

Data for Decision Makers

Iowa County

Population

Iowa County is a nonmetropolitan county in southeast Iowa. Iowa County is composed of seven incorporated communities and their surrounding rural areas. From 1990 to 2000, Iowa County's population increased 7.1 percent. The state's population increased by 5.4 percent over that period.

1. Population of Iowa County

City	1980	1990	2000
Ladora	289	308	287
Marengo	2,308	2,270	2,535
Millersburg	184	188	184
North English (part) *	972	932	980
Parnell	234	209	220
Victor (part) *	897	842	822
Williamsburg	2,033	2,174	2,622
Balance of County	8,512	7,707	8,021
County Total	15,429	14,630	15,671
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, Iowa 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 Iowa County in 2000 was 2.2 years older than the median age of the state.

2. Percent of population by age

	Iowa County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	30.6	27.6	28.8	32.3	29.0	28.3
20 to 44	31.7	33.6	31.8	35.1	26.7	34.6
45 to 64	21.3	19.9	22.4	19.2	18.9	22.2
65 or older	16.4	18.8	17.1	13.3	15.3	14.9
Median age	33.1	36.5	38.8	30.0	34.0	36.6

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IOWA STATE UNIVERSITY
University Extension

Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Iowa County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.6	100.0	100.0	98.9
White	99.4	99.6	98.7	97.4	96.6	93.9
Black	0.0	0.0	0.2	1.4	1.7	2.1
Asian/Pacific Islander	0.2	0.2	0.3	0.4	0.9	1.3
American Indian	0.0	0.1	0.1	0.2	0.3	0.3
Other	0.4	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 **	0.3	0.3	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, Iowa County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Iowa County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	23.6	13	19.9	13.9
High school graduate	44.2	42.1	38.5	36.1
Less than 4 years college	21.1	29.2	24.7	28.8
4 or more years college	11.1	15.8	16.9	21.2

Income and Poverty

Since 1979, median household income in Iowa County increased \$3,118 (adjusted dollars). In 1999, Iowa had a median income \$1,753 higher than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Iowa County	\$38,104	\$35,387	\$41,222
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Iowa County	8.0	8.2	5.0
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Iowa County		State	
	1990	2000	1990	2000
Total units	6,003	6,545	1,143,669	1,232,511
Percent of units:				
Owner-occupied	72.4	73.4	64.0	67.5
Renter-occupied	22.7	20.8	26.2	25.8
Vacant/seasonal	4.8	5.8	9.8	6.8
10 or fewer years old	9.1	13.5	10.0	12.3
40 or more years old	52.6	57.5	42.9	51.1
Single detached homes	81.5	79.3	74.6	74.0
Mobile homes	5.3	5.4	5.0	5.3
Median value	\$43,600	\$85,600	\$45,900	\$82,500
Median gross rent	\$295	\$412	\$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:			
Iowa County	7,990	9,300	9,310
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Iowa County	97.5	98.4	98.2
State	95.7	97.5	97.4

Occupation

Among the 8,292 employed persons age 16 or older in Iowa 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>Iowa County</u>	<u>State</u>
Total employed	8,292	1,489,816
Percentage in:		
Management, professional or related occupations	28.0	31.3
Service occupations	13.9	14.8
Sales and office occupations	23.0	25.9
Farming, fishing, and forestry occupations	1.3	1.1
Construction, extraction, and maintenance occupations	9.0	8.9
Production, transportation, and material moving occupations	24.7	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 Iowa County to work are not counted, but non-county residents who commute into Iowa 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>	Iowa County		Iowa County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	203,947	399,213	376,310	100.0	100.0	100.0	100.0
Farm	18,656	11,427	21,048	9.1	5.6	6.0	4.2
Manufacturing	98,977	167,726	186,033	48.5	49.4	22.6	19.8
Retail	20,097	33,260	33,149	9.9	8.8	9.6	9.2
Finance *	3,779	8,939	9,181	1.9	2.4	6.1	7.9
Services	15,811	34,601	34,370	7.8	9.1	19.6	22.9
Government	16,940	27,171	29,029	8.3	7.7	16.8	15.9
Other **	29,687	116,089	63,500	14.6	16.9	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.

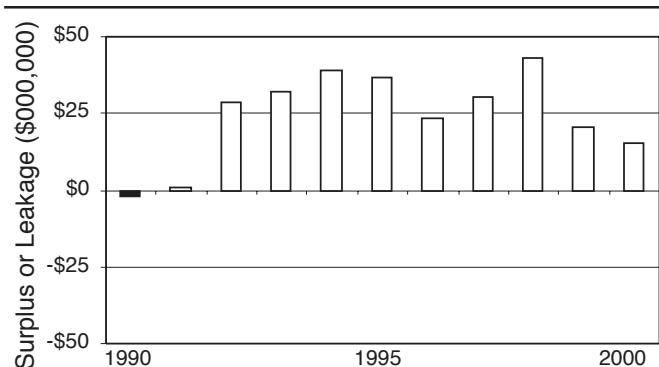
11. Iowa County retail sales

	<u>Number of Retail Firms</u>	<u>Total sales (millions)</u>	<u>Per capita sales</u>	<u>Pull factor</u>
1996	662	\$158.10	\$10,404	1.26
1997	679	\$173.12	\$11,256	1.31
1998	683	\$192.77	\$12,447	1.40
1999	685	\$182.31	\$11,724	1.27
2000	662	\$178.95	\$11,419	1.21

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, Iowa County



12. Retail sales by merchandise category, Iowa County

	<u>Sales (millions)</u>			<u>Number of Firms</u>			<u>Percent of Total</u>			<u>Surplus or leakage (millions)</u>
	<u>1996</u>	<u>1999</u>	<u>2000</u>	<u>1996</u>	<u>1999</u>	<u>2000</u>	<u>1996</u>	<u>1999</u>	<u>2000</u>	<u>2000</u>
Building Materials	\$5.62	\$6.78	\$6.03	12	12	12	3.6	3.7	3.4	-\$5.59
General Merchandise	\$5.37	\$5.33	\$5.49	13	13	12	3.4	2.9	3.1	-\$19.28
Food	\$22.49	\$27.42	\$27.80	12	17	18	14.2	15.0	15.5	\$3.42
Apparel	\$33.35	\$40.47	\$43.49	42	37	36	21.1	22.2	24.3	\$39.59
Home Furnishings	\$8.93	\$9.09	\$9.36	24	25	25	5.6	5.0	5.2	\$2.29
Eating and drinking	\$19.80	\$21.56	\$20.92	43	44	47	12.5	11.8	11.7	\$6.75
Specialty Stores	\$13.95	\$19.15	\$19.89	138	134	127	8.8	10.5	11.1	\$7.41
Services	\$16.53	\$18.94	\$18.93	200	217	214	10.5	10.4	10.6	-\$2.69
Wholesale	\$4.87	\$5.11	\$5.85	42	38	38	3.1	2.8	3.3	-\$9.36
Other	\$27.18	\$28.46	\$21.19	137	151	133	17.2	15.6	11.8	
Total	\$158.10	\$182.31	\$178.95	662	685	662	100.0	100.0	100.0	\$15.15

... and justice for all

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