



Data for Decision Makers

Buena Vista County

Population

Buena Vista County is a nonmetropolitan county in northwest Iowa. Buena Vista County is composed of 10 incorporated communities and their surrounding rural areas. From 1990 to 2000, Buena Vista County's population increased 2.2 percent. The state's population increased by 5.4 percent over that period.

1. Population of Buena Vista County

City	1980	1990	2000
Albert City	818	779	709
Alta	1,720	1,820	1,865
Lakeside	589	522	484
Linn Grove	205	194	211
Marathon	442	320	302
Newell	913	1,089	887
Rembrandt	291	229	228
Sioux Rapids	897	792	720
Storm Lake	8,814	8,769	10,076
Truesdale	128	132	91
Balance of County	5,957	5,319	4,838
County Total	20,774	19,965	20,411
State Total	2,913,808	2,776,755	2,926,324

Population Profile

Age distribution

Compared to the state, Buena Vista 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 Buena Vista County in 2000 was 0.2 years younger than the median age of the state.

2. Percent of population by age

	Buena Vista County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	30.6	29.5	29.7	32.3	29.0	28.3
20 to 44	31.7	35.1	33.2	35.1	26.7	34.6
45 to 64	21.5	17.5	20.2	19.2	18.9	22.2
65 or older	16.3	17.9	16.9	13.3	15.3	14.9
Median age	31.8	33.8	36.4	30.0	34.0	36.6

For more information contact

The Buena Vista County Extension Office

Rhonda Christensen, County Extension Education Director
824 Flindt Drive, P.O. Box 820
Storm Lake, Iowa 50588-3208

Phone: (712) 732-5056

Fax: (712) 732-5006

E-mail: xbuenavista@iastate.edu

Your Northwest Iowa Extension Community Development Specialists

Alan Vandelaar
4301 Sergeant Road
Suite 213
Sioux City, Iowa 51106

Jane Goeken
110 West 4th Street
Suite 100
Spencer, Iowa 51301

Phone: (712) 276-2157

Fax: (712) 276-6211

E-mail: alanv@iastate.edu

Phone: (712) 262-2264

Fax: (712) 262-8481

E-mail: jngoeken@iastate.edu

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ISU Extension to Communities

Community Profile

Race/Ethnicity

As with the other 98 counties in the state, Buena Vista County is predominantly white. However, the Hispanic population has increased significantly since 1980.

3. Percentage of population by race/Hispanic origin

	Buena Vista County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	98.6	100.0	100.0	98.9
White	99.4	97.5	88.0	97.4	96.6	93.9
Black	0.0	0.3	0.4	1.4	1.7	2.1
Asian/Pacific Islander	0.1	2.0	4.3	0.4	0.9	1.3
American Indian	0.1	0.1	0.1	0.2	0.3	0.3
Other	0.4	0.1	5.8	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	1.4	n.a.	n.a.	1.1
Hispanic origin **	0.3	0.8	12.5	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, Buena Vista County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Buena Vista County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	17.9	18.7	19.9	13.9
High school graduate	40.2	36.2	38.5	36.1
Less than 4 years college	26.6	26.5	24.7	28.8
4 or more years college	15.2	18.7	16.9	21.2

Income and Poverty

Since 1979, median household income in Buena Vista County decreased \$926 (adjusted dollars). In 1999, Buena Vista had a median income \$4,169 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Buena Vista County	\$36,226	\$33,699	\$35,300
State	\$37,515	\$34,921	\$39,469

Poverty rates in Buena Vista County increased between 1979 and 1999; state levels declined.

6. Percent of population in poverty

	1979	1989	1999
Buena Vista County	8.4	8.7	10.5
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Buena Vista County		State	
	1990	2000	1990	2000
Total units	8,140	8,145	1,143,669	1,232,511
Percent of units:				
Owner-occupied	62.6	64.8	64.0	67.5
Renter-occupied	29.7	27.3	26.2	25.8
Vacant/seasonal	7.7	7.9	9.8	6.8
10 or fewer years old	10.1	5.6	10.0	12.3
40 or more years old	47.8	64.1	42.9	51.1
Single detached homes	79.0	79.8	74.6	74.0
Mobile homes	4.2	4.1	5.0	5.3
Median value	\$41,400	\$64,900	\$45,900	\$82,500
Median gross rent	\$298	\$417	\$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:			
Buena Vista County	10,000	10,940	10,640
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Buena Vista County	97.4	97.9	97.8
State	95.7	97.5	97.4

