

# Data for Decision Makers

## Lyon County

### Population

Lyon County is a nonmetropolitan county in northwest Iowa. Lyon County is composed of eight incorporated communities and their surrounding rural areas. From 1990 to 2000, Lyon County's population decreased 1.6 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Lyon County

City	1980	1990	2000
Alvord	246	204	187
Doon	537	476	533
George	1,241	1,066	1,051
Inwood	755	824	875
Larchwood	701	739	788
Lester	274	257	251
Little Rock	490	493	489
Rock Rapids	2,693	2,601	2,573
Balance of County	5,959	5,292	5,016
<b>County Total</b>	<b>12,896</b>	<b>11,952</b>	<b>11,763</b>
<b>State Total</b>	<b>2,913,808</b>	<b>2,776,755</b>	<b>2,926,324</b>

### Population Profile

#### Age distribution

Compared to the state, Lyon 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 Lyon County in 2000 was 1.5 years older than the median age of the state.

#### 2. Percent of population by age

	Lyon County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	34.4	32.6	30.6	32.3	29.0	28.3
20 to 44	29.2	30.4	29.7	35.1	26.7	34.6
45 to 64	21.1	19.0	20.9	19.2	18.9	22.2
65 or older	15.3	18.0	18.8	13.3	15.3	14.9
Median age	30.8	34.8	38.1	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, Lyon County is predominantly white, with little noticeable change since 1980.

### 3. Percentage of population by race/Hispanic origin

	Lyon County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.6	100.0	100.0	98.9
White	99.5	99.5	99.1	97.4	96.6	93.9
Black	0.0	0.0	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.3	0.2	0.4	0.9	1.3
American Indian	0.1	0.1	0.1	0.2	0.3	0.3
Other	0.3	0.1	0.1	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.4	n.a.	n.a.	1.1
Hispanic origin **	0.2	0.1	0.4	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, Lyon County had a lower percentage of college graduates than the state overall.

### 4. Educational levels of adults 25 or older

	Lyon County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	29.6	21.3	19.9	13.9
High school graduate	39.4	38.3	38.5	36.1
Less than 4 years college	20.7	26.1	24.7	28.8
4 or more years college	10.2	14.2	16.9	21.2

## Income and Poverty

Since 1979, median household income in Lyon County increased \$3,881 (adjusted dollars). In 1999, Lyon had a median income \$2,591 lower than the state.

### 5. Median Household income (in 1999 \$)

	1979	1989	1999
Lyon County	\$32,997	\$30,190	\$36,878
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Lyon County	13.3	13.3	7.0
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Lyon County		State	
	1990	2000	1990	2000
<b>Total units</b>	4,561	4,758	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	72.5	76.1	64.0	67.5
Renter-occupied	21.5	16.9	26.2	25.8
Vacant/seasonal	6.0	6.9	9.8	6.8
10 or fewer years old	6.3	8.2	10.0	12.3
40 or more years old	56.4	63.6	42.9	51.1
Single detached homes	90.1	90.5	74.6	74.0
Mobile homes	2.4	3.0	5.0	5.3
Median value	\$31,800	\$64,000	\$45,900	\$82,500
Median gross rent	\$252	\$350	\$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>
<b>Total labor force:</b>			
Lyon County	5,650	5,520	5,310
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Lyon County	97.9	98.2	97.7
State	95.7	97.5	97.4

## Occupation

Among the 5,931 employed persons age 16 or older in Lyon 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>Lyon County</u>	<u>State</u>
Total employed	5,931	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	29.9	31.3
Service occupations	14.2	14.8
Sales and office occupations	22.8	25.9
Farming, fishing, and forestry occupations	2.9	1.1
Construction, extraction, and maintenance occupations	10.6	8.9
Production, transportation, and material moving occupations	19.6	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 Lyon County to work are not counted, but non-county residents who commute into Lyon 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>	Lyon County		Lyon County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	98,085	122,055	142,059	100.0	100.0	100.0	100.0
Farm	33,332	25,368	42,349	34.0	29.8	6.0	4.2
Manufacturing	14,690	18,721	20,060	15.0	14.1	22.6	19.8
Retail	6,225	8,058	8,395	6.3	5.9	9.6	9.2
Finance *	2,749	4,797	4,924	2.8	3.5	6.1	7.9
Services	12,442	20,698	21,822	12.7	15.4	19.6	22.9
Government	11,642	17,412	17,970	11.9	12.6	16.8	15.9
Other **	17,005	27,001	26,539	17.3	18.7	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.

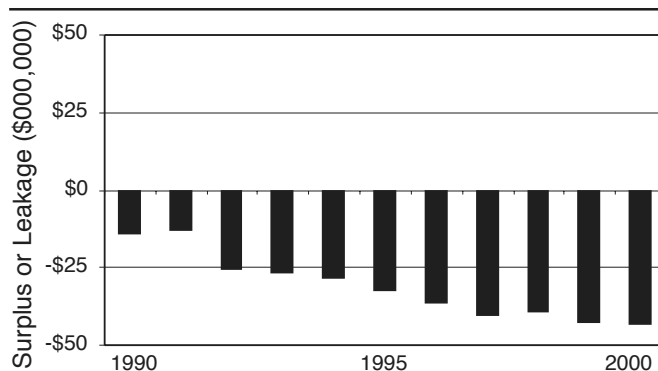
### 11. Lyon County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	432	\$42.47	\$3,572	0.43
1997	430	\$45.15	\$3,775	0.44
1998	427	\$48.40	\$4,039	0.46
1999	417	\$49.58	\$4,127	0.45
2000	406	\$49.38	\$4,198	0.45

## 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, Lyon County



### 12. Retail sales by merchandise category, Lyon 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	\$3.24	\$4.88	\$3.36	10	16	10	7.6	9.8	6.8	-\$3.18
General Merchandise	*	*	*	*	*	*	*	*	*	*
Food	\$2.29	\$2.53	\$3.58	8	9	9	5.4	5.1	7.2	-\$10.15
Apparel	*	*	*	*	*	*	*	*	*	*
Home Furnishings	\$2.23	\$2.11	\$1.26	15	13	7	5.3	4.2	2.6	-\$2.72
Eating and drinking	\$3.54	\$4.03	\$4.05	28	25	26	8.3	8.1	8.2	-\$3.93
Specialty Stores	\$3.23	\$2.78	\$2.77	75	60	62	7.6	5.6	5.6	-\$4.26
Services	\$5.69	\$6.31	\$6.77	128	129	126	13.4	12.7	13.7	-\$5.41
Wholesale	\$4.43	\$6.38	\$5.69	50	49	48	10.4	12.9	11.5	-\$2.88
Other	\$17.81	\$20.56	\$21.90	120	118	118	41.9	41.5	44.4	
<b>Total</b>	<b>\$42.47</b>	<b>\$49.58</b>	<b>\$49.38</b>	<b>432</b>	<b>417</b>	<b>406</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-\$42.88</b>

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

... and justice for all

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#### Information in this county profile was derived from data from:

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