

# Data for Decision Makers

## Page County

### Population

Page County is a nonmetropolitan county in southwest Iowa. Page County is composed of 11 incorporated communities and their surrounding rural areas. From 1990 to 2000, Page County's population increased 0.6 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Page County

City	1980	1990	2000
Blanchard	101	67	61
Braddyville	199	219	176
Clarinda	5,458	5,104	5,690
Coin	316	278	252
College Springs	307	230	246
Essex	1,001	916	884
Hepburn	42	41	39
Northboro	115	78	60
Shambaugh	197	190	188
Shenandoah (part) *	6,274	5,572	5,546
Yorktown	123	100	82
Balance of County	4,930	4,075	3,752
<b>County Total</b>	<b>19,063</b>	<b>16,870</b>	<b>16,976</b>
<b>State Total</b>	<b>2,913,808</b>	<b>2,776,755</b>	<b>2,926,324</b>

\* Indicates municipality crosses county border; figure is the portion of population in this county only.

### Population Profile

#### Age distribution

Compared to the state, Page 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 Page County in 2000 was 3.6 years older than the median age of the state.

#### 2. Percent of population by age

	Page County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	29.0	27.5	25.6	32.3	29.0	28.3
20 to 44	30.5	31.5	31.8	35.1	26.7	34.6
45 to 64	21.4	20.1	22.8	19.2	18.9	22.2
65 or older	19.1	20.9	19.8	13.3	15.3	14.9
Median age	35.3	38.2	40.2	30.0	34.0	36.6

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# Community Profile

## Race/Ethnicity

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

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

	Page County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.2	100.0	100.0	98.9
White	99.0	98.3	96.1	97.4	96.6	93.9
Black	0.2	0.5	1.7	1.4	1.7	2.1
Asian/Pacific Islander	0.3	0.5	0.5	0.4	0.9	1.3
American Indian	0.1	0.3	0.5	0.2	0.3	0.3
Other	0.4	0.4	0.5	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.8	n.a.	n.a.	1.1
Hispanic origin **	0.7	1.2	1.6	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, Page County had a lower percentage of college graduates than the state overall.

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

	Page County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	21.8	14.5	19.9	13.9
High school graduate	42.0	39.3	38.5	36.1
Less than 4 years college	22.6	29.6	24.7	28.8
4 or more years college	13.5	16.6	16.9	21.2

## Income and Poverty

Since 1979, median household income in Page County increased \$4,638 (adjusted dollars). In 1999, Page had a median income \$4,003 lower than the state.

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

	1979	1989	1999
Page County	\$30,828	\$29,357	\$35,466
State	\$37,515	\$34,921	\$39,469

Poverty rates in Page County increased between 1979 and 1999; state levels declined.

### 6. Percent of population in poverty

	1979	1989	1999
Page County	11.1	13.8	12.5
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Page County		State	
	1990	2000	1990	2000
<b>Total units</b>	7,339	7,302	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	64.3	65.8	64.0	67.5
Renter-occupied	26.8	26.1	26.2	25.8
Vacant/seasonal	8.9	8.1	9.8	6.8
10 or fewer years old	7.4	7.0	10.0	12.3
40 or more years old	54.3	66.5	42.9	51.1
Single detached homes	81.7	81.0	74.6	74.0
Mobile homes	3.1	3.7	5.0	5.3
Median value	\$33,700	\$60,000	\$45,900	\$82,500
Median gross rent	\$253	\$407	\$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>			
Page County	8,120	8,940	8,860
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Page County	95.3	97.5	97.3
State	95.7	97.5	97.4

## Occupation

Among the 7,679 employed persons age 16 or older in Page 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>Page County</u>	<u>State</u>
Total employed	7,679	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	28.0	31.3
Service occupations	16.9	14.8
Sales and office occupations	20.5	25.9
Farming, fishing, and forestry occupations	1.7	1.1
Construction, extraction, and maintenance occupations	7.6	8.9
Production, transportation, and material moving occupations	25.3	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 Page County to work are not counted, but non-county residents who commute into Page 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>	Page County		Page County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	160,520	246,259	270,219	100.0	100.0	100.0	100.0
Farm	18,516	5,258	16,446	11.5	6.1	6.0	4.2
Manufacturing	30,522	66,449	71,576	19.0	26.5	22.6	19.8
Retail	27,269	36,012	35,993	17.0	13.3	9.6	9.2
Finance *	6,051	7,061	10,566	3.8	3.9	6.1	7.9
Services	23,226	46,001	48,553	14.5	18.0	19.6	22.9
Government	31,220	47,468	49,393	19.4	18.3	16.8	15.9
Other **	23,716	38,010	37,692	14.8	13.9	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.

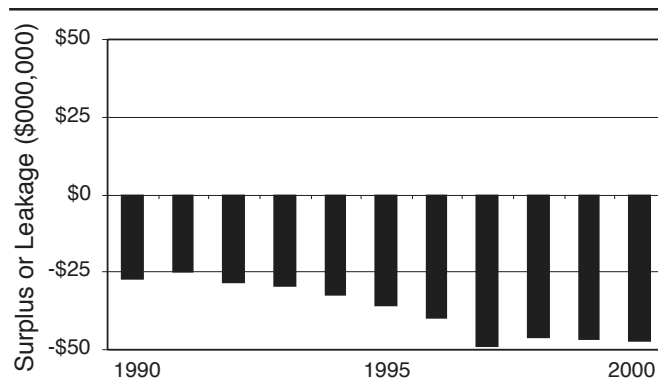
### 11. Page County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	629	\$94.04	\$5,622	0.68
1997	619	\$91.84	\$5,472	0.64
1998	603	\$92.56	\$5,398	0.61
1999	592	\$90.37	\$5,233	0.57
2000	578	\$93.51	\$5,508	0.58

## 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, Page County



### 12. Retail sales by merchandise category, Page 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	\$3.68	\$2.72	\$2.79	9	7	7	3.9	3.0	3.0	-\$7.20
General Merchandise	\$4.35	\$4.69	\$5.72	5	6	7	4.6	5.2	6.1	-\$15.58
Food	\$7.33	\$12.55	\$12.76	6	*	5	7.8	13.9	13.6	-\$8.20
Apparel	\$1.61	\$1.50	\$1.60	10	8	8	1.7	1.7	1.7	-\$1.75
Home Furnishings	\$2.89	\$2.15	\$2.29	13	6	8	3.1	2.4	2.4	-\$3.79
Eating and drinking	\$9.69	\$9.88	\$9.95	45	39	30	10.3	10.9	10.6	-\$2.22
Specialty Stores	\$7.72	\$5.51	\$5.49	125	107	106	8.2	6.1	5.9	-\$5.24
Services	\$10.27	\$10.38	\$10.14	204	205	194	10.9	11.5	10.8	-\$8.44
Wholesale	\$8.79	\$6.44	\$7.08	43	44	45	9.4	7.1	7.6	-\$6.00
Other	\$37.70	\$34.55	\$35.69	169	170	168	40.1	38.2	38.2	
<b>Total</b>	<b>\$94.04</b>	<b>\$90.37</b>	<b>\$93.51</b>	<b>629</b>	<b>592</b>	<b>578</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-\$47.30</b>

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

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