Occupation

Among the 9,828 employed persons age 16 or older in Buena Vista 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>Buena Vista County</u>	<u>State</u>
Total employed	9,828	1,489,816
Percentage in:		
Management, professional or related occupations	27.8	31.3
Service occupations	14.4	14.8
Sales and office occupations	24.2	25.9
Farming, fishing, and forestry occupations	2.5	1.1
Construction, extraction, and maintenance occupations	7.5	8.9
Production, transportation, and material moving occupations	23.7	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 Buena Vista County to work are not counted, but non-county residents who commute into Buena Vista 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 (%)			
	Buena Vista County			Buena Vista 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	211,273	313,281	329,559	100.0	100.0	100.0	100.0
Farm	31,710	29,264	37,130	15.0	11.3	6.0	4.2
Manufacturing	49,391	78,035	81,960	23.4	24.9	22.6	19.8
Retail	22,723	29,530	29,295	10.8	8.9	9.6	9.2
Finance *	9,354	15,835	17,097	4.4	5.2	6.1	7.9
Services	35,460	60,170	63,495	16.8	19.3	19.6	22.9
Government	29,175	44,632	48,038	13.8	14.6	16.8	15.9
Other **	33,460	55,815	52,544	15.8	15.9	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.

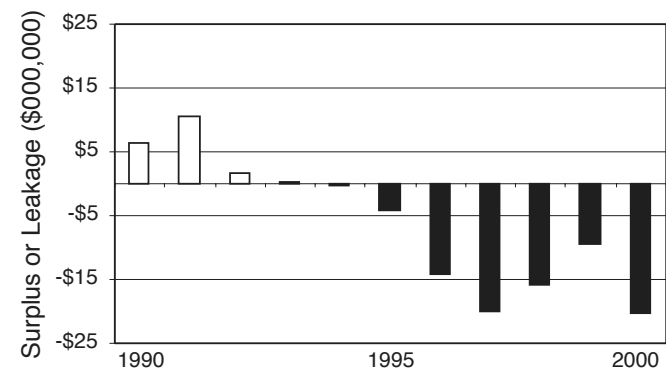
11. Buena Vista County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	744	\$137.13	\$6,860	0.83
1997	734	\$142.43	\$7,171	0.83
1998	734	\$146.50	\$7,497	0.84
1999	733	\$156.25	\$8,032	0.87
2000	704	\$146.44	\$7,175	0.76

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, Buena Vista County



12. Retail sales by merchandise category, Buena Vista 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	\$7.95	\$8.51	\$6.96	17	18	19	5.8	5.4	4.8	-\$4.88
General Merchandise	\$24.02	\$27.15	\$27.59	17	14	14	17.5	17.4	18.8	\$2.36
Food	\$23.38	\$24.29	\$24.70	7	9	10	17.1	15.5	16.9	-\$0.13
Apparel	\$4.73	\$4.26	\$3.44	18	14	13	3.4	2.7	2.3	-\$0.53
Home Furnishings	\$5.43	\$6.10	\$4.84	25	24	20	4.0	3.9	3.3	-\$2.35
Eating and drinking	\$12.69	\$13.91	\$13.22	60	58	51	9.3	8.9	9.0	-\$1.20
Specialty Stores	\$15.28	\$16.94	\$16.52	131	138	130	11.1	10.8	11.3	\$3.81
Services	\$14.00	\$16.58	\$16.32	244	242	238	10.2	10.6	11.1	-\$5.70
Wholesale	\$10.57	\$12.50	\$12.40	60	53	49	7.7	8.0	8.5	-\$3.08
Other	\$19.09	\$26.00	\$20.45	166	162	160	13.9	16.6	14.0	
Total	\$137.13	\$156.25	\$146.44	744	733	704	100.0	100.0	100.0	-\$20.38

... and justice for all

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This series was prepared by:

Margie Hanson, Census Services, with assistance from Georgeanne Artz, Extension Retail Analysis Program, and Mark Imerman, Rural Data Project, at Iowa State University.

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