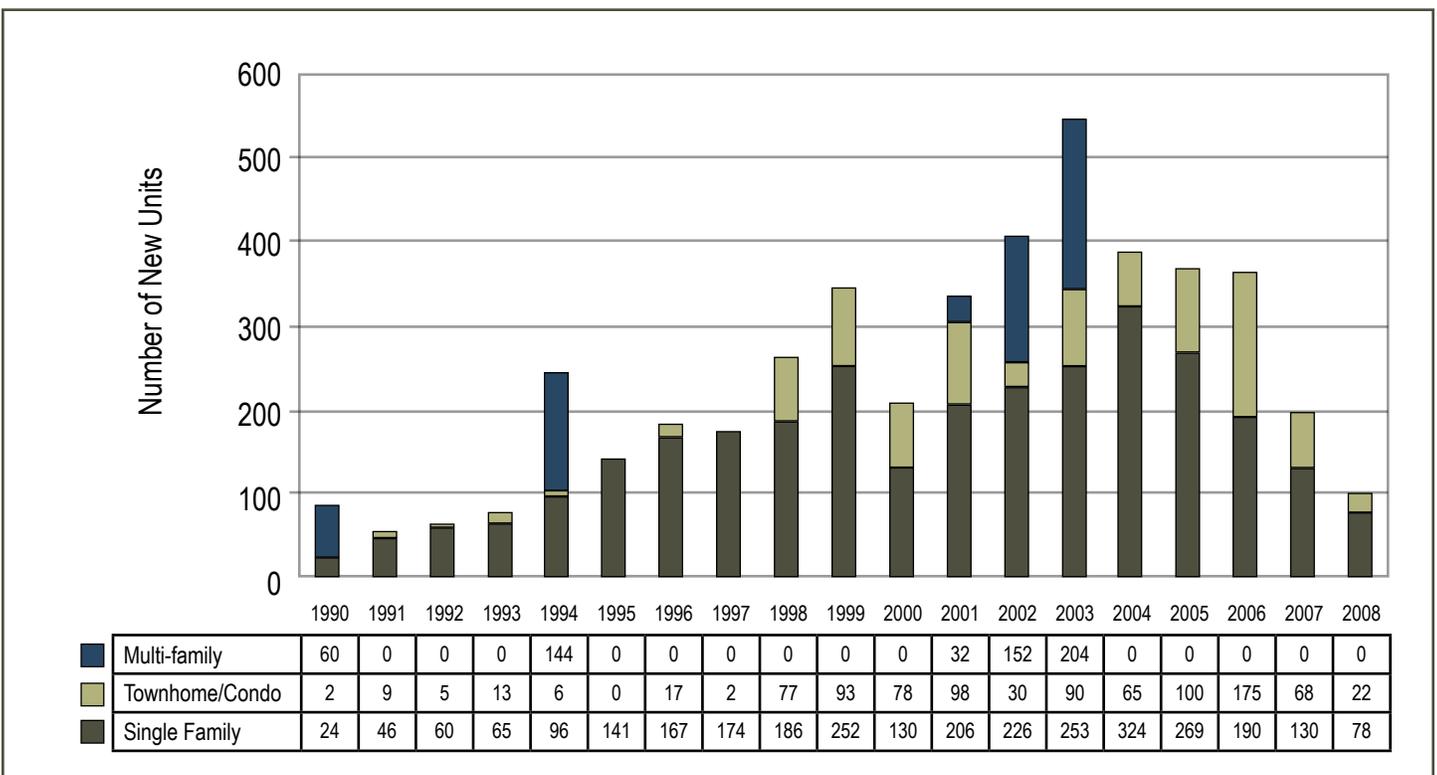


Figure 3.4 - Number of New Dwelling Units Permitted by Dwelling Type, 1990-2008 (Source: City of Johnston)

Area	Median Household Income
Johnston School Dist.	\$ 86,165
Polk County	\$ 56,901
Des Moines	\$ 43,583

