

Data for Decision Makers

Cass County

Population

Cass County is a nonmetropolitan county in southwest Iowa. Cass County is composed of eight incorporated communities and their surrounding rural areas. From 1990 to 2000, Cass County's population decreased 2.9 percent. The state's population increased by 5.4 percent over that period.

1. Population of Cass County

City	1980	1990	2000
Anita	1,153	1,068	1,049
Atlantic	7,789	7,432	7,257
Cumberland	351	295	281
Griswold	1,176	1,049	1,039
Lewis	497	433	438
Marne	162	149	149
Massena	518	372	414
Wiota	181	160	149
Balance of County	5,105	4,170	3,908
County Total	16,932	15,128	14,684
State Total	2,913,808	2,776,755	2,926,324

Population Profile

Age distribution

Compared to the state, Cass County had a lower percentage of young people (19 or younger) and a higher percentage of older people (age 65+) in 2000. The median age in Cass County in 2000 was 5.0 years older than the median age of the state.

2. Percent of population by age

	Cass County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	29.9	27.7	26.3	32.3	29.0	28.3
20 to 44	30.6	30.8	29.1	35.1	26.7	34.6
45 to 64	20.7	20.5	23.8	19.2	18.9	22.2
65 or older	18.8	20.9	20.8	13.3	15.3	14.9
Median age	34.6	38.3	41.6	30.0	34.0	36.6

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Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Cass County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.7	100.0	100.0	98.9
White	99.4	99.6	98.8	97.4	96.6	93.9
Black	0.1	0.1	0.2	1.4	1.7	2.1
Asian/Pacific Islander	0.3	0.1	0.2	0.4	0.9	1.3
American Indian	0.1	0.1	0.1	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.	0.3	n.a.	n.a.	1.1
Hispanic origin **	0.2	0.3	0.7	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, Cass County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Cass County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	19.3	14.1	19.9	13.9
High school graduate	44.1	40.4	38.5	36.1
Less than 4 years college	24.1	28.8	24.7	28.8
4 or more years college	12.5	16.6	16.9	21.2

Income and Poverty

Since 1979, median household income in Cass County increased \$1,354 (adjusted dollars). In 1999, Cass had a median income \$6,547 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Cass County	\$31,568	\$29,025	\$32,922
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Cass County	11.7	11.5	11.1
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Cass County		State	
	1990	2000	1990	2000
Total units	6,788	6,590	1,143,669	1,232,511
Percent of units:				
Owner-occupied	65.3	69.3	64.0	67.5
Renter-occupied	25.7	23.6	26.2	25.8
Vacant/seasonal	9.0	7.1	9.8	6.8
10 or fewer years old	7.8	4.6	10.0	12.3
40 or more years old	54.4	66.2	42.9	51.1
Single detached homes	80.8	82.1	74.6	74.0
Mobile homes	4.0	3.4	5.0	5.3
Median value	\$34,700	\$59,500	\$45,900	\$82,500
Median gross rent	\$273	\$357	\$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:			
Cass County	7,530	7,530	7,180
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Cass County	94.6	96.8	95.8
State	95.7	97.5	97.4

Occupation

Among the 7,338 employed persons age 16 or older in Cass 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>Cass County</u>	<u>State</u>
Total employed	7,338	1,489,816
Percentage in:		
Management, professional or related occupations	28.6	31.3
Service occupations	14.1	14.8
Sales and office occupations	24.4	25.9
Farming, fishing, and forestry occupations	1.7	1.1
Construction, extraction, and maintenance occupations	10.1	8.9
Production, transportation, and material moving occupations	21.1	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 Cass County to work are not counted, but non-county residents who commute into Cass 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>	Cass County		Cass County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	139,855	201,445	216,963	100.0	100.0	100.0	100.0
Farm	14,480	7,119	18,987	10.4	8.8	6.0	4.2
Manufacturing	24,962	37,286	33,057	17.8	15.2	22.6	19.8
Retail	15,511	19,018	19,533	11.1	9.0	9.6	9.2
Finance *	5,074	9,328	9,508	3.6	4.4	6.1	7.9
Services	21,481	41,508	43,112	15.4	19.9	19.6	22.9
Government	27,955	41,144	45,724	20.0	21.1	16.8	15.9
Other **	30,392	46,042	47,042	21.7	21.7	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.

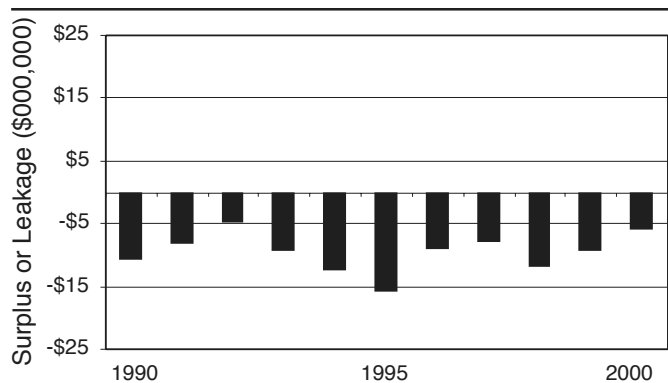
11. Cass County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	644	\$92.31	\$6,168	0.75
1997	641	\$98.19	\$6,576	0.76
1998	626	\$97.23	\$6,591	0.74
1999	605	\$101.56	\$6,960	0.75
2000	594	\$107.08	\$7,292	0.77

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, Cass County



12. Retail sales by merchandise category, Cass 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	\$4.46	\$4.33	\$3.94	13	13	11	4.8	4.3	3.7	-\$4.08
General Merchandise	\$13.19	\$15.11	\$16.83	15	16	15	14.3	14.9	15.7	-\$0.25
Food	\$26.88	\$31.86	\$29.31	15	15	9	29.1	31.4	27.4	\$12.50
Apparel	\$2.99	\$1.45	\$1.29	12	8	6	3.2	1.4	1.2	-\$1.39
Home Furnishings	\$2.19	\$2.70	\$2.29	18	11	10	2.4	2.7	2.1	-\$2.58
Eating and drinking	\$9.18	\$9.18	\$9.38	43	41	37	9.9	9.0	8.8	-\$0.38
Specialty Stores	\$6.41	\$6.68	\$7.92	111	90	90	6.9	6.6	7.4	-\$0.68
Services	\$11.47	\$14.16	\$14.72	198	190	191	12.4	13.9	13.7	-\$0.19
Wholesale	\$7.80	\$7.31	\$7.51	58	57	54	8.4	7.2	7.0	-\$2.97
Other	\$7.75	\$8.78	\$13.88	160	166	171	8.4	8.6	13.0	
Total	\$92.31	\$101.56	\$107.08	644	605	594	100.0	100.0	100.0	-\$5.87

... and justice for all

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