

Data for Decision Makers

Cherokee County

Population

Cherokee County is a nonmetropolitan county in north-west Iowa. Cherokee County is composed of eight incorporated communities and their surrounding rural areas. From 1990 to 2000, Cherokee County's population decreased 7.5 percent. The state's population increased by 5.4 percent over that period.

1. Population of Cherokee County

City	1980	1990	2000
Aurelia	1,143	1,034	1,062
Cherokee	7,004	6,026	5,369
Cleghorn	275	275	250
Larrabee	169	175	149
Marcus	1,206	1,171	1,139
Meriden	233	193	184
Quimby	424	334	368
Washta	320	284	282
Balance of County	5,464	4,606	4,232
County Total	16,238	14,098	13,035
State Total	2,913,808	2,776,755	2,926,324

Population Profile

Age distribution

Compared to the state, Cherokee 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 Cherokee County in 2000 was 5.1 years older than the median age of the state.

2. Percent of population by age

	Cherokee County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	31.3	29.3	27.1	32.3	29.0	28.3
20 to 44	31.2	31.2	28.3	35.1	26.7	34.6
45 to 64	21.8	21.0	24.3	19.2	18.9	22.2
65 or older	15.6	18.5	20.4	13.3	15.3	14.9
Median age	32.7	37.2	41.7	30.0	34.0	36.6

For more information contact

The Cherokee County Extension Office

Donald Avis, County Extension Education Director
209 Centennial Drive, Suite A
Cherokee, Iowa 51012-2203

Phone: (712) 225-6196
Fax: (712) 225-3173
E-mail: xcherokee@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

IOWA STATE UNIVERSITY
University Extension

Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Cherokee County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.6	100.0	100.0	98.9
White	99.6	99.3	98.3	97.4	96.6	93.9
Black	0.0	0.1	0.3	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.2	0.4	0.4	0.9	1.3
American Indian	0.1	0.3	0.2	0.2	0.3	0.3
Other	0.2	0.1	0.4	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.4	n.a.	n.a.	1.1
Hispanic origin **	0.2	0.4	1.0	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, Cherokee County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Cherokee County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	18.7	12.5	19.9	13.9
High school graduate	46.2	42.7	38.5	36.1
Less than 4 years college	24.4	29.6	24.7	28.8
4 or more years college	10.8	15.2	16.9	21.2

Income and Poverty

Since 1979, median household income in Cherokee County increased \$285 (adjusted dollars). In 1999, Cherokee had a median income \$4,327 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Cherokee County	\$34,857	\$30,578	\$35,142
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Cherokee County	10.7	11.2	7.3
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Cherokee County		State	
	1990	2000	1990	2000
Total units	5,973	5,850	1,143,669	1,232,511
Percent of units:				
Owner-occupied	65.4	67.7	64.0	67.5
Renter-occupied	26.9	24.2	26.2	25.8
Vacant/seasonal	7.7	8.1	9.8	6.8
10 or fewer years old	4.9	5.2	10.0	12.3
40 or more years old	51.4	64.9	42.9	51.1
Single detached homes	83.7	84.2	74.6	74.0
Mobile homes	3.6	3.1	5.0	5.3
Median value	\$32,500	\$57,300	\$45,900	\$82,500
Median gross rent	\$247	\$353	\$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:			
Cherokee County	6,710	6,860	6,720
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Cherokee County	97.3	97.8	97.8
State	95.7	97.5	97.4

Occupation

Among the 6,536 employed persons age 16 or older in Cherokee 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>Cherokee County</u>	<u>State</u>
Total employed	6,536	1,489,816
Percentage in:		
Management, professional or related occupations	29.2	31.3
Service occupations	15.3	14.8
Sales and office occupations	21.7	25.9
Farming, fishing, and forestry occupations	2.3	1.1
Construction, extraction, and maintenance occupations	10.4	8.9
Production, transportation, and material moving occupations	21.2	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 Cherokee County to work are not counted, but non-county residents who commute into Cherokee 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 (%)			
	Cherokee County			Cherokee 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	151,314	191,331	192,024	100.0	100.0	100.0	100.0
Farm	30,152	18,940	15,585	19.9	8.1	6.0	4.2
Manufacturing	27,783	37,908	38,355	18.4	20.0	22.6	19.8
Retail	17,482	24,182	24,172	11.6	12.6	9.6	9.2
Finance *	4,285	7,686	7,806	2.8	4.1	6.1	7.9
Services	19,047	32,314	33,622	12.6	17.5	19.6	22.9
Government	30,540	34,344	35,803	20.2	18.6	16.8	15.9
Other **	22,025	35,957	36,681	14.6	19.1	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.

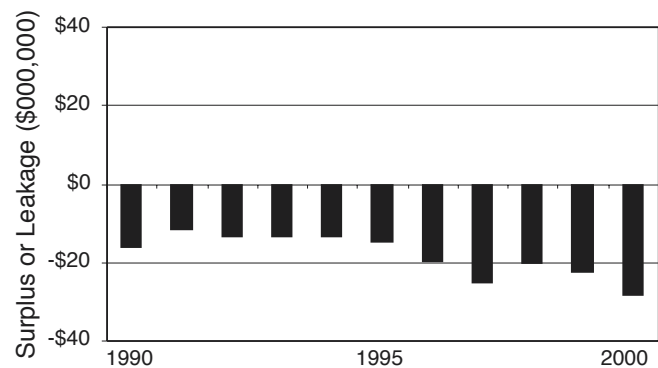
11. Cherokee County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	561	\$80.84	\$5,932	0.72
1997	566	\$83.96	\$6,230	0.72
1998	561	\$88.12	\$6,605	0.74
1999	554	\$89.18	\$6,761	0.73
2000	536	\$85.15	\$6,532	0.69

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, Cherokee County



12. Retail sales by merchandise category, Cherokee 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	*	\$0.53	\$0.61	*	*	5	*	0.6	0.7	-\$7.43
General Merchandise	\$9.28	\$9.20	\$7.41	14	14	7	11.5	10.3	8.7	-\$9.72
Food	\$19.21	*	\$19.00	5	*	5	23.8	*	22.3	\$2.14
Apparel	\$1.58	\$1.43	\$1.36	7	6	6	2.0	1.6	1.6	-\$1.33
Home Furnishings	\$1.60	\$1.38	\$1.56	9	9	8	2.0	1.6	1.8	-\$3.33
Eating and drinking	\$6.69	\$7.42	\$7.08	35	36	33	8.3	8.3	8.3	-\$2.72
Specialty Stores	\$6.16	\$8.91	\$7.43	102	108	107	7.6	10.0	8.7	-\$1.20
Services	\$9.28	\$10.43	\$10.15	193	178	176	11.5	11.7	11.9	-\$4.80
Wholesale	\$6.79	\$9.05	\$9.66	47	39	36	8.4	10.1	11.3	-\$0.86
Other	\$20.26	\$40.83	\$20.88	151	166	153	25.1	45.8	24.5	
Total	\$80.84	\$89.18	\$85.15	561	554	536	100.0	100.0	100.0	-\$28.16

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

... and justice for all

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Stanley R. Johnson, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

Information in this county profile was derived from data from:

Iowa Workforce Development (Table 8), the United States Bureau of Economic Analysis (Table 10), the ISU Extension Retail Trade Analysis Program (Tables 11 and 12 and Figure 1), and the United States Bureau of the Census (all other tables)

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.

For more information on these and other topics, please call the extension specialists listed on the cover page or visit the extension internet site at <http://www.extension.iastate.edu/communities/>