Table 3.4 - Median Household Income (Source: 2008 American Community Survey)

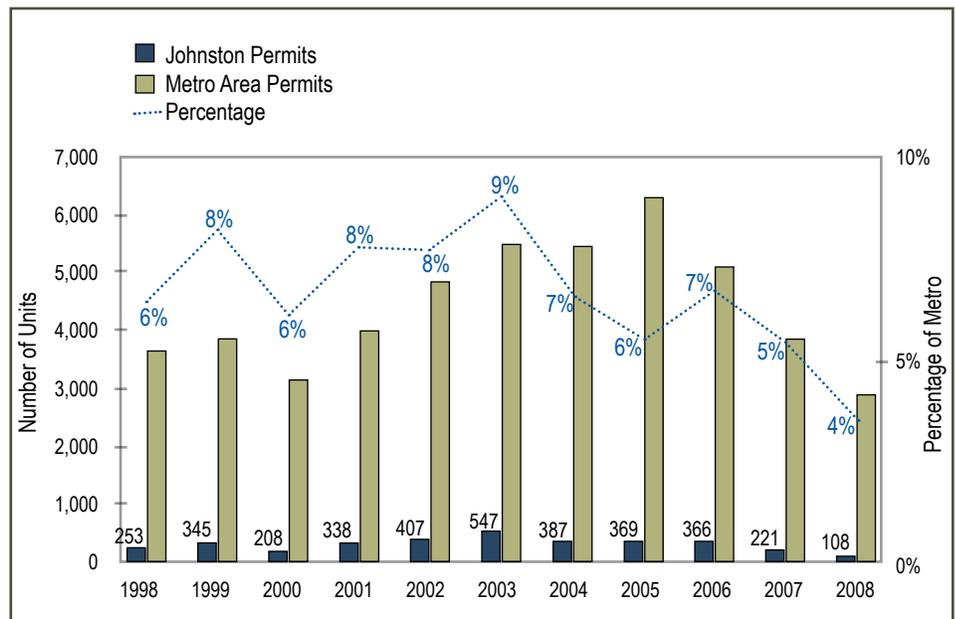


Figure 3.5 - Johnston Housing Permits as Percentage of Metro Area - 1998-2008 (Source: U.S. Census, HUD, Joe Urban, Inc.)

that the growth rate may be slowing. Figure 3.5 shows that Johnston has typically absorbed about 8% of the total housing permits pulled within the Des Moines metro area. In the last three years that number has dropped to about 4%. This decrease in growth may be associated with development occurring elsewhere or given recent market conditions, Johnston may no longer be able to absorb as much new housing.

The Des Moines Area MPO projects that Johnston will continue to grow by an additional 4,348 units by the year 2035. Future housing will need to be carefully balanced to match future demographics. For instance, households will become smaller as the Baby Boom Generation ages in place. This shift is likely to lead to increased demand for smaller, maintenance free housing options. It is also important to recognize the large number of children under the age of 18 that will eventually be seeking their own homes as they reach an age of independence. In order to provide housing for this segment of the market, Johnston will need to consider housing forms that are affordable to lower income, starter households.

### Household Characteristics

The 2008 ACS estimates place the Johnston household size at approximately 2.76 people per unit, which is slightly higher than Polk County (2.59) and Des Moines (2.50). As shown on Table 3.4, households in Johnston have substantially higher incomes than Des Moines and Polk County as a whole. Higher household incomes in Johnston are partially due to the city's higher percentage of dual incomes compared to higher rates of single-wage earner households in other areas. Johnston also has a higher percentage of owner occupied housing. Table 3.5 shows the owner vs. rental statistics of Johnston, Polk County and Des Moines.

### Ethnicity

Johnston has seen little change in ethnicity between 1990 and 2000. The population in the area is primarily white with a small percentage of African Americans and Asians.

