

# Data for Decision Makers

## Clarke County

### Population

Clarke County is a nonmetropolitan county in southwest Iowa. Clarke County is composed of three incorporated communities and their surrounding rural areas. From 1990 to 2000, Clarke County's population increased 10.2 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Clarke County

City	1980	1990	2000
Murray	703	731	766
Osceola	3,750	4,164	4,659
Woodburn	207	240	244
Balance of County	3,952	3,152	3,464
<b>County Total</b>	<b>8,612</b>	<b>8,287</b>	<b>9,133</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, Clarke 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 Clarke County in 2000 was 2.0 years older than the median age of the state.

#### 2. Percent of population by age

	Clarke County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	30.6	28.5	28.9	32.3	29.0	28.3
20 to 44	31.8	32.9	31.6	35.1	26.7	34.6
45 to 64	20.6	20.1	22.5	19.2	18.9	22.2
65 or older	17.1	18.6	17.1	13.3	15.3	14.9
Median age	33.6	36.6	38.6	30.0	34.0	36.6

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# Community Profile

## Race/Ethnicity

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

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

	Clarke County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.4	100.0	100.0	98.9
White	99.4	99.6	96.6	97.4	96.6	93.9
Black	0.0	0.0	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.2	0.3	0.4	0.4	0.9	1.3
American Indian	0.1	0.1	0.3	0.2	0.3	0.3
Other	0.3	0.0	2.0	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	0.2	4.0	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, Clarke County had a lower percentage of college graduates than the state overall.

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

	Clarke County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	22.4	15.6	19.9	13.9
High school graduate	47.3	43.0	38.5	36.1
Less than 4 years college	21.5	29.3	24.7	28.8
4 or more years college	8.8	12.1	16.9	21.2

## Income and Poverty

Since 1979, median household income in Clarke County increased \$7,323 (adjusted dollars). In 1999, Clarke had a median income \$4,995 lower than the state.

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

	1979	1989	1999
Clarke County	\$27,151	\$28,938	\$34,474
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Clarke County	16.4	13.7	8.5
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Clarke County		State	
	1990	2000	1990	2000
<b>Total units</b>	3,599	3,934	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	67.2	65.9	64.0	67.5
Renter-occupied	25.7	25.2	26.2	25.8
Vacant/seasonal	7.1	8.9	9.8	6.8
10 or fewer years old	8.9	9.7	10.0	12.3
40 or more years old	43.7	49.2	42.9	51.1
Single detached homes	79.1	78.2	74.6	74.0
Mobile homes	8.1	9.6	5.0	5.3
Median value	\$36,400	\$64,700	\$45,900	\$82,500
Median gross rent	\$286	\$449	\$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>			
Clarke County	4,220	4,520	5,150
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Clarke County	95.0	96.5	96.9
State	95.7	97.5	97.4

## Occupation

Among the 4,534 employed persons age 16 or older in Clarke 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>Clarke County</u>	<u>State</u>
Total employed	4,534	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	26.7	31.3
Service occupations	14.3	14.8
Sales and office occupations	21.6	25.9
Farming, fishing, and forestry occupations	2.1	1.1
Construction, extraction, and maintenance occupations	11.2	8.9
Production, transportation, and material moving occupations	24.1	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 Clarke County to work are not counted, but non-county residents who commute into Clarke 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>	Clarke County		Clarke County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	75,494	119,137	144,849	100.0	100.0	100.0	100.0
Farm	5,944	8,049	13,312	7.9	9.2	6.0	4.2
Manufacturing	31,317	38,376	41,685	41.5	28.8	22.6	19.8
Retail	7,338	11,245	12,038	9.7	8.3	9.6	9.2
Finance *	2,174	4,699	5,206	2.9	3.6	6.1	7.9
Services	7,432	16,457	32,277	9.8	22.3	19.6	22.9
Government	12,762	22,603	24,277	16.9	16.8	16.8	15.9
Other **	8,527	17,708	16,054	11.3	11.1	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.

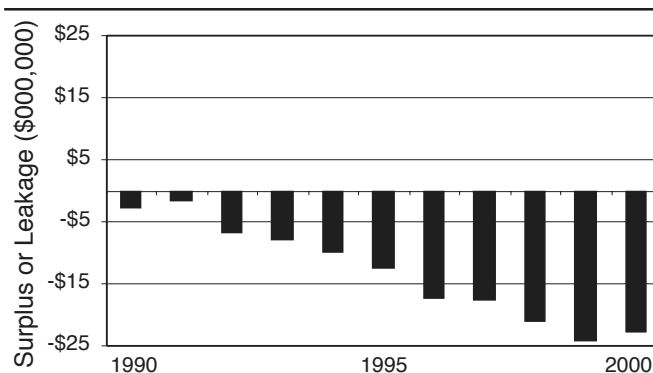
### 11. Clarke County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	293	\$42.46	\$5,197	0.63
1997	289	\$44.71	\$5,417	0.63
1998	295	\$45.83	\$5,568	0.63
1999	290	\$49.43	\$5,911	0.64
2000	276	\$55.02	\$6,024	0.64

## 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, Clarke County



### 12. Retail sales by merchandise category, Clarke 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	*	*	*	*	*	*	*	*	*	*
General Merchandise	\$6.72	\$6.95	\$8.57	8	9	9	15.8	14.1	15.6	-\$3.19
Food	*	*	*	*	*	*	*	*	*	*
Apparel	*	*	*	*	*	*	*	*	*	*
Home Furnishings	\$0.78	\$0.90	\$0.78	11	10	8	1.8	1.8	1.4	-\$2.57
Eating and drinking	\$4.83	\$5.55	\$5.96	21	22	18	11.4	11.2	10.8	-\$0.76
Specialty Stores	\$3.26	\$2.85	\$2.95	54	45	43	7.7	5.8	5.4	-\$2.98
Services	\$4.64	\$7.04	\$8.57	95	98	92	10.9	14.2	15.6	-\$1.69
Wholesale	\$1.46	\$2.18	\$2.91	23	20	18	3.4	4.4	5.3	-\$4.31
Other	\$20.76	\$23.96	\$25.29	81	86	88	48.9	48.5	46.0	
Total	\$42.46	\$49.43	\$55.02	293	290	276	100.0	100.0	100.0	-\$22.72

\* 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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