

Data for Decision Makers

Howard County

Population

Howard County is a nonmetropolitan county in northeast Iowa. Howard County is composed of six incorporated communities and their surrounding rural areas. From 1990 to 2000, Howard County's population increased 1.3 percent. The state's population increased by 5.4 percent over that period.

1. Population of Howard County

City	1980	1990	2000
Chester	175	158	151
Cresco	3,860	3,669	3,905
Elma	714	653	598
Lime Springs	476	438	496
Protivin	368	305	295
Riceville (part) *	356	334	316
Balance of County	5,165	4,252	4,171
County Total	11,114	9,809	9,932
State Total	2,913,808	2,776,755	2,926,324

* Indicates municipality crosses county border; figure is the portion of population in this county only.

Population Profile

Age distribution

Compared to the state, Howard County had a higher percentage of young people (19 or younger) and a higher percentage of older people (age 65+) in 2000. The median age in Howard County in 2000 was 2.9 years older than the median age of the state.

2. Percent of population by age

	Howard County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	32.1	28.6	28.7	32.3	29.0	28.3
20 to 44	27.5	29.7	29.9	35.1	26.7	34.6
45 to 64	21.2	20.1	21.3	19.2	18.9	22.2
65 or older	19.2	21.6	20.1	13.3	15.3	14.9
Median age	34.4	37.6	39.5	30.0	34.0	36.6

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IOWA STATE UNIVERSITY
University Extension

Community Profile

Race/Ethnicity

As with the other 98 counties in the state, Howard County is predominantly white, with little noticeable change since 1980.

3. Percentage of population by race/Hispanic origin

	Howard County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.6	100.0	100.0	98.9
White	99.7	99.6	99.1	97.4	96.6	93.9
Black	0.0	0.1	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.2	0.2	0.2	0.4	0.9	1.3
American Indian	0.0	0.1	0.2	0.2	0.3	0.3
Other	0.1	0.0	0.1	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.4	n.a.	n.a.	1.1
Hispanic origin **	0.1	0.2	0.6	0.9	1.2	2.8

* 2000 was the first census that allowed respondents to identify themselves in two or more racial categories.

** Hispanics can be of any race.

Education

Educational levels of an adult population are measured by the educational attainment of residents after their education is largely complete (25 years of age or older). In 2000, Howard County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Howard County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	27.1	20.7	19.9	13.9
High school graduate	44.2	43.0	38.5	36.1
Less than 4 years college	20.5	23.7	24.7	28.8
4 or more years college	8.2	12.6	16.9	21.2

Income and Poverty

Since 1979, median household income in Howard County increased \$3,835 (adjusted dollars). In 1999, Howard had a median income \$4,828 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Howard County	\$30,806	\$29,175	\$34,641
State	\$37,515	\$34,921	\$39,469

Poverty rates in Howard County declined between 1979 and 1999; state levels also declined.

6. Percent of population in poverty

	1979	1989	1999
Howard County	14.8	13.8	9.3
State	10.1	11.5	9.1

Housing

Howard County had a higher percentage of owner-occupied housing, lower median housing value, and lower median rent than the state in 2000. Howard County also had a smaller percentage of newer housing units than the state.

7. Housing characteristics, 1990-2000

	Howard County		State	
	1990	2000	1990	2000
Total units	4,155	4,327	1,143,669	1,232,511
Percent of units:				
Owner-occupied	72.4	72.8	64.0	67.5
Renter-occupied	20.4	19.1	26.2	25.8
Vacant/seasonal	7.2	8.2	9.8	6.8
10 or fewer years old	7.5	8.5	10.0	12.3
40 or more years old	55.0	63.3	42.9	51.1
Single detached homes	86.2	85.0	74.6	74.0
Mobile homes	4.6	5.1	5.0	5.3
Median value	\$30,400	\$59,500	\$45,900	\$82,500
Median gross rent	\$233	\$333	\$336	\$470

Employment and Earnings Profile

Employment

The labor force in any area consists of all persons aged 16 or older who either are currently employed or actively seeking work. The number employed is simply the number of labor force participants who currently have jobs. Labor force participants who are not employed and, to a lesser extent, non-participants in the labor force form a pool of available labor. The size of this pool and its skill level are often important factors in economic development efforts.

8. Labor force and employment rates

	<u>1990</u>	<u>1999</u>	<u>2000</u>
Total labor force:			
Howard County	4,600	5,560	5,430
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Howard County	96.1	97.3	96.7
State	95.7	97.5	97.4

Occupation

Among the 4,764 employed persons age 16 or older in Howard County in 2000, the largest segment was employed in management, professional, or related occupations.