This trend may be indicative of an influx of immigration in larger metropolitan areas that are located in the Midwest. Communities such as Kansas City, MO; Omaha, NE; Minneapolis/St. Paul, MN; and Des Moines, IA have all seen a significant increase in immigration in the last ten years. For instance, in 2000 the census counted over 113,000 immigrants in Minneapolis/St. Paul, a 150 percent increase since 1990. The City of Des Moines experienced a large increase in the Hispanic population recording a 65% increase from 2000 to 2008.

2008 ACS	Owned Housing	Rental Housing	Total
Johnston School District	8,986	2,003	10,989
Polk County	121,189	49,033	170,222
Des Moines	53,929	28,996	82,925
<b>Percent Johnston School District</b>	<b>82%</b>	<b>18%</b>	<b>100%</b>
<b>Percent Polk County</b>	<b>71%</b>	<b>29%</b>	<b>100%</b>
<b>Percent Des Moines</b>	<b>65%</b>	<b>35%</b>	<b>100%</b>

Table 3.5 - Owner Occupied (Source: 2008 American Community Survey)

2008 ACS	Johnston School District	Polk Co.	Des Moines	Percent Johnston School Dist.	Percent Polk Co.	Percent Des Moines
White	26,629	353,641	146,215	89%	83%	73%
Black or African American	141	22,866	19,638	0%	5%	10%
American Indian and Alaska Native	30	667	582	0%	0%	0%
Asian	1,726	13,400	8,424	6%	3%	4%
Hispanic	946	28,438	21,612	3%	7%	11%
Native Hawaiian and Other Pacific Islander alone	0	237	237	0%	0%	0%
Some other race	36	323	128	0%	0%	0%
Two or more races	371	5,206	3,174	1%	1%	2%
Total:	29,879	424,778	200,010	100%	100%	100%

Table 3.6 - Race (Source: 2008 American Community Survey)

Other Midwestern metropolitan areas have also experienced increases in their Asian and Somali populations.

The 2008 ACS does show that the Johnston area has become slightly more diverse; however, the community is still primarily white (see Table 3.6). As the area becomes more diverse in the future, the city, school district and social service network will need to become more aware of the cultural and lifestyle interests of a changing population.

### Educational Attainment

The Johnston area has a high percentage of residents with college or university degrees. 2008 estimates show 55% of the Johnston Community School District population to have obtained an associate degree or higher. This is significantly higher than Polk County (43%) and Des Moines (32%).

### School Enrollment

Johnston is located in the Johnston Community School District which includes five elementary schools, two middle schools and a high school. As was stated earlier, Johnston has seen an increase in families with children. The school district attributes this growth to the number of new single-family homes, the quality of education offered and the proximity to Des Moines.

Based on this growth, the school district's 2007 Enrollment Report has identified potential capacity issues at four of the elementary schools and both middle schools. The plan states that the majority of the forecasted growth will be at the elementary grade level, but based on percentages, the largest growth will be at the middle school level. Overall it is anticipated that the school district will see approximately 900 more students, or a 17% increase from 2006/2007 to 2011/2012. This increase in growth will require expansion or new facilities by 2011/2012.

### Employment and Workforce

Johnston is home to several major employers, such as Pioneer Hi-Bred International, Inc., Camp Dodge and John Deere Credit. These entities account for a large number of jobs in Johnston. Since 1998, Pioneer Hi-Bred has expanded its workforce from 1,268 full-time employees to approximately 1,600. John Deere opened its doors in 2000, adding approximately 900 jobs to Johnston's economy. Camp Dodge has also seen an increase in employment reporting approximately 700 jobs in 2009.



