

Data for Decision Makers

Hancock County

Population

Hancock County is a nonmetropolitan county in north-east Iowa. Hancock County is composed of nine incorporated communities and their surrounding rural areas. From 1990 to 2000, Hancock County's population decreased 4.3 percent. The state's population increased by 5.4 percent over that period.

1. Population of Hancock County

City	1980	1990	2000
Britt	2,185	2,133	2,052
Corwith	480	354	350
Crystal Lake	314	266	285
Forest City (part) *	350	355	349
Garner	2,908	2,916	2,922
Goodell	220	201	174
Kanawha	756	763	739
Klemme	620	587	593
Woden	287	259	243
Balance of County	5,713	4,804	4,393
County Total	13,833	12,638	12,100
State Total	2,913,808	2,776,755	2,926,324

* Indicates municipality crosses county border; figure is the portion of population in this county only.

Population Profile

Age distribution

Compared to the state, Hancock 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 Hancock County in 2000 was 3.1 years older than the median age of the state.

2. Percent of population by age

	Hancock County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	32.2	30.4	29.1	32.3	29.0	28.3
20 to 44	32.4	32.7	29.5	35.1	26.7	34.6
45 to 64	20.0	18.9	23.5	19.2	18.9	22.2
65 or older	15.4	18.1	17.9	13.3	15.3	14.9
Median age	31.2	35.4	39.7	30.0	34.0	36.6

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IOWA STATE UNIVERSITY
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Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Hancock 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	99.1	97.7	97.4	96.6	93.9
Black	0.0	0.0	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.2	0.3	0.4	0.9	1.3
American Indian	0.1	0.0	0.1	0.2	0.3	0.3
Other	0.2	0.7	1.4	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.4	n.a.	n.a.	1.1
Hispanic origin **	0.7	1.0	2.5	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, Hancock County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Hancock County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	21.6	14.2	19.9	13.9
High school graduate	39.2	38.6	38.5	36.1
Less than 4 years college	28.9	31.8	24.7	28.8
4 or more years college	10.3	15.4	16.9	21.2

Income and Poverty

Since 1979, median household income in Hancock County increased \$2,046 (adjusted dollars). In 1999, Hancock had a median income \$1,766 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Hancock County	\$35,657	\$33,877	\$37,703
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Hancock County	8.2	8.9	6.0
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Hancock County		State	
	1990	2000	1990	2000
Total units	5,236	5,164	1,143,669	1,232,511
Percent of units:				
Owner-occupied	67.8	72.6	64.0	67.5
Renter-occupied	25.1	20.2	26.2	25.8
Vacant/seasonal	7.0	7.1	9.8	6.8
10 or fewer years old	7.9	5.6	10.0	12.3
40 or more years old	45.7	59.1	42.9	51.1
Single detached homes	85.3	85.5	74.6	74.0
Mobile homes	5.0	5.0	5.0	5.3
Median value	\$36,800	\$59,600	\$45,900	\$82,500
Median gross rent	\$291	\$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:			
Hancock County	6,220	9,730	9,500
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Hancock County	94.2	98.6	98.4
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 Hancock County to work are not counted, but non-county residents who commute into Hancock 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 (%)			
	Hancock County			Hancock 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	161,065	252,000	270,121	100.0	100.0	100.0	100.0
Farm	21,330	13,803	34,687	13.2	12.8	6.0	4.2
Manufacturing	85,942	160,416	154,378	53.4	57.2	22.6	19.8
Retail	7,653	9,847	10,215	4.8	3.8	9.6	9.2
Finance *	3,260	6,006	6,446	2.0	2.4	6.1	7.9
Services	10,149	15,366	16,634	6.3	6.2	19.6	22.9
Government	16,077	21,525	21,737	10.0	8.0	16.8	15.9
Other **	16,654	25,037	26,024	10.3	9.6	19.2	20.1

* Finance, insurance, and real estate

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

Occupation

Among the 6,036 employed persons age 16 or older in Hancock County in 2000, the largest segment was employed in production, transportation, and material moving occupations.

9. Occupations of employed persons 16 years of age or older

	<u>Hancock County</u>	<u>State</u>
Total employed	6,036	1,489,816
Percentage in:		
Management, professional or related occupations	28.3	31.3
Service occupations	11.5	14.8
Sales and office occupations	20.4	25.9
Farming, fishing, and forestry occupations	3.0	1.1
Construction, extraction, and maintenance occupations	8.3	8.9
Production, transportation, and material moving occupations	28.4	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.

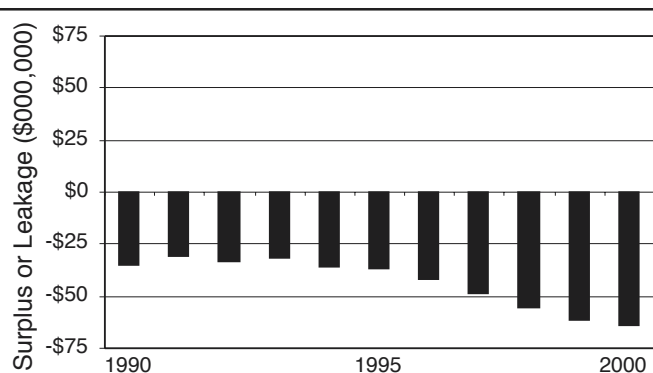
11. Hancock County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	455	\$52.77	\$4,346	0.52
1997	466	\$53.22	\$4,380	0.51
1998	467	\$52.52	\$4,370	0.49
1999	451	\$54.96	\$4,563	0.49
2000	446	\$56.05	\$4,632	0.49

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, Hancock County



12. Retail sales by merchandise category, Hancock 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	\$2.46	\$3.25	\$3.27	11	10	10	4.7	5.9	5.8	-\$5.22
General Merchandise	*	*	*	*	*	*	*	*	*	*
Food	\$4.97	\$4.48	\$4.61	7	7	7	9.4	8.2	8.2	-\$13.20
Apparel	*	*	*	*	*	*	*	*	*	*
Home Furnishings	\$0.62	\$0.91	\$0.96	6	6	6	1.2	1.7	1.7	-\$4.21
Eating and drinking	\$4.20	\$4.30	\$4.61	26	27	26	8.0	7.8	8.2	-\$5.74
Specialty Stores	\$4.48	\$4.30	\$4.59	81	84	86	8.5	7.8	8.2	-\$4.53
Services	\$6.69	\$6.73	\$7.19	138	140	143	12.7	12.3	12.8	-\$8.60
Wholesale	\$5.94	\$5.65	\$4.58	54	47	43	11.3	10.3	8.2	-\$6.53
Other	\$23.41	\$25.33	\$26.25	133	130	125	44.4	46.1	46.8	
Total	\$52.77	\$54.96	\$56.05	455	451	446	100.0	100.0	100.0	-\$63.60

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

... and justice for all

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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)

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