

Data for Decision Makers

Floyd County

Population

Floyd County is a nonmetropolitan county in northeast Iowa. Floyd County is composed of seven incorporated communities and their surrounding rural areas. From 1990 to 2000, Floyd County's population decreased 0.9 percent. The state's population increased by 5.4 percent over that period.

1. Population of Floyd County

City	1980	1990	2000
Charles City	8,778	7,878	7,812
Colwell	91	94	76
Floyd	408	359	361
Marble Rock	419	361	326
Nora Springs	1,572	1,505	1,532
Rockford	1,012	863	907
Rudd	460	429	431
Balance of County	6,857	5,569	5,455
County Total	19,597	17,058	16,900
State Total	2,913,808	2,776,755	2,926,324

Population Profile

Age distribution

Compared to the state, Floyd 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 Floyd County in 2000 was 3.7 years older than the median age of the state.

2. Percent of population by age

	Floyd County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	32.6	28.3	27.6	32.3	29.0	28.3
20 to 44	31.3	30.8	29.0	35.1	26.7	34.6
45 to 64	20.8	21.2	24.2	19.2	18.9	22.2
65 or older	15.4	19.6	19.2	13.3	15.3	14.9
Median age	32.6	37.9	40.3	30.0	34.0	36.6

For more information contact

The Floyd County Extension Office

Brenda Schmitt, County Extension Education Director
615 Beck Street
Charles City, Iowa 50616-3722

Phone: (641) 228-1453
Fax: (641) 228-1453
E-mail: xfloyd@iastate.edu

Your Northeast Iowa Extension Community Development Specialists

Robert D. (Bob) Cole
2023 South Federal Ave.
Mason City, Iowa 50401

Phone: (641) 423-0844
Fax: (641) 423-2642
E-mail: rdcole@iastate.edu

Sandra M. (Sandy) Scholl
3420 University Ave., Suite B
Waterloo, Iowa 50701

Phone: (319) 234-6811
Fax: (319) 234-5581
E-mail: sscholl@iastate.edu

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Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Floyd County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.4	100.0	100.0	98.9
White	99.7	99.4	98.1	97.4	96.6	93.9
Black	0.0	0.0	0.2	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.3	0.5	0.4	0.9	1.3
American Indian	0.0	0.1	0.1	0.2	0.3	0.3
Other	0.2	0.2	0.4	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.6	n.a.	n.a.	1.1
Hispanic origin **	0.5	0.5	1.3	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, Floyd County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Floyd County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	21.0	14.1	19.9	13.9
High school graduate	43.1	40.9	38.5	36.1
Less than 4 years college	23.7	30.3	24.7	28.8
4 or more years college	12.2	14.8	16.9	21.2

Income and Poverty

Since 1979, median household income in Floyd County decreased \$562 (adjusted dollars). In 1999, Floyd had a median income \$4,232 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Floyd County	\$35,799	\$31,080	\$35,237
State	\$37,515	\$34,921	\$39,469

Poverty rates in Floyd County increased slightly between 1979 and 1999; state levels declined.

6. Percent of population in poverty

	1979	1989	1999
Floyd County	9.2	13.3	9.3
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Floyd County		State	
	1990	2000	1990	2000
Total units	7,233	7,317	1,143,669	1,232,511
Percent of units:				
Owner-occupied	68.0	69.1	64.0	67.5
Renter-occupied	24.9	24.2	26.2	25.8
Vacant/seasonal	7.1	6.7	9.8	6.8
10 or fewer years old	4.3	4.9	10.0	12.3
40 or more years old	46.8	59.7	42.9	51.1
Single detached homes	84.3	84.2	74.6	74.0
Mobile homes	2.9	2.9	5.0	5.3
Median value	\$36,200	\$64,700	\$45,900	\$82,500
Median gross rent	\$265	\$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:			
Floyd County	8,550	7,720	7,570
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Floyd County	94.6	96.5	95.6
State	95.7	97.5	97.4

Occupation

Among the 7,849 employed persons age 16 or older in Floyd 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>Floyd County</u>	<u>State</u>
Total employed	7,849	1,489,816
Percentage in:		
Management, professional or related occupations	32.0	31.3
Service occupations	18.4	14.8
Sales and office occupations	21.6	25.9
Farming, fishing, and forestry occupations	1.2	1.1
Construction, extraction, and maintenance occupations	9.0	8.9
Production, transportation, and material moving occupations	17.8	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 Floyd County to work are not counted, but non-county residents who commute into Floyd 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>	Floyd County		Floyd County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	158,682	177,162	189,264	100.0	100.0	100.0	100.0
Farm	27,263	8,766	16,722	17.2	8.8	6.0	4.2
Manufacturing	40,403	39,460	42,129	25.5	22.3	22.6	19.8
Retail	13,776	18,544	19,315	8.7	10.2	9.6	9.2
Finance *	5,856	8,049	8,143	3.7	4.3	6.1	7.9
Services	22,837	34,554	35,900	14.4	19.0	19.6	22.9
Government	23,614	32,552	33,211	14.9	17.5	16.8	15.9
Other **	24,933	35,237	33,844	15.7	17.9	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.

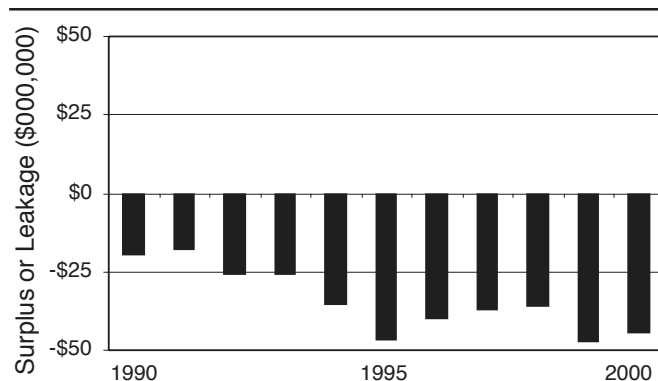
11. Floyd County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	615	\$89.63	\$5,396	0.65
1997	616	\$98.70	\$5,968	0.69
1998	626	\$100.89	\$6,113	0.69
1999	610	\$99.50	\$6,084	0.66
2000	606	\$102.65	\$6,074	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, Floyd County



12. Retail sales by merchandise category, Floyd 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	\$3.39	\$4.26	\$5.33	8	8	7	3.8	4.3	5.2	-\$5.11
General Merchandise	\$11.26	\$17.89	\$19.67	7	13	13	12.6	18.0	19.2	-\$2.59
Food	\$26.72	\$25.18	\$24.26	6	5	5	29.8	25.3	23.6	\$2.35
Apparel	\$1.42	\$1.68	\$1.44	8	10	9	1.6	1.7	1.4	-\$2.06
Home Furnishings	\$2.11	\$1.83	\$2.30	12	11	12	2.4	1.8	2.2	-\$4.05
Eating and drinking	\$7.66	\$9.14	\$9.49	39	42	42	8.5	9.2	9.2	-\$3.24
Specialty Stores	\$4.38	\$4.80	\$4.89	117	122	123	4.9	4.8	4.8	-\$6.33
Services	\$11.66	\$12.89	\$12.55	204	199	202	13.0	13.0	12.2	-\$6.88
Wholesale	\$6.34	\$10.06	\$11.37	49	47	47	7.1	10.1	11.1	-\$2.30
Other	\$14.68	\$11.77	\$11.35	164	154	146	16.4	11.8	11.1	
Total	\$89.63	\$99.50	\$102.65	615	610	606	100.0	100.0	100.0	-\$44.55

... 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.

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/>