

Data for Decision Makers

Kossuth County

Population

Kossuth County is a nonmetropolitan county in north-west Iowa. Kossuth County is composed of 13 incorporated communities and their surrounding rural areas. From 1990 to 2000, Kossuth County's population decreased 7.7 percent. The state's population increased by 5.4 percent over that period.

1. Population of Kossuth County

City	1980	1990	2000
Algona	6,289	6,015	5,741
Bancroft	1,082	857	808
Burt	689	575	556
Fenton	394	346	317
Lakota	330	281	255
Ledyard	215	164	147
Lone Rock	169	185	157
Lu Verne (part) *	350	274	254
Swea City	813	634	642
Titonka	658	612	584
Wesley	598	444	467
West Bend (part) *	17	6	33
Whittemore	647	535	530
Balance of County	9,640	7,663	6,672
County Total	21,891	18,591	17,163
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, Kossuth 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 Kossuth County in 2000 was 4.7 years older than the median age of the state.

2. Percent of population by age

	Kossuth County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	33.8	29.9	28.2	32.3	29.0	28.3
20 to 44	30.4	30.5	28.1	35.1	26.7	34.6
45 to 64	20.7	20.6	23.6	19.2	18.9	22.2
65 or older	15.1	19.0	20.1	13.3	15.3	14.9
Median age	31.1	36.6	41.3	30.0	34.0	36.6

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Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Kossuth County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.7	100.0	100.0	98.9
White	99.5	99.3	98.8	97.4	96.6	93.9
Black	0.0	0.0	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.2	0.3	0.4	0.4	0.9	1.3
American Indian	0.1	0.0	0.1	0.2	0.3	0.3
Other	0.2	0.4	0.3	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.3	n.a.	n.a.	1.1
Hispanic origin **	0.4	0.5	0.8	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, Kossuth County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Kossuth County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	20.9	14.4	19.9	13.9
High school graduate	40.3	38.9	38.5	36.1
Less than 4 years college	27.0	33.1	24.7	28.8
4 or more years college	11.8	13.6	16.9	21.2

Income and Poverty

Since 1979, median household income in Kossuth County increased \$232 (adjusted dollars). In 1999, Kossuth had a median income \$4,907 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Kossuth County	\$34,330	\$31,049	\$34,562
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Kossuth County	12.0	11.0	10.2
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Kossuth County		State	
	1990	2000	1990	2000
Total units	7,765	7,605	1,143,669	1,232,511
Percent of units:				
Owner-occupied	67.7	71.3	64.0	67.5
Renter-occupied	25.0	20.4	26.2	25.8
Vacant/seasonal	7.4	8.3	9.8	6.8
10 or fewer years old	7.7	4.7	10.0	12.3
40 or more years old	51.3	62.8	42.9	51.1
Single detached homes	86.2	87.4	74.6	74.0
Mobile homes	2.1	1.6	5.0	5.3
Median value	\$33,900	\$54,300	\$45,900	\$82,500
Median gross rent	\$260	\$347	\$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:			
Kossuth County	8,830	8,660	8,250
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Kossuth County	95.6	97.1	97.2
State	95.7	97.5	97.4

Occupation

Among the 8,240 employed persons age 16 or older in Kossuth 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>Kossuth County</u>	<u>State</u>
Total employed	8,240	1,489,816
Percentage in:		
Management, professional or related occupations	32.2	31.3
Service occupations	15.8	14.8
Sales and office occupations	21.2	25.9
Farming, fishing, and forestry occupations	2.5	1.1
Construction, extraction, and maintenance occupations	8.8	8.9
Production, transportation, and material moving occupations	19.5	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 Kossuth County to work are not counted, but non-county residents who commute into Kossuth 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 (%)			
	Kossuth County			Kossuth 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	174,618	218,417	257,460	100.0	100.0	100.0	100.0
Farm	36,135	21,528	53,501	20.7	20.8	6.0	4.2
Manufacturing	31,098	32,448	31,493	17.8	12.2	22.6	19.8
Retail	18,981	21,011	21,722	10.9	8.4	9.6	9.2
Finance *	9,539	18,440	18,588	5.5	7.2	6.1	7.9
Services	23,597	35,710	38,460	13.5	14.9	19.6	22.9
Government	22,965	32,501	33,972	13.2	13.2	16.8	15.9
Other **	32,303	56,779	59,724	18.5	23.2	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.

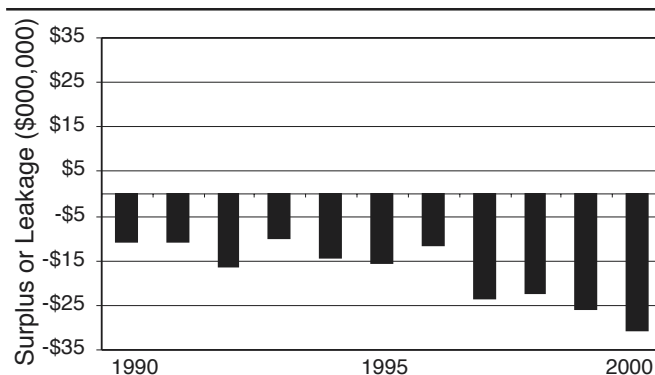
11. Kossuth County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	730	\$104.68	\$5,769	0.70
1997	718	\$104.06	\$5,774	0.67
1998	717	\$107.86	\$6,023	0.68
1999	696	\$108.54	\$6,119	0.66
2000	672	\$105.11	\$6,124	0.65

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, Kossuth County



12. Retail sales by merchandise category, Kossuth 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	\$6.87	\$9.44	\$9.21	17	18	19	6.6	8.7	8.8	-\$0.42
General Merchandise	\$12.41	\$13.01	\$12.39	14	11	6	11.9	12.0	11.8	-\$8.13
Food	\$2.81	\$2.70	\$2.78	8	5	6	2.7	2.5	2.6	-\$17.42
Apparel	\$2.17	\$1.41	\$1.05	7	9	8	2.1	1.3	1.0	-\$2.18
Home Furnishings	\$4.26	\$3.62	\$2.96	21	17	18	4.1	3.3	2.8	-\$2.90
Eating and drinking	\$8.40	\$9.94	\$8.74	49	53	47	8.0	9.2	8.3	-\$2.99
Specialty Stores	\$6.91	\$6.69	\$6.04	144	126	118	6.6	6.2	5.7	-\$4.30
Services	\$11.23	\$12.17	\$12.45	211	202	202	10.7	11.2	11.8	-\$5.47
Wholesale	\$10.33	\$12.51	\$12.36	75	73	67	9.9	11.5	11.8	-\$0.24
Other	\$39.30	\$37.05	\$37.13	185	184	181	37.5	34.1	35.3	
Total	\$104.68	\$108.54	\$105.11	730	696	672	100.0	100.0	100.0	-\$30.65

... 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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