

# Data for Decision Makers

## Woodbury County

### Population

Woodbury County is a metropolitan county in northwest Iowa. Woodbury County is composed of 15 incorporated communities and their surrounding rural areas. From 1990 to 2000, Woodbury County's population increased 5.7 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Woodbury County

City	1980	1990	2000
Anthon	687	638	649
Bronson	289	209	269
Correctionville	935	897	851
Cushing	270	241	246
Danbury	492	430	384
Hornick	239	222	253
Lawton	447	482	697
Moville	1,273	1,306	1,583
Oto	172	118	145
Pierson	408	341	371
Salix	429	367	370
Sergeant Bluff	2,416	2,772	3,321
Sioux City	82,003	80,505	85,013
Sloan	978	938	1,032
Smithland	282	252	221
Balance of County	9,564	8,558	8,472
<b>County Total</b>	<b>100,884</b>	<b>98,276</b>	<b>103,877</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, Woodbury 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 Woodbury County in 2000 was 2.4 years younger than the median age of the state.

#### 2. Percent of population by age

	Woodbury County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	32.8	31.1	30.5	32.3	29.0	28.3
20 to 44	34.1	36.4	35.4	35.1	26.7	34.6
45 to 64	19.9	17.8	20.8	19.2	18.9	22.2
65 or older	13.3	14.7	13.4	13.3	15.3	14.9
Median age	29.9	32.9	34.2	30.0	34.0	36.6

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DD 97 Revised September 2002

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# Community Profile

## Race/Ethnicity

As with the other 98 counties in the state, Woodbury County is predominantly white. However, the Hispanic population has increased significantly since 1980.

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

	Woodbury County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	98.0	100.0	100.0	98.9
White	96.8	93.7	87.5	97.4	96.6	93.9
Black	1.1	1.9	2.0	1.4	1.7	2.1
Asian/Pacific Islander	0.3	1.3	2.4	0.4	0.9	1.3
American Indian	1.2	1.7	1.7	0.2	0.3	0.3
Other	0.6	1.4	4.4	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	2.0	n.a.	n.a.	1.1
Hispanic origin **	1.1	2.8	9.1	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, Woodbury County had a lower percentage of college graduates than the state overall.

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

	Woodbury County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	21.6	18.6	19.9	13.9
High school graduate	37.8	35	38.5	36.1
Less than 4 years college	23.9	27.5	24.7	28.8
4 or more years college	16.7	18.9	16.9	21.2

## Income and Poverty

Since 1979, median household income in Woodbury County increased \$2,658 (adjusted dollars). In 1999, Woodbury had a median income \$960 lower than the state.

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

	1979	1989	1999
Woodbury County	\$35,851	\$33,532	\$38,509
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Woodbury County	11.4	13.4	10.3
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Woodbury County		State	
	1990	2000	1990	2000
<b>Total units</b>	39,071	41,394	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	64.7	64.8	64.0	67.5
Renter-occupied	29.7	29.7	26.2	25.8
Vacant/seasonal	5.6	5.4	9.8	6.8
10 or fewer years old	7.1	10.3	10.0	12.3
40 or more years old	51.5	59.1	42.9	51.1
Single detached homes	72.3	71.4	74.6	74.0
Mobile homes	4.9	5.1	5.0	5.3
Median value	\$41,000	\$76,400	\$45,900	\$82,500
Median gross rent	\$325	\$494	\$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>			
Woodbury County	50,100	53,400	52,900
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Woodbury County	95.8	97.6	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 Woodbury County to work are not counted, but non-county residents who commute into Woodbury 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 (%)			
	Woodbury County			Woodbury 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	1,196,936	1,785,683	1,818,583	100.0	100.0	100.0	100.0
Farm	18,978	12,924	6,949	1.6	0.4	6.0	4.2
Manufacturing	194,227	273,151	284,949	16.2	15.7	22.6	19.8
Retail	124,851	182,509	187,265	10.4	10.3	9.6	9.2
Finance *	62,230	95,090	93,873	5.2	5.2	6.1	7.9
Services	353,764	565,713	587,142	29.6	32.3	19.6	22.9
Government	160,038	238,956	252,387	13.4	13.9	16.8	15.9
Other **	282,848	417,340	406,018	23.6	22.3	19.2	20.1

\* Finance, insurance, and real estate

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

## Occupation

Among the 51,827 employed persons age 16 or older in Woodbury 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>Woodbury County</u>	<u>State</u>
Total employed	51,827	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	27.9	31.3
Service occupations	15.9	14.8
Sales and office occupations	27.5	25.9
Farming, fishing, and forestry occupations	0.6	1.1
Construction, extraction, and maintenance occupations	8.7	8.9
Production, transportation, and material moving occupations	19.3	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.

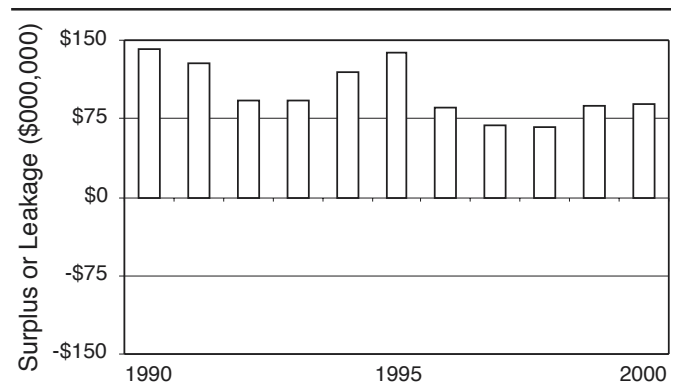
### 11. Woodbury County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	2,759	\$991.63	\$9,699	1.17
1997	2,764	\$1,006.89	\$9,816	1.14
1998	2,788	\$1,059.07	\$10,387	1.17
1999	2,691	\$1,111.27	\$10,930	1.19
2000	2,605	\$1,130.62	\$10,884	1.15

## 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, Woodbury County



### 12. Retail sales by merchandise category, Woodbury 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	\$74.31	\$85.42	\$95.58	57	51	53	7.5	7.7	8.5	\$21.72
General Merchandise	\$175.85	\$200.97	\$185.95	55	63	60	17.7	18.1	16.4	\$28.57
Food	\$167.35	\$159.44	\$163.91	60	52	51	16.9	14.3	14.5	\$8.99
Apparel	\$45.48	\$42.60	\$40.89	77	69	54	4.6	3.8	3.6	\$16.13
Home Furnishings	\$45.27	\$72.29	\$68.84	81	88	86	4.6	6.5	6.1	\$23.93
Eating and drinking	\$90.47	\$102.84	\$104.08	249	239	236	9.1	9.3	9.2	\$14.08
Specialty Stores	\$69.75	\$81.56	\$93.82	495	483	453	7.0	7.3	8.3	\$14.50
Services	\$116.47	\$127.24	\$127.32	903	858	839	11.7	11.5	11.3	-\$10.06
Wholesale	\$105.12	\$106.82	\$112.63	244	241	228	10.6	9.6	10.0	\$15.99
Other	\$101.57	\$132.08	\$137.60	538	547	545	10.2	11.9	12.2	
<b>Total</b>	<b>\$991.63</b>	<b>\$1,111.27</b>	<b>\$1,130.62</b>	<b>2,759</b>	<b>2,691</b>	<b>2,605</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>\$89.51</b>

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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)

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