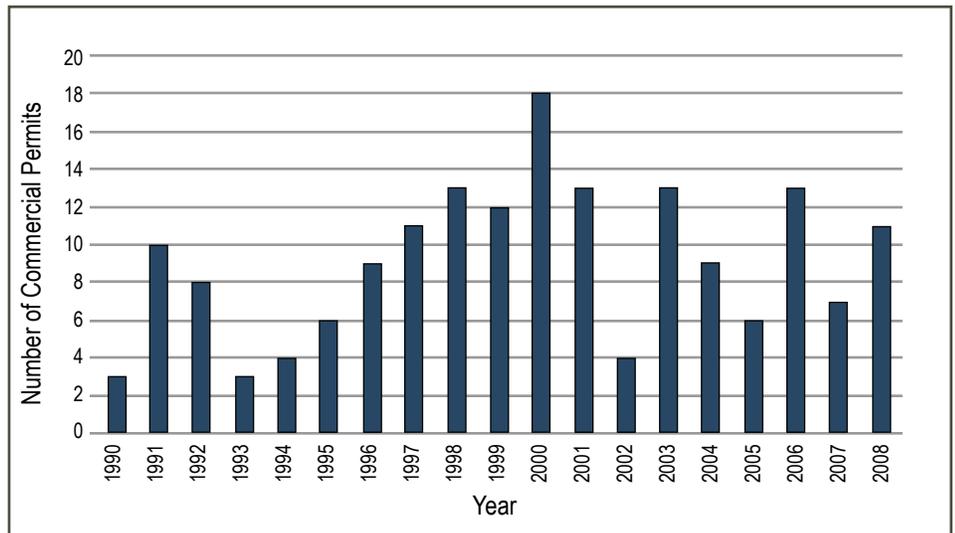


Figure 3.6 - Commercial Permits (Source: City of Johnston)

The expansion of these industries and others has helped Johnston solidify its position as a desirable, growing community. Johnston has seen a steady increase in commercial permits between 1994 and 2000 (see Figure 3.6). Given more recent market fluctuations, there hasn't been a consistent trend in permits since 2000; however, the community has continued to see commercial construction. In the last ten years Johnston has developed 2,200,000 sq. ft. of new commercial development. Nearly half of this development was devoted to office related uses. This construction type is reflected in Johnston's workforce, which is comprised primarily of management, professional and office related occupations (see Table 3.7).

The Johnston area will continue to have new economic opportunities in the future. Des Moines Area MPO forecasts call for 3,167 new jobs in the Johnston area by 2035.

2008 ACS	Johnston School Dist.	Polk Co.	Des Moines
Management, professional, and related occupations	24%	19%	15%
Service occupations	5%	7%	8%
Sales and office occupations	15%	15%	15%
Farming, fishing, and forestry occupations	0%	0%	0%
Construction, extraction, maintenance and repair occupations	2%	4%	4%
Production, transportation, and material moving occupations	4%	5%	7%
Total	100%	100%	100%

Table 3.7 - Workforce (Source: 2008 American Community Survey)

## Demographics Summary

It is important to recognize that the trends in demographics, employment, school enrollment or the housing market can significantly influence the dynamics of the community. Johnston will need to consider future data sources, such as the 2010 census to inform future planning decisions. Based on data available at this time, the following are expected to influence Johnston's growth over the next 10 to 20 years:

### Population

The Des Moines Area MPO anticipates that Johnston will grow by another 10,000 residents. The local and regional systems (i.e. transportation, parks, trails, infrastructure and land use patterns) will need to be evaluated and planned accordingly to accommodate future growth.

### Age

Johnston has a strong presence of younger families, in addition to an aging Baby Boom Generation population. Each age group requires different needs and services within the community. Alternative modes of transportation, housing, recreational needs and employment opportunities should be considered to meet the needs of all ages.

### Housing

Households in Johnston can be characterized as being primarily single-family units, owner occupied and high household incomes. Future housing developments should consider a balance of mixed uses that provide opportunities for a variety of lifestyles and income levels.

### Ethnicity

Johnston is slowly becoming more diverse and will need to be more aware of the cultural and lifestyle interests of a changing population.

### Education

Recent growth trends have contributed to capacity issues at the elementary schools and middle schools. The city should continue to collaborate with the Johnston school district to examine future enrollment trends and development projections to address facility needs.

### Employment and Workforce

Johnston has successfully attracted and retained large employers within the community creating a strong workforce of professional and office positions. Future land use planning should accommodate a diverse economic base that provides a mix of jobs and wages.



