

Data for Decision Makers

Bremer County

Population

Bremer County is a nonmetropolitan county in northeast Iowa. Bremer County is composed of eight incorporated communities and their surrounding rural areas. From 1990 to 2000, Bremer County's population increased 2.2 percent. The state's population increased by 5.4 percent over that period.

1. Population of Bremer County

City	1980	1990	2000
Denver	1,647	1,600	1,627
Frederika	223	188	199
Janesville (part) *	728	689	721
Plainfield	469	455	438
Readlyn	858	773	786
Sumner	2,335	2,078	2,087
Tripoli	1,280	1,188	1,310
Waverly	8,444	8,539	8,968
Balance of County	8,836	7,303	7,189
County Total	24,820	22,813	23,325
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, Bremer 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 Bremer County in 2000 was 1.5 years older than the median age of the state.

2. Percent of population by age

	Bremer County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	34.0	29.2	28.6	32.3	29.0	28.3
20 to 44	35.1	34.3	31.4	35.1	26.7	34.6
45 to 64	17.8	19.8	23.9	19.2	18.9	22.2
65 or older	13.1	16.7	16.0	13.3	15.3	14.9
Median age	29.4	35.2	38.1	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, Bremer County is predominantly white, with little noticeable change since 1980.

3. Percentage of population by race/Hispanic origin

	Bremer County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.4	100.0	100.0	98.9
White	99.3	99.0	98.2	97.4	96.6	93.9
Black	0.2	0.3	0.5	1.4	1.7	2.1
Asian/Pacific Islander	0.3	0.6	0.5	0.4	0.9	1.3
American Indian	0.1	0.0	0.1	0.2	0.3	0.3
Other	0.1	0.1	0.1	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.6	n.a.	n.a.	1.1
Hispanic origin **	0.3	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, Bremer County had a higher percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Bremer County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	21.5	12.3	19.9	13.9
High school graduate	41.3	37.6	38.5	36.1
Less than 4 years college	22.2	28.5	24.7	28.8
4 or more years college	15.1	21.5	16.9	21.2

Income and Poverty

Since 1979, median household income in Bremer County increased \$402 (adjusted dollars). In 1999, Bremer had a median income \$1,357 higher than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Bremer County	\$40,424	\$36,381	\$40,826
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Bremer County	7.6	9.2	5.1
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Bremer County		State	
	1990	2000	1990	2000
Total units	8,847	9,337	1,143,669	1,232,511
Percent of units:				
Owner-occupied	71.2	74.2	64.0	67.5
Renter-occupied	23.7	20.7	26.2	25.8
Vacant/seasonal	5.1	5.1	9.8	6.8
10 or fewer years old	6.6	9.2	10.0	12.3
40 or more years old	45.5	55.1	42.9	51.1
Single detached homes	82.5	82.3	74.6	74.0
Mobile homes	2.5	3.0	5.0	5.3
Median value	\$45,900	\$88,000	\$45,900	\$82,500
Median gross rent	\$288	\$400	\$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:			
Bremer County	11,400	12,400	12,300
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Bremer County	96.5	97.6	98.4
State	95.7	97.5	97.4

Occupation

Among the 12,016 employed persons age 16 or older in Bremer 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>Bremer County</u>	<u>State</u>
Total employed	12,016	1,489,816
Percentage in:		
Management, professional or related occupations	32.4	31.3
Service occupations	13.2	14.8
Sales and office occupations	25.6	25.9
Farming, fishing, and forestry occupations	1.4	1.1
Construction, extraction, and maintenance occupations	9.8	8.9
Production, transportation, and material moving occupations	17.6	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 Bremer County to work are not counted, but non-county residents who commute into Bremer 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>	Bremer County		Bremer County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	202,004	315,339	343,120	100.0	100.0	100.0	100.0
Farm	19,265	25,747	35,871	9.5	10.5	6.0	4.2
Manufacturing	52,925	66,289	68,735	26.2	20.0	22.6	19.8
Retail	18,493	23,601	24,598	9.2	7.2	9.6	9.2
Finance *	23,771	46,311	50,909	11.8	14.8	6.1	7.9
Services	33,992	61,496	65,551	16.8	19.1	19.6	22.9
Government	27,514	41,331	43,294	13.6	12.6	16.8	15.9
Other **	26,044	50,564	54,162	12.9	15.8	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.

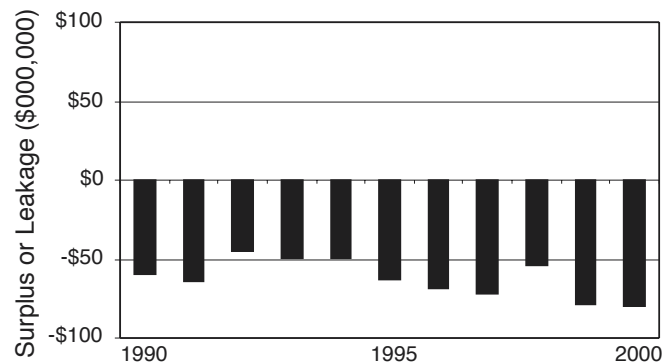
11. Bremer County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	785	\$119.50	\$5,142	0.62
1997	795	\$122.57	\$5,265	0.61
1998	791	\$147.15	\$6,316	0.71
1999	774	\$131.49	\$5,616	0.61
2000	754	\$137.87	\$5,911	0.63

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, Bremer County



12. Retail sales by merchandise category, Bremer 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	\$3.82	\$3.96	\$4.20	14	13	14	3.2	3.0	3.0	-\$11.25
General Merchandise	\$19.36	\$21.72	\$23.64	16	13	15	16.2	16.5	17.1	-\$9.27
Food	\$26.16	\$24.47	\$17.15	14	13	6	21.9	18.6	12.4	-\$15.25
Apparel	\$1.94	\$1.45	\$1.40	11	9	7	1.6	1.1	1.0	-\$3.78
Home Furnishings	\$2.67	\$2.68	\$3.14	20	17	19	2.2	2.0	2.3	-\$6.25
Eating and drinking	\$11.13	\$11.90	\$12.34	46	46	41	9.3	9.1	9.0	-\$6.48
Specialty Stores	\$7.86	\$8.63	\$8.17	159	158	149	6.6	6.6	5.9	-\$8.41
Services	\$22.58	\$23.48	\$23.17	247	242	237	18.9	17.9	16.8	-\$5.56
Wholesale	\$9.22	\$11.01	\$11.96	67	63	62	7.7	8.4	8.7	-\$8.25
Other	\$14.74	\$22.18	\$32.69	192	202	204	12.3	16.9	23.7	
Total	\$119.50	\$131.49	\$137.87	785	774	754	100.0	100.0	100.0	-\$79.81

... and justice for all

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