

Data for Decision Makers

Louisa County

Population

Louisa County is a nonmetropolitan county in southeast Iowa. Louisa County is composed of nine incorporated communities and their surrounding rural areas. From 1990 to 2000, Louisa County's population increased 5.1 percent. The state's population increased by 5.4 percent over that period.

1. Population of Louisa County

City	1980	1990	2000
Columbus City	367	328	376
Columbus Junction	1,429	1,616	1,900
Cotter	60	53	48
Fredonia	224	201	251
Grandview	473	514	600
Letts	473	390	392
Morning Sun	959	841	872
Oakville	470	442	439
Wapello	2,011	2,013	2,124
Balance of County	5,589	5,194	5,181
County Total	12,055	11,592	12,183
State Total	2,913,808	2,776,755	2,926,324

Population Profile

Age distribution

Compared to the state, Louisa County had a higher percentage of young people (19 or younger) and a lower percentage of older people (age 65+) in 2000. The median age in Louisa County in 2000 was 0.7 years younger than the median age of the state.

2. Percent of population by age

	Louisa County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	34.1	29.8	30.2	32.3	29.0	28.3
20 to 44	33.6	35.8	34.0	35.1	26.7	34.6
45 to 64	18.5	19.4	21.7	19.2	18.9	22.2
65 or older	13.8	15.0	14.1	13.3	15.3	14.9
Median age	30.3	34.3	35.9	30.0	34.0	36.6

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Community Profile

Race/Ethnicity

As with the other 98 counties in the state, Louisa County is predominantly white. However, the Hispanic population has increased significantly since 1980.

3. Percentage of population by race/Hispanic origin

	Louisa County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.1	100.0	100.0	98.9
White	99.0	96.7	93.9	97.4	96.6	93.9
Black	0.1	0.7	0.3	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.2	0.2	0.4	0.9	1.3
American Indian	0.2	0.3	0.2	0.2	0.3	0.3
Other	0.6	2.1	4.6	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.9	n.a.	n.a.	1.1
Hispanic origin **	1.2	3.7	12.6	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, Louisa County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Louisa County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	23.7	20.3	19.9	13.9
High school graduate	44.9	41.0	38.5	36.1
Less than 4 years college	22.2	26.0	24.7	28.8
4 or more years college	9.2	12.7	16.9	21.2

Income and Poverty

Since 1979, median household income in Louisa County increased \$1,851 (adjusted dollars). In 1999, Louisa had a median income \$383 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Louisa County	\$37,235	\$34,070	\$39,086
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Louisa County	11.3	11.7	9.3
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Louisa County		State	
	1990	2000	1990	2000
Total units	5,044	5,133	1,143,669	1,232,511
Percent of units:				
Owner-occupied	63.4	68.0	64.0	67.5
Renter-occupied	21.7	20.0	26.2	25.8
Vacant/seasonal	14.8	12.0	9.8	6.8
10 or fewer years old	9.8	8.8	10.0	12.3
40 or more years old	42.5	52.3	42.9	51.1
Single detached homes	73.0	77.4	74.6	74.0
Mobile homes	14.8	14.0	5.0	5.3
Median value	\$39,400	\$66,600	\$45,900	\$82,500
Median gross rent	\$304	\$419	\$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:			
Louisa County	5,900	5,450	5,350
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Louisa County	95.6	96.9	96.6
State	95.7	97.5	97.4

Occupation

Among the 5,828 employed persons age 16 or older in Louisa 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>Louisa County</u>	<u>State</u>
Total employed	5,828	1,489,816
Percentage in:		
Management, professional or related occupations	22.5	31.3
Service occupations	13.3	14.8
Sales and office occupations	19.6	25.9
Farming, fishing, and forestry occupations	1.7	1.1
Construction, extraction, and maintenance occupations	11.2	8.9
Production, transportation, and material moving occupations	31.6	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 Louisa County to work are not counted, but non-county residents who commute into Louisa 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>	Louisa County		Louisa County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	98,927	117,716	126,193	100.0	100.0	100.0	100.0
Farm	13,235	11,434	17,501	13.4	13.9	6.0	4.2
Manufacturing	34,008	***	***	34.4	***	22.6	19.8
Retail	7,406	6,192	6,902	7.5	5.5	9.6	9.2
Finance *	2,775	3,546	3,537	2.8	2.8	6.1	7.9
Services	7,973	13,681	11,426	8.1	9.1	19.6	22.9
Government	15,393	22,227	23,599	15.6	18.7	16.8	15.9
Other **	18,137	***	***	18.3	***	19.2	20.1

* Finance, insurance, and real estate

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

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

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.

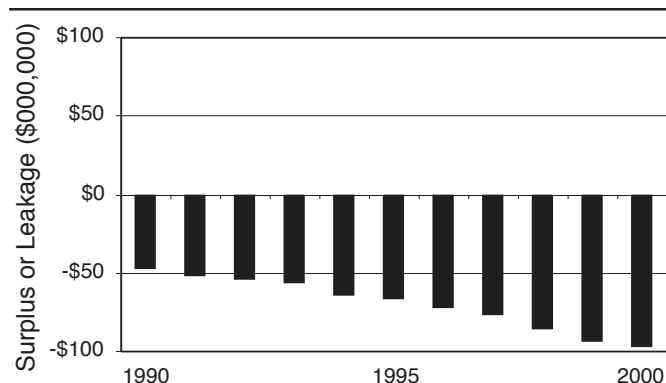
11. Louisa County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	324	\$26.30	\$2,214	0.27
1997	332	\$25.44	\$2,117	0.25
1998	325	\$26.85	\$2,259	0.25
1999	321	\$26.83	\$2,247	0.24
2000	312	\$25.27	\$2,074	0.22

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, Louisa County



12. Retail sales by merchandise category, Louisa 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	*	*	*	*	*	*	*	*	*	*
General Merchandise	\$2.71	\$2.33	\$2.49	10	9	9	10.3	8.7	9.9	-\$15.98
Food	\$8.55	\$8.64	\$8.37	6	8	9	32.5	32.2	33.1	-\$9.82
Apparel	*	*	*	*	*	*	*	*	*	*
Home Furnishings	\$0.64	\$0.46	\$0.33	9	9	8	2.4	1.7	1.3	-\$4.94
Eating and drinking	\$4.59	\$3.85	\$3.94	33	30	25	17.5	14.3	15.6	-\$6.63
Specialty Stores	\$1.05	\$1.24	\$1.16	57	58	58	4.0	4.6	4.6	-\$8.15
Services	\$2.55	\$2.56	\$2.40	108	108	103	9.7	9.5	9.5	-\$13.73
Wholesale	\$2.75	\$3.28	\$3.80	23	20	21	10.5	12.2	15.0	-\$7.55
Other	\$3.45	\$4.46	\$2.78	78	79	79	13.1	16.6	11.0	
Total	\$26.30	\$26.83	\$25.27	324	321	312	100.0	100.0	100.0	-\$96.93

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

... and justice for all

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