

Data for Decision Makers

Muscatine County

Population

Muscatine County is a nonmetropolitan county in southeast Iowa. Muscatine County is composed of 10 incorporated communities and their surrounding rural areas. From 1990 to 2000, Muscatine County's population increased 4.5 percent. The state's population increased by 5.4 percent over that period.

1. Population of Muscatine County

City	1980	1990	2000
Atalissa	360	357	283
Conesville	301	334	424
Durant (part) *	0	7	0
Fruitland	461	511	703
Muscatine	23,467	22,881	22,697
Nichols	375	366	374
Stockton	240	187	182
Walcott (part) *		0	0
West Liberty	2,723	2,935	3,332
Wilton (part) *	2,493	2,573	2,825
Balance of County	10,016	9,756	10,902
County Total	40,436	39,907	41,722
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, Muscatine 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 Muscatine County in 2000 was 0.5 years younger than the median age of the state.

2. Percent of population by age

	Muscatine County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	34.4	30.7	29.6	32.3	29.0	28.3
20 to 44	35.5	37.4	34.7	35.1	26.7	34.6
45 to 64	17.9	18.6	22.8	19.2	18.9	22.2
65 or older	12.1	13.4	12.9	13.3	15.3	14.9
Median age	29.2	33.0	36.1	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, Muscatine County is predominantly white. However, the Hispanic population has increased significantly since 1980.

3. Percentage of population by race/Hispanic origin

	Muscatine County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	98.6	100.0	100.0	98.9
White	95.8	94.6	90.7	97.4	96.6	93.9
Black	0.5	0.5	0.7	1.4	1.7	2.1
Asian/Pacific Islander	0.3	0.8	0.8	0.4	0.9	1.3
American Indian	0.1	0.2	0.3	0.2	0.3	0.3
Other	3.3	3.9	6.1	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	1.4	n.a.	n.a.	1.1
Hispanic origin **	5.2	7.3	11.9	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, Muscatine County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Muscatine County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	25.0	19.7	19.9	13.9
High school graduate	38.0	34.5	38.5	36.1
Less than 4 years college	24.0	28.6	24.7	28.8
4 or more years college	13.0	17.2	16.9	21.2

Income and Poverty

Since 1979, median household income in Muscatine County increased \$1,086 (adjusted dollars). In 1999, Muscatine had a median income \$2,334 higher than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Muscatine County	\$40,717	\$39,657	\$41,803
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Muscatine County	9.1	10.1	8.9
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Muscatine County		State	
	1990	2000	1990	2000
Total units	16,044	16,786	1,143,669	1,232,511
Percent of units:				
Owner-occupied	66.5	71.2	64.0	67.5
Renter-occupied	25.8	23.2	26.2	25.8
Vacant/seasonal	7.7	5.6	9.8	6.8
10 or fewer years old	12.4	11.2	10.0	12.3
40 or more years old	44.6	50.5	42.9	51.1
Single detached homes	73.0	74.9	74.6	74.0
Mobile homes	7.8	8.6	5.0	5.3
Median value	\$50,600	\$84,700	\$45,900	\$82,500
Median gross rent	\$343	\$460	\$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:			
Muscatine County	20,830	21,450	21,480
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Muscatine County	95.2	97.2	97.2
State	95.7	97.5	97.4

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 Muscatine County to work are not counted, but non-county residents who commute into Muscatine 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 (%)			
	Muscatine County			Muscatine 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	552,933	832,838	877,136	100.0	100.0	100.0	100.0
Farm	11,173	7,777	11,296	2.0	1.3	6.0	4.2
Manufacturing	298,906	408,143	431,911	54.1	49.2	22.6	19.8
Retail	36,359	54,239	57,255	6.6	6.5	9.6	9.2
Finance *	12,527	27,455	27,498	2.3	3.1	6.1	7.9
Services	65,404	129,885	140,690	11.8	16.0	19.6	22.9
Government	67,508	93,823	98,930	12.2	11.3	16.8	15.9
Other **	61,056	111,516	109,556	11.0	12.5	19.2	20.1

* Finance, insurance, and real estate

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

Occupation

Among the 20,765 employed persons age 16 or older in Muscatine 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>Muscatine County</u>	<u>State</u>
Total employed	20,765	1,489,816
Percentage in:		
Management, professional or related occupations	26.1	31.3
Service occupations	15.7	14.8
Sales and office occupations	21.4	25.9
Farming, fishing, and forestry occupations	0.6	1.1
Construction, extraction, and maintenance occupations	9.1	8.9
Production, transportation, and material moving occupations	27.2	18.1

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.

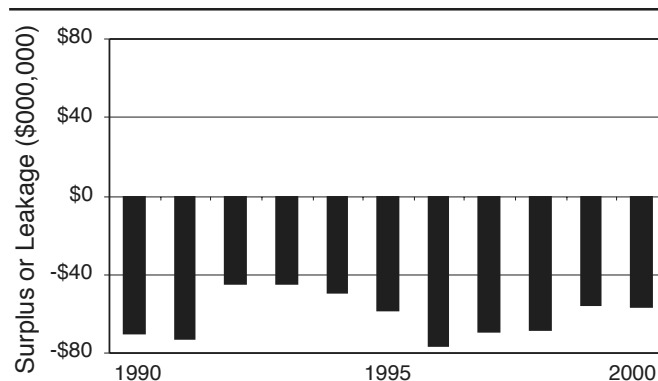
11. Muscatine County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	1,099	\$282.16	\$6,819	0.82
1997	1,110	\$297.91	\$7,238	0.84
1998	1,097	\$314.69	\$7,687	0.87
1999	1,086	\$342.31	\$8,324	0.90
2000	1,052	\$343.93	\$8,243	0.87

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, Muscatine County



12. Retail sales by merchandise category, Muscatine 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	\$9.93	\$16.50	\$24.05	21	16	15	3.5	4.8	7.0	-\$4.39
General Merchandise	\$44.50	\$58.35	\$64.08	23	18	23	15.8	17.0	18.6	-\$3.49
Food	\$38.16	\$52.18	\$50.94	9	13	14	13.5	15.2	14.8	-\$8.71
Apparel	\$3.38	\$2.61	\$2.22	23	20	16	1.2	0.8	0.6	-\$7.31
Home Furnishings	\$6.37	\$6.77	\$7.64	32	26	26	2.3	2.0	2.2	-\$9.65
Eating and drinking	\$25.73	\$31.94	\$29.57	92	84	80	9.1	9.3	8.6	-\$5.08
Specialty Stores	\$20.98	\$19.43	\$19.22	232	215	204	7.4	5.7	5.6	-\$11.32
Services	\$36.47	\$39.20	\$38.55	338	333	311	12.9	11.5	11.2	-\$14.35
Wholesale	\$15.90	\$19.28	\$19.05	73	79	81	5.6	5.6	5.5	-\$18.16
Other	\$80.74	\$96.05	\$88.62	257	284	282	28.6	28.1	25.8	
Total	\$282.16	\$342.31	\$343.93	1,099	1,086	1,052	100.0	100.0	100.0	-\$56.83

... and justice for all

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