9. Occupations of employed persons 16 years of age or older

	<u>Howard County</u>	<u>State</u>
Total employed	4,764	1,489,816
Percentage in:		
Management, professional or related occupations	27.0	31.3
Service occupations	13.9	14.8
Sales and office occupations	19.4	25.9
Farming, fishing, and forestry occupations	4.1	1.1
Construction, extraction, and maintenance occupations	9.5	8.9
Production, transportation, and material moving occupations	26.1	18.1

Employment earnings

The earnings in Table 10 represent earnings by place of work. This is an enumeration of jobs located within the county, whether or not those jobs are filled by county residents. As a result, county residents who commute out of Howard County to work are not counted, but non-county residents who commute into Howard County to work are included.

10. Earnings of employed persons 16 years of age or older, by place of work

Industry	Total Earnings (\$000)			Share of Total (%)			
	<u>1990</u>	Howard County		Howard County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	83,821	141,250	155,304	100.0	100.0	100.0	100.0
Farm	18,703	14,488	18,311	22.3	11.8	6.0	4.2
Manufacturing	16,449	52,501	57,521	19.6	37.0	22.6	19.8
Retail	7,840	10,603	11,148	9.4	7.2	9.6	9.2
Finance *	2,973	5,673	6,256	3.5	4.0	6.1	7.9
Services	9,653	15,009	15,729	11.5	10.1	19.6	22.9
Government	14,039	21,670	23,186	16.7	14.9	16.8	15.9
Other **	14,164	21,306	23,153	16.9	14.9	19.2	20.1

* Finance, insurance, and real estate

** Agricultural services, mining, construction, transportation, public utilities, and wholesale trade

Retail Trade Profile

Retail Sales

The relative strength of the retail sector in a county is measured by the pull factor. The pull factor is derived by dividing the county per capita retail sales by state per capita retail sales. Pull factors greater than 1 represent retail sector strength, while pull factors less than 1 show sector weakness.

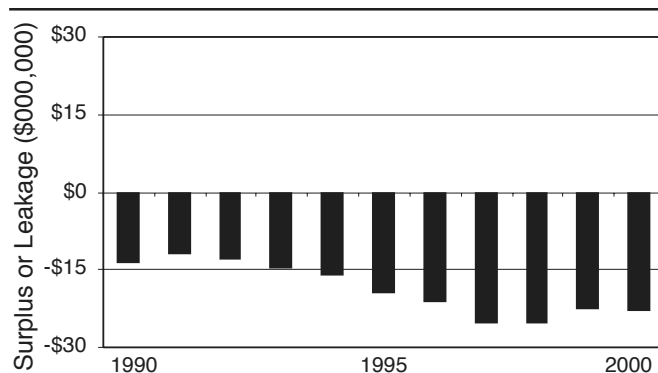
11. Howard County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	412	\$45.78	\$4,691	0.57
1997	399	\$48.20	\$4,935	0.57
1998	395	\$50.25	\$5,175	0.58
1999	391	\$54.79	\$5,655	0.61
2000	383	\$55.82	\$5,620	0.60

Retail Trade Analysis

Potential sales is an estimate of the amount of money that could be spent on retail goods and services by residents of the county based on the county's income and population. Potential sales is calculated by multiplying the county population by the per capita sales for the state and adjusting for the county's income level. A "surplus" indicates that trade is being pulled from beyond the county, while a "leakage" indicates that the county is losing shopping dollars to other counties.

Figure 1. Retail trade analysis, Howard County



12. Retail sales by merchandise category, Howard County

	Sales (millions)			Number of Firms			Percent of Total			Surplus or leakage (millions)
	1996	1999	2000	1996	1999	2000	1996	1999	2000	2000
Building Materials	\$4.01	\$5.21	\$5.90	12	12	13	8.8	9.5	10.6	\$0.33
General Merchandise	\$1.00	\$1.03	\$1.09	7	8	6	2.2	1.9	1.9	-\$10.79
Food	\$8.31	\$9.57	\$9.48	6	6	6	18.1	17.5	17.0	-\$2.21
Apparel	*	*	*	*	*	*	*	*	*	*
Home Furnishings	\$0.13	\$0.15	*	5	*	*	0.3	0.3	*	*
Eating and drinking	\$4.04	\$4.35	\$4.23	34	31	28	8.8	7.9	7.6	-\$2.56
Specialty Stores	\$3.49	\$3.67	\$4.13	66	64	66	7.6	6.7	7.4	-\$1.86
Services	\$4.79	\$5.54	\$5.44	128	122	121	10.5	10.1	9.7	-\$4.93
Wholesale	\$4.18	\$6.36	\$5.55	41	37	33	9.1	11.6	9.9	-\$1.74
Other	\$15.83	\$18.92	\$20.00	114	113	110	34.6	34.5	35.8	
Total	\$45.78	\$54.79	\$55.82	412	391	383	100.0	100.0	100.0	-\$22.73

* Data suppressed to protect the confidentiality of reports from individual businesses.

... and justice for all

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