



Data for Decision Makers

Winnebago County

Population

Winnebago County is a nonmetropolitan county in northeast Iowa. Winnebago County is composed of seven incorporated communities and their surrounding rural areas. From 1990 to 2000, Winnebago County's population decreased 3.3 percent. The state's population increased by 5.4 percent over that period.

1. Population of Winnebago County

City	1980	1990	2000
Buffalo Center	1,233	1,081	963
Forest City (part) *	3,920	4,075	4,013
Lake Mills	2,281	2,143	2,140
Leland	274	311	258
Rake	283	238	227
Scarville	82	92	97
Thompson	668	498	596
Balance of County	4,269	3,684	3,429
County Total	13,010	12,122	11,723
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, Winnebago 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 Winnebago County in 2000 was 3.2 years older than the median age of the state.

2. Percent of population by age

	Winnebago County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	31.3	29.9	28.1	32.3	29.0	28.3
20 to 44	30.9	32.5	29.9	35.1	26.7	34.6
45 to 64	20.1	18.5	23.1	19.2	18.9	22.2
65 or older	17.7	19.1	18.9	13.3	15.3	14.9
Median age	32.7	35.9	39.8	30.0	34.0	36.6

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IOWA STATE UNIVERSITY
University Extension

Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Winnebago County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.5	100.0	100.0	98.9
White	99.1	98.7	97.4	97.4	96.6	93.9
Black	0.2	0.3	0.2	1.4	1.7	2.1
Asian/Pacific Islander	0.2	0.6	0.7	0.4	0.9	1.3
American Indian	0.1	0.1	0.2	0.2	0.3	0.3
Other	0.4	0.3	1.0	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.5	n.a.	n.a.	1.1
Hispanic origin **	0.6	0.8	2.0	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, Winnebago County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Winnebago County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	21.4	12.7	19.9	13.9
High school graduate	34.6	38.0	38.5	36.1
Less than 4 years college	30.0	32.8	24.7	28.8
4 or more years college	14.0	16.5	16.9	21.2

Income and Poverty

Since 1979, median household income in Winnebago County increased \$5,168 (adjusted dollars). In 1999, Winnebago had a median income \$1,088 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Winnebago County	\$33,213	\$31,261	\$38,381
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Winnebago County	7.3	11.7	8.4
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Winnebago County		State	
	1990	2000	1990	2000
Total units	5,030	5,065	1,143,669	1,232,511
Percent of units:				
Owner-occupied	69.7	71.3	64.0	67.5
Renter-occupied	23.8	22.4	26.2	25.8
Vacant/seasonal	6.5	6.2	9.8	6.8
10 or fewer years old	8.3	7.8	10.0	12.3
40 or more years old	43.0	55.8	42.9	51.1
Single detached homes	84.0	82.8	74.6	74.0
Mobile homes	2.9	2.4	5.0	5.3
Median value	\$39,300	\$61,200	\$45,900	\$82,500
Median gross rent	\$271	\$341	\$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:			
Winnebago County	6,410	4,720	4,550
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Winnebago County	92.2	97.9	97.4
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 Winnebago County to work are not counted, but non-county residents who commute into Winnebago 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 (%)			
	Winnebago County			Winnebago 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	116,313	161,019	173,310	100.0	100.0	100.0	100.0
Farm	18,459	8,087	17,550	15.9	10.1	6.0	4.2
Manufacturing	25,806	41,476	40,583	22.2	23.4	22.6	19.8
Retail	9,678	14,961	15,212	8.3	8.8	9.6	9.2
Finance *	4,395	7,007	7,137	3.8	4.1	6.1	7.9
Services	16,961	31,136	32,470	14.6	18.7	19.6	22.9
Government	17,173	22,762	23,899	14.8	13.8	16.8	15.9
Other **	23,841	35,590	36,459	20.5	21.0	19.2	20.1

* Finance, insurance, and real estate

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

Occupation

Among the 6,045 employed persons age 16 or older in Winnebago 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>Winnebago County</u>	<u>State</u>
Total employed	6,045	1,489,816
Percentage in:		
Management, professional or related occupations	27.3	31.3
Service occupations	13.6	14.8
Sales and office occupations	19.0	25.9
Farming, fishing, and forestry occupations	1.5	1.1
Construction, extraction, and maintenance occupations	10.0	8.9
Production, transportation, and material moving occupations	28.6	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.

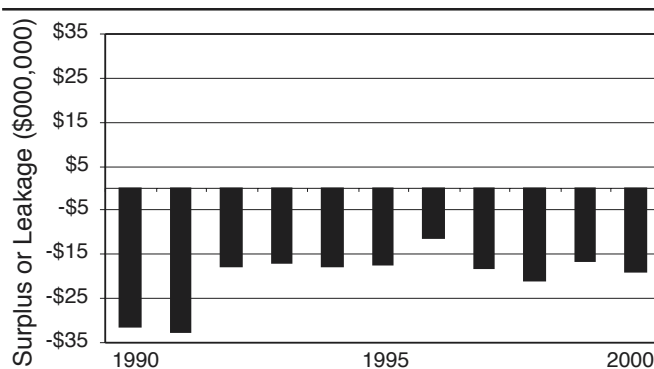
11. Winnebago County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	455	\$63.25	\$5,298	0.64
1997	451	\$62.10	\$5,182	0.60
1998	444	\$61.68	\$5,134	0.58
1999	428	\$67.71	\$5,675	0.62
2000	427	\$69.10	\$5,895	0.63

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, Winnebago County



12. Retail sales by merchandise category, Winnebago 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	\$2.09	\$3.09	\$3.01	9	10	10	3.3	4.6	4.4	-\$3.23
General Merchandise	\$6.70	\$6.04	\$7.70	14	11	10	10.6	8.9	11.1	-\$5.60
Food	*	*	*	*	*	*	*	*	*	*
Apparel	*	\$0.16	*	*	6	*	*	0.2	*	*
Home Furnishings	\$0.70	\$0.85	\$0.81	8	9	9	1.1	1.2	1.2	-\$2.98
Eating and drinking	\$4.65	\$4.79	\$4.84	35	32	31	7.4	7.1	7.0	-\$2.77
Specialty Stores	\$4.63	\$4.65	\$4.29	82	72	79	7.3	6.9	6.2	-\$2.41
Services	\$9.90	\$7.88	\$8.64	138	125	126	15.6	11.6	12.5	-\$2.97
Wholesale	\$3.62	\$3.84	\$3.25	38	42	39	5.7	5.7	4.7	-\$4.92
Other	\$30.95	\$36.41	\$36.56	132	122	123	48.9	53.8	52.9	
Total	\$63.25	\$67.71	\$69.10	455	428	427	100.0	100.0	100.0	-\$18.87

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

... and justice for all

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