



# Data for Decision Makers

## Clay County

### Population

Clay County is a nonmetropolitan county in northwest Iowa. Clay County is composed of 10 incorporated communities and their surrounding rural areas. From 1990 to 2000, Clay County's population decreased 1.2 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Clay County

City	1980	1990	2000
Dickens	289	214	202
Everly	796	706	647
Fostoria	261	205	230
Gillett Grove	93	67	55
Greenville	122	84	93
Peterson	470	390	372
Rossie	72	68	58
Royal	522	466	479
Spencer	11,726	11,066	11,317
Webb	222	167	165
Balance of County	5,003	4,152	3,754
<b>County Total</b>	<b>19,576</b>	<b>17,585</b>	<b>17,372</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, Clay 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 Clay County in 2000 was 2.8 years older than the median age of the state.

#### 2. Percent of population by age

	Clay County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	32.0	29.9	27.1	32.3	29.0	28.3
20 to 44	34.6	34.4	32.5	35.1	26.7	34.6
45 to 64	19.7	19.2	22.5	19.2	18.9	22.2
65 or older	13.7	16.5	18.0	13.3	15.3	14.9
Median age	30.4	35.1	39.4	30.0	34.0	36.6

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# Community Profile

## Race/Ethnicity

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

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

	Clay County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.5	100.0	100.0	98.9
White	99.3	99.2	98.1	97.4	96.6	93.9
Black	0.0	0.0	0.2	1.4	1.7	2.1
Asian/Pacific Islander	0.2	0.5	0.8	0.4	0.9	1.3
American Indian	0.2	0.2	0.1	0.2	0.3	0.3
Other	0.3	0.1	0.3	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.5	n.a.	n.a.	1.1
Hispanic origin **	0.2	0.3	1.1	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, Clay County had a lower percentage of college graduates than the state overall.

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

	Clay County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	15.2	12.0	19.9	13.9
High school graduate	41.2	36.8	38.5	36.1
Less than 4 years college	29.1	34.9	24.7	28.8
4 or more years college	14.5	16.3	16.9	21.2

## Income and Poverty

Since 1979, median household income in Clay County decreased \$427 (adjusted dollars). In 1999, Clay had a median income \$3,670 lower than the state.

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

	1979	1989	1999
Clay County	\$36,226	\$33,322	\$35,799
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Clay County	9.7	10.0	8.2
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Clay County		State	
	1990	2000	1990	2000
<b>Total units</b>	7,659	7,828	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	60.4	64.1	64.0	67.5
Renter-occupied	32.0	28.7	26.2	25.8
Vacant/seasonal	7.6	7.3	9.8	6.8
10 or fewer years old	6.7	7.8	10.0	12.3
40 or more years old	44.5	57.6	42.9	51.1
Single detached homes	76.9	76.6	74.6	74.0
Mobile homes	3.3	3.2	5.0	5.3
Median value	\$41,000	\$74,400	\$45,900	\$82,500
Median gross rent	\$265	\$379	\$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>			
Clay County	8,960	9,950	10,130
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Clay County	97.8	97.8	97.5
State	95.7	97.5	97.4

## 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 Clay County to work are not counted, but non-county residents who commute into Clay 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>	Clay County		Clay County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	207,515	309,467	340,646	100.0	100.0	100.0	100.0
Farm	24,225	18,884	27,233	11.7	8.0	6.0	4.2
Manufacturing	29,312	46,282	57,869	14.1	17.0	22.6	19.8
Retail	26,542	43,959	46,756	12.8	13.7	9.6	9.2
Finance *	7,509	13,219	12,882	3.6	3.8	6.1	7.9
Services	40,297	63,449	67,591	19.4	19.8	19.6	22.9
Government	31,298	46,101	50,481	15.1	14.8	16.8	15.9
Other **	48,332	77,573	77,834	23.3	22.8	19.2	20.1

\* Finance, insurance, and real estate

\*\* Agricultural services, mining, construction, transportation, public utilities, and wholesale trade

## Occupation

Among the 9,142 employed persons age 16 or older in Clay 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>Clay County</u>	<u>State</u>
Total employed	9,142	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	26.0	31.3
Service occupations	13.7	14.8
Sales and office occupations	25.8	25.9
Farming, fishing, and forestry occupations	1.3	1.1
Construction, extraction, and maintenance occupations	9.6	8.9
Production, transportation, and material moving occupations	23.6	18.1

# 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.

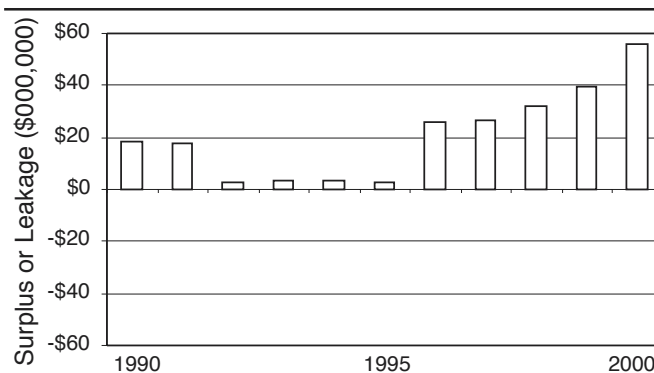
### 11. Clay County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	733	\$157.79	\$8,976	1.08
1997	733	\$167.85	\$9,538	1.11
1998	729	\$172.63	\$9,802	1.10
1999	701	\$182.71	\$10,421	1.13
2000	710	\$200.29	\$11,529	1.22

## 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, Clay County



### 12. Retail sales by merchandise category, Clay 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	\$5.53	\$8.88	\$9.45	15	14	16	3.5	4.9	4.7	-\$0.81
General Merchandise	\$26.55	\$30.84	\$41.83	9	9	10	16.8	16.9	20.9	\$19.97
Food	\$32.38	\$32.22	\$31.89	10	12	13	20.5	17.6	15.9	\$10.37
Apparel	\$6.47	\$7.00	\$6.52	20	20	18	4.1	3.8	3.3	\$3.08
Home Furnishings	\$9.47	\$11.17	\$11.61	25	22	26	6.0	6.1	5.8	\$5.38
Eating and drinking	\$12.75	\$15.35	\$15.52	51	51	54	8.1	8.4	7.7	\$3.01
Specialty Stores	\$10.79	\$13.43	\$13.52	138	122	115	6.8	7.4	6.8	\$2.51
Services	\$20.39	\$20.94	\$22.78	224	215	221	12.9	11.5	11.4	\$3.70
Wholesale	\$10.62	\$12.26	\$13.37	67	65	60	6.7	6.7	6.7	-\$0.05
Other	\$22.85	\$30.61	\$33.78	174	172	177	14.5	16.8	16.9	
<b>Total</b>	<b>\$157.79</b>	<b>\$182.71</b>	<b>\$200.29</b>	<b>733</b>	<b>701</b>	<b>710</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>\$55.66</b>

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#### Information in this county profile was derived from data from:

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