

# Data for Decision Makers

## Chickasaw County

### Population

Chickasaw County is a nonmetropolitan county in northeast Iowa. Chickasaw County is composed of eight incorporated communities and their surrounding rural areas. From 1990 to 2000, Chickasaw County's population decreased 1.5 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Chickasaw County

City	1980	1990	2000
Alta Vista	314	246	286
Bassett	128	74	74
Fredericksburg	1,075	1,011	984
Ionia	350	304	277
Lawler	534	517	461
Nashua	1,846	1,476	1,618
New Hampton	3,940	3,660	3,692
North Washington	142	107	118
Balance of County	7,108	5,900	5,585
<b>County Total</b>	<b>15,437</b>	<b>13,295</b>	<b>13,095</b>
<b>State Total</b>	<b>2,913,808</b>	<b>2,776,755</b>	<b>2,926,324</b>

### Population Profile

#### Age distribution

Compared to the state, Chickasaw 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 Chickasaw County in 2000 was 3.1 years older than the median age of the state.

#### 2. Percent of population by age

	Chickasaw County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	35.1	30.5	28.6	32.3	29.0	28.3
20 to 44	31.7	31.6	30.0	35.1	26.7	34.6
45 to 64	18.8	20.1	23.4	19.2	18.9	22.2
65 or older	14.5	17.8	17.9	13.3	15.3	14.9
Median age	29.8	35.7	39.7	30.0	34.0	36.6

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IOWA STATE UNIVERSITY  
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# Community Profile

## Race/Ethnicity

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

### 3. Percentage of population by race/Hispanic origin

	Chickasaw County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.4	100.0	100.0	98.9
White	99.7	99.8	98.7	97.4	96.6	93.9
Black	0.0	0.0	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.1	0.3	0.4	0.9	1.3
American Indian	0.1	0.0	0.0	0.2	0.3	0.3
Other	0.1	0.1	0.3	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.6	n.a.	n.a.	1.1
Hispanic origin **	0.2	0.3	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, Chickasaw County had a lower percentage of college graduates than the state overall.

### 4. Educational levels of adults 25 or older

	Chickasaw County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	24.8	16.6	19.9	13.9
High school graduate	46.5	45.3	38.5	36.1
Less than 4 years college	18.9	26.0	24.7	28.8
4 or more years college	9.9	12.2	16.9	21.2

## Income and Poverty

Since 1979, median household income in Chickasaw County increased \$2,944 (adjusted dollars). In 1999, Chickasaw had a median income \$1,820 lower than the state.

### 5. Median Household income (in 1999 \$)

	1979	1989	1999
Chickasaw County	\$34,705	\$32,827	\$37,649
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Chickasaw County	11.4	10.7	8.3
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Chickasaw County		State	
	1990	2000	1990	2000
<b>Total units</b>	5,486	5,593	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	72.0	74.5	64.0	67.5
Renter-occupied	19.9	18.4	26.2	25.8
Vacant/seasonal	8.1	7.2	9.8	6.8
10 or fewer years old	7.2	10.8	10.0	12.3
40 or more years old	51.4	56.1	42.9	51.1
Single detached homes	85.2	84.6	74.6	74.0
Mobile homes	4.8	5.5	5.0	5.3
Median value	\$37,200	\$71,200	\$45,900	\$82,500
Median gross rent	\$262	\$325	\$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>
<b>Total labor force:</b>			
Chickasaw County	7,060	7,620	7,040
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Chickasaw County	94.1	96.7	92.0
State	95.7	97.5	97.4

## 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 Chickasaw County to work are not counted, but non-county residents who commute into Chickasaw 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 (%)			
	Chickasaw County			Chickasaw County		State	
	<u>1990</u>	<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	119,837	201,310	193,194	100.0	100.0	100.0	100.0
Farm	19,974	22,847	34,805	16.7	18.0	6.0	4.2
Manufacturing	36,977	65,385	50,048	30.9	25.9	22.6	19.8
Retail	8,846	13,156	13,476	7.4	7.0	9.6	9.2
Finance *	3,228	6,568	6,781	2.7	3.5	6.1	7.9
Services	16,440	28,600	30,221	13.7	15.6	19.6	22.9
Government	15,445	20,694	21,528	12.9	11.1	16.8	15.9
Other **	18,927	44,060	36,335	15.8	18.8	19.2	20.1

\* Finance, insurance, and real estate

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

## Occupation

Among the 6,197 employed persons age 16 or older in Chickasaw 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>Chickasaw County</u>	<u>State</u>
Total employed	6,197	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	28.4	31.3
Service occupations	12.2	14.8
Sales and office occupations	20.7	25.9
Farming, fishing, and forestry occupations	2.5	1.1
Construction, extraction, and maintenance occupations	10.6	8.9
Production, transportation, and material moving occupations	25.6	18.1

# 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.

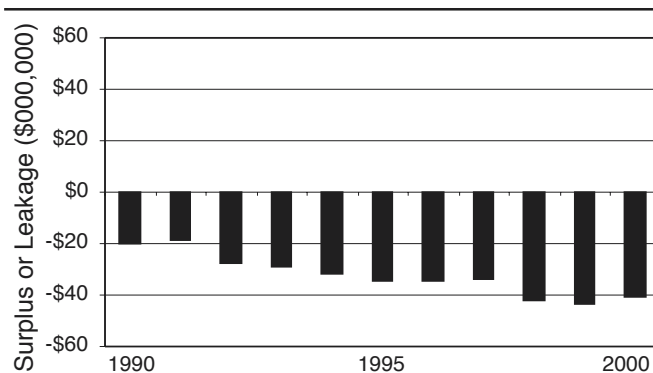
### 11. Chickasaw County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	569	\$61.50	\$4,571	0.55
1997	558	\$67.39	\$4,994	0.58
1998	548	\$63.07	\$4,699	0.53
1999	523	\$67.54	\$5,025	0.54
2000	524	\$72.27	\$5,519	0.59

## 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, Chickasaw County



### 12. Retail sales by merchandise category, Chickasaw 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	\$5.46	\$6.57	\$6.84	17	16	17	8.9	9.7	9.5	-\$1.19
General Merchandise	\$1.61	\$2.56	\$2.84	5	6	6	2.6	3.8	3.9	-\$14.28
Food	*	*	*	*	*	*	*	*	*	*
Apparel	\$1.12	\$0.98	\$0.88	6	6	6	1.8	1.4	1.2	-\$1.81
Home Furnishings	\$2.62	*	*	9	*	*	4.3	*	*	*
Eating and drinking	\$5.80	\$5.76	\$6.07	37	34	35	9.4	8.5	8.4	-\$3.72
Specialty Stores	\$3.66	\$3.94	\$4.01	114	100	99	6.0	5.8	5.6	-\$4.61
Services	\$9.92	\$12.05	\$12.77	179	165	166	16.1	17.8	17.7	-\$2.17
Wholesale	\$6.73	\$6.54	\$7.09	55	40	42	10.9	9.7	9.8	-\$3.42
Other	\$24.59	\$29.16	\$31.77	148	157	153	43.2	44.0		
<b>Total</b>	<b>\$61.50</b>	<b>\$67.54</b>	<b>\$72.27</b>	<b>569</b>	<b>523</b>	<b>524</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-\$40.93</b>

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

... and justice for all

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#### Information in this county profile was derived from data from:

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