

Data for Decision Makers

Jasper County

Population

Jasper County is a nonmetropolitan county in central Iowa. Jasper County is composed of 14 incorporated communities and their surrounding rural areas. From 1990 to 2000, Jasper County's population increased 6.9 percent. The state's population increased by 5.4 percent over that period.

1. Population of Jasper County

City	1980	1990	2000
Baxter	951	938	1,052
Colfax	2,234	2,462	2,223
Kellogg	654	626	606
Lambs Grove	228	212	225
Lynnville	406	393	366
Mingo	303	252	269
Mitchellville			7
Monroe	1,875	1,739	1,808
Newton	15,292	14,799	15,579
Oakland Acres	139	152	166
Prairie City	1,278	1,366	1,365
Reasnor	277	191	194
Sully	828	841	904
Valeria	80	69	62
Balance of County	10,737	10,755	12,387
County Total	36,425	34,795	37,213
State Total	2,913,808	2,776,755	2,926,324

Population Profile

Age distribution

Compared to the state, Jasper 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 Jasper County in 2000 was 1.9 years older than the median age of the state.

2. Percent of population by age

	Jasper County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	31.3	27.9	26.8	32.3	29.0	28.3
20 to 44	33.6	34.9	33.8	35.1	26.7	34.6
45 to 64	21.5	21.2	23.4	19.2	18.9	22.2
65 or older	13.6	15.9	16.0	13.3	15.3	14.9
Median age	32.5	36.1	38.5	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, Jasper County is predominantly white, with little noticeable change since 1980.

3. Percentage of population by race/Hispanic origin

	Jasper County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.4	100.0	100.0	98.9
White	99.3	99.0	97.6	97.4	96.6	93.9
Black	0.1	0.2	0.8	1.4	1.7	2.1
Asian/Pacific Islander	0.2	0.5	0.5	0.4	0.9	1.3
American Indian	0.1	0.2	0.2	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.	0.6	n.a.	n.a.	1.1
Hispanic origin **	0.4	0.6	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, Jasper County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Jasper County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	22.4	13.2	19.9	13.9
High school graduate	44.2	44.8	38.5	36.1
Less than 4 years college	20.7	26.1	24.7	28.8
4 or more years college	12.7	15.9	16.9	21.2

Income and Poverty

Since 1979, median household income in Jasper County increased \$3,751 (adjusted dollars). In 1999, Jasper had a median income \$2,214 higher than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Jasper County	\$37,932	\$38,213	\$41,683
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Jasper County	8.1	7.0	6.5
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Jasper County		State	
	1990	2000	1990	2000
Total units	14,338	15,659	1,143,669	1,232,511
Percent of units:				
Owner-occupied	70.9	71.0	64.0	67.5
Renter-occupied	24.1	22.8	26.2	25.8
Vacant/seasonal	4.9	6.2	9.8	6.8
10 or fewer years old	10.9	13.8	10.0	12.3
40 or more years old	41.4	53.4	42.9	51.1
Single detached homes	80.3	78.2	74.6	74.0
Mobile homes	5.3	5.2	5.0	5.3
Median value	\$46,000	\$82,500	\$45,900	\$82,500
Median gross rent	\$305	\$448	\$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:			
Jasper County	17,860	19,140	19,490
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Jasper County	96.5	98.1	97.9
State	95.7	97.5	97.4

Occupation

Among the 18,606 employed persons age 16 or older in Jasper 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>Jasper County</u>	<u>State</u>
Total employed	18,606	1,489,816
Percentage in:		
Management, professional or related occupations	28.8	31.3
Service occupations	13.0	14.8
Sales and office occupations	26.1	25.9
Farming, fishing, and forestry occupations	0.6	1.1
Construction, extraction, and maintenance occupations	7.9	8.9
Production, transportation, and material moving occupations	23.7	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 Jasper County to work are not counted, but non-county residents who commute into Jasper 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>	Jasper County		Jasper County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	367,761	565,775	587,923	100.0	100.0	100.0	100.0
Farm	27,667	27,071	34,803	7.5	5.9	6.0	4.2
Manufacturing	165,913	250,581	238,717	45.1	40.6	22.6	19.8
Retail	28,620	53,153	56,384	7.8	9.6	9.6	9.2
Finance *	10,851	15,523	16,029	3.0	2.7	6.1	7.9
Services	40,486	63,598	67,304	11.0	11.4	19.6	22.9
Government	47,151	84,882	89,559	12.8	15.2	16.8	15.9
Other **	47,073	70,967	85,127	12.8	14.5	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.

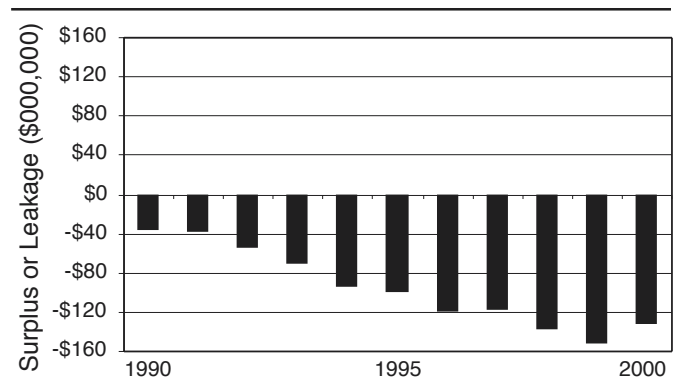
11. Jasper County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	1,082	\$184.65	\$5,248	0.63
1997	1,072	\$198.53	\$5,597	0.65
1998	1,078	\$196.77	\$5,501	0.62
1999	1,057	\$206.81	\$5,751	0.62
2000	1,061	\$225.30	\$6,054	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, Jasper County



12. Retail sales by merchandise category, Jasper 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	\$12.60	\$12.63	\$12.78	27	25	24	6.8	6.1	5.7	-\$12.46
General Merchandise	\$25.65	\$28.87	\$36.01	23	23	21	13.9	14.0	16.0	-\$17.78
Food	\$47.48	\$49.41	\$47.57	19	21	22	25.7	23.9	21.1	-\$5.37
Apparel	\$2.63	\$2.45	\$1.83	12	13	7	1.4	1.2	0.8	-\$6.63
Home Furnishings	\$10.40	\$9.76	\$12.03	45	37	40	5.6	4.7	5.3	-\$3.32
Eating and drinking	\$18.15	\$19.31	\$21.02	64	62	64	9.8	9.3	9.3	-\$9.74
Specialty Stores	\$13.86	\$17.65	\$17.90	230	222	216	7.5	8.5	7.9	-\$9.21
Services	\$31.35	\$35.81	\$34.70	334	330	346	17.0	17.3	15.4	-\$12.25
Wholesale	\$18.33	\$23.89	\$29.03	81	78	74	9.9	11.6	12.9	-\$4.00
Other	\$4.21	\$7.03	\$12.44	247	246	247	2.3	3.4	5.5	
Total	\$184.65	\$206.81	\$225.30	1,082	1,057	1,061	100.0	100.0	100.0	-\$130.43

... and justice for all

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