

# Data for Decision Makers

## Wayne County

### Population

Wayne County is a nonmetropolitan county in southwest Iowa. Wayne County is composed of eight incorporated communities and their surrounding rural areas. From 1990 to 2000, Wayne County's population decreased 4.8 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Wayne County

City	1980	1990	2000
Allerton	670	599	559
Clio	106	103	91
Corydon	1,818	1,675	1,591
Humeston	671	553	543
Lineville	319	289	273
Millerton	72	44	48
Promise City	149	132	105
Seymour	1,036	869	810
Balance of County	3,358	2,803	2,710
<b>County Total</b>	<b>8,199</b>	<b>7,067</b>	<b>6,730</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, Wayne 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 Wayne County in 2000 was 6.4 years older than the median age of the state.

#### 2. Percent of population by age

	Wayne County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	26.7	25.3	26.0	32.3	29.0	28.3
20 to 44	27.0	27.7	27.2	35.1	26.7	34.6
45 to 64	23.4	20.7	23.0	19.2	18.9	22.2
65 or older	22.9	26.3	23.8	13.3	15.3	14.9
Median age	40.8	42.3	43.0	30.0	34.0	36.6

#### For more information contact

##### The Wayne County Extension Office

Pat Swartzlander, County Extension Education Director  
Wayne County Courthouse, P.O. Box 281  
Corydon, Iowa 50060-0281

Phone: (641) 872-1755  
Fax: (641) 872-1648  
E-mail: xwayne@iastate.edu

##### Your Southwest Iowa Extension Community Development Specialists

Steve Adams  
103 East 5th Street  
P.O. Box 430  
Malvern, Iowa 51551

Alan D. Jensen  
105 W. Adams Street  
Suite B  
Creston, Iowa 50801

Phone: (712) 423-0844  
Fax: (712) 423-2642  
E-mail: stadams@iastate.edu

Phone: (641) 782-8426  
Fax: (641) 782-7213  
E-mail: adjensen@iastate.edu

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# Community Profile

## Race/Ethnicity

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

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

	Wayne County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.4	100.0	100.0	98.9
White	99.4	99.6	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	0.2	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	0.2	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.6	n.a.	n.a.	1.1
Hispanic origin **	0.2	0.4	0.7	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, Wayne County had a lower percentage of college graduates than the state overall.

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

	Wayne County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	28.3	16.1	19.9	13.9
High school graduate	44.8	45.9	38.5	36.1
Less than 4 years college	18.6	25.9	24.7	28.8
4 or more years college	8.4	12.1	16.9	21.2

## Income and Poverty

Since 1979, median household income in Wayne County increased \$5,200 (adjusted dollars). In 1999, Wayne had a median income \$10,089 lower than the state.

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

	1979	1989	1999
Wayne County	\$24,180	\$23,431	\$29,380
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Wayne County	18.8	19.1	14.0
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Wayne County		State	
	1990	2000	1990	2000
<b>Total units</b>	3,334	3,357	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	67.1	66.6	64.0	67.5
Renter-occupied	21.5	17.4	26.2	25.8
Vacant/seasonal	11.4	16.0	9.8	6.8
10 or fewer years old	8.5	7.4	10.0	12.3
40 or more years old	54.2	60.8	42.9	51.1
Single detached homes	84.2	83.7	74.6	74.0
Mobile homes	7.8	9.1	5.0	5.3
Median value	\$19,900	\$35,600	\$45,900	\$82,500
Median gross rent	\$233	\$303	\$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>			
Wayne County	3,200	2,960	2,830
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Wayne County	97.2	97.0	97.2
State	95.7	97.5	97.4

## Occupation

Among the 3,061 employed persons age 16 or older in Wayne 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>Wayne County</u>	<u>State</u>
Total employed	3,061	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	30.2	31.3
Service occupations	13.8	14.8
Sales and office occupations	22.7	25.9
Farming, fishing, and forestry occupations	2.6	1.1
Construction, extraction, and maintenance occupations	9.7	8.9
Production, transportation, and material moving occupations	21.0	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 Wayne County to work are not counted, but non-county residents who commute into Wayne 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>	Wayne County		Wayne County		State	
		<u>1999</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>
All Industries	45,879	60,607	66,420	100.0	100.0	100.0	100.0
Farm	2,870	8,057	11,311	6.3	17.0	6.0	4.2
Manufacturing	10,279	11,597	11,643	22.4	17.5	22.6	19.8
Retail	3,537	4,458	4,444	7.7	6.7	9.6	9.2
Finance *	1,530	2,053	2,354	3.3	3.5	6.1	7.9
Services	5,905	8,638	9,246	12.9	13.9	19.6	22.9
Government	10,342	15,396	16,826	22.5	25.3	16.8	15.9
Other **	11,416	10,408	10,596	24.9	16.0	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.

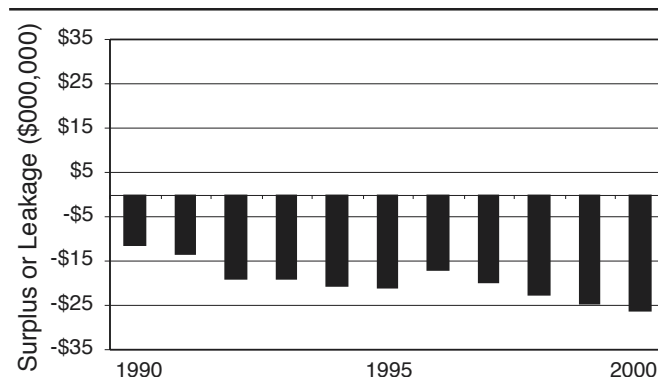
### 11. Wayne County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	301	\$23.54	\$3,437	0.42
1997	304	\$23.98	\$3,502	0.41
1998	288	\$22.69	\$3,353	0.38
1999	283	\$21.33	\$3,203	0.35
2000	273	\$21.01	\$3,121	0.33

## 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, Wayne County



### 12. Retail sales by merchandise category, Wayne 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	\$2.48	\$2.57	\$2.68	7	6	6	10.5	12.1	12.8	-\$0.67
General Merchandise	\$2.81	\$3.60	\$3.84	6	8	8	11.9	16.9	18.3	-\$3.30
Food	\$8.43	\$8.43	\$7.85	7	6	5	35.8	39.5	37.4	\$0.81
Apparel	*	*	*	*	*	*	*	*	*	*
Home Furnishings	*	*	*	*	*	*	*	*	*	*
Eating and drinking	\$1.41	\$1.33	\$1.24	18	19	19	6.0	6.2	5.9	-\$2.85
Specialty Stores	\$1.55	\$1.80	\$1.72	60	62	62	6.6	8.4	8.2	-\$1.88
Services	\$3.46	\$2.70	\$2.93	101	84	79	14.7	12.7	14.0	-\$3.30
Wholesale	\$2.16	\$1.30	\$1.37	29	25	24	9.2	6.1	6.5	-\$3.02
Other	\$1.23	-\$0.40	-\$0.62	74	74	70	5.2	-1.9	-3.0	
<b>Total</b>	<b>\$23.54</b>	<b>\$21.33</b>	<b>\$21.01</b>	<b>301</b>	<b>283</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-\$26.27</b>

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

... 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)

### This series was prepared by:

Margie Hanson, Census Services, with assistance from Georgeanne Artz, Extension Retail Analysis Program, and Mark Imerman, Rural Data Project, at Iowa State University.

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