



Data for Decision Makers

Winneshiek County

Population

Winneshiek County is a nonmetropolitan county in northeast Iowa. Winneshiek County is composed of eight incorporated communities and their surrounding rural areas. From 1990 to 2000, Winneshiek County's population increased 2.2 percent. The state's population increased by 5.4 percent over that period.

1. Population of Winneshiek County

City	1980	1990	2000
Calmar	1,053	1,026	1,058
Castalia	188	177	175
Decorah	8,068	8,063	8,172
Fort Atkinson	374	367	389
Jackson Junction	94	87	60
Ossian	829	810	853
Ridgeway	308	295	293
Spillville	415	387	386
Balance of County	10,547	9,635	9,924
County Total	21,876	20,847	21,310
State Total	2,913,808	2,776,755	2,926,324

Population Profile

Age distribution

Compared to the state, Winneshiek County had a higher percentage of young people (19 or younger) and a higher percentage of older people (age 65+) in 2000. The median age in Winneshiek County in 2000 was 0.9 years younger than the median age of the state.

2. Percent of population by age

	Winneshiek County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	34.4	30.4	28.9	32.3	29.0	28.3
20 to 44	33.1	36.6	35.0	35.1	26.7	34.6
45 to 64	18.4	17.6	20.4	19.2	18.9	22.2
65 or older	14.1	15.4	15.7	13.3	15.3	14.9
Median age	27.6	31.8	35.7	30.0	34.0	36.6

For more information contact

The Winneshiek County Extension Office

Ronnie Mitchell, County Extension Education Director
 911 S. Mill Street
 Decorah, Iowa 52101-2030

Phone: (563) 382-2949
 Fax: (563) 382-2940
 E-mail: xwinneshiek@iastate.edu

Your Northeast Iowa Extension Community Development Specialists

Robert D. (Bob) Cole 2023 South Federal Ave. Mason City, Iowa 50401	Sandra M. (Sandy) Scholl 3420 University Ave., Suite B Waterloo, Iowa 50701
---	---

Phone: (641) 423-0844 Fax: (641) 423-2642 E-mail: rdcole@iastate.edu	Phone: (319) 234-6811 Fax: (319) 234-5581 E-mail: sscholl@iastate.edu
--	--

IOWA STATE UNIVERSITY
 University Extension

Community Profile

Race/Ethnicity

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

3. Percentage of population by race/Hispanic origin

	Winneshiek County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.5	100.0	100.0	98.9
White	98.7	98.7	97.9	97.4	96.6	93.9
Black	0.4	0.2	0.5	1.4	1.7	2.1
Asian/Pacific Islander	0.2	0.9	0.8	0.4	0.9	1.3
American Indian	0.0	0.0	0.1	0.2	0.3	0.3
Other	0.7	0.2	0.2	0.6	0.5	1.3
Two or more races *	n.a.	n.a.	0.5	n.a.	n.a.	1.1
Hispanic origin **	0.3	0.3	0.8	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, Winneshiek County had a lower percentage of college graduates than the state overall.

4. Educational levels of adults 25 or older

	Winneshiek County		State	
	1990	2000	1990	2000
Percent with:				
Less than 12 years	23.6	15.9	19.9	13.9
High school graduate	41.2	37.3	38.5	36.1
Less than 4 years college	18.1	26.3	24.7	28.8
4 or more years college	17.1	20.5	16.9	21.2

Income and Poverty

Since 1979, median household income in Winneshiek County increased \$8,274 (adjusted dollars). In 1999, Winneshiek had a median income \$561 lower than the state.

5. Median Household income (in 1999 \$)

	1979	1989	1999
Winneshiek County	\$30,634	\$32,463	\$38,908
State	\$37,515	\$34,921	\$39,469

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

6. Percent of population in poverty

	1979	1989	1999
Winneshiek County	13.5	13.2	8.0
State	10.1	11.5	9.1

Housing

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

7. Housing characteristics, 1990-2000

	Winneshiek County		State	
	1990	2000	1990	2000
Total units	7,726	8,208	1,143,669	1,232,511
Percent of units:				
Owner-occupied	66.7	69.3	64.0	67.5
Renter-occupied	27.2	24.9	26.2	25.8
Vacant/seasonal	6.1	5.8	9.8	6.8
10 or fewer years old	10.5	11.7	10.0	12.3
40 or more years old	54.0	58.5	42.9	51.1
Single detached homes	78.1	79.6	74.6	74.0
Mobile homes	5.1	4.6	5.0	5.3
Median value	\$49,700	\$86,000	\$45,900	\$82,500
Median gross rent	\$276	\$389	\$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:			
Winneshiek County	11,280	12,710	12,070
State	1,448,000	1,572,800	1,563,100
Employment rate (%):			
Winneshiek County	94.4	96.9	96.9
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 Winneshiek County to work are not counted, but non-county residents who commute into Winneshiek 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 (%)			
	Winneshiek County			Winneshiek 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	220,681	339,331	364,755	100.0	100.0	100.0	100.0
Farm	39,066	23,305	33,927	17.7	9.3	6.0	4.2
Manufacturing	30,770	76,549	76,550	13.9	21.0	22.6	19.8
Retail	18,627	29,632	31,298	8.4	8.6	9.6	9.2
Finance *	5,987	11,140	11,523	2.7	3.2	6.1	7.9
Services	43,238	76,006	81,144	19.6	22.2	19.6	22.9
Government	34,119	53,120	56,393	15.5	15.5	16.8	15.9
Other **	48,874	69,579	73,920	22.1	20.3	19.2	20.1

* Finance, insurance, and real estate

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

Occupation

Among the 11,764 employed persons age 16 or older in Winneshiek 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>Winneshiek County</u>	<u>State</u>
Total employed	11,764	1,489,816
Percentage in:		
Management, professional or related occupations	33.4	31.3
Service occupations	15.4	14.8
Sales and office occupations	22.6	25.9
Farming, fishing, and forestry occupations	2.7	1.1
Construction, extraction, and maintenance occupations	8.5	8.9
Production, transportation, and material moving occupations	17.4	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.

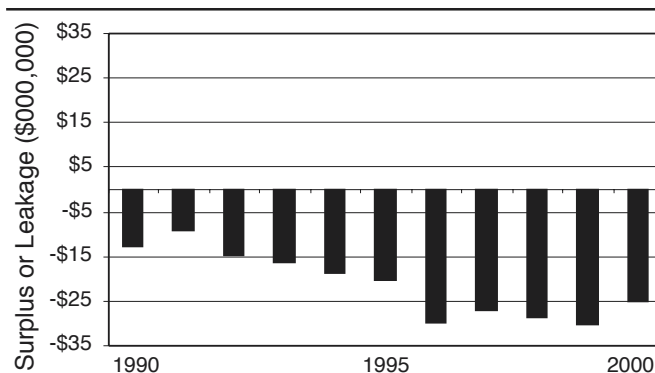
11. Winneshiek County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	720	\$123.80	\$5,907	0.71
1997	711	\$132.94	\$6,342	0.74
1998	729	\$135.41	\$6,500	0.73
1999	719	\$144.91	\$6,922	0.75
2000	711	\$151.55	\$7,112	0.75

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, Winneshiek County



12. Retail sales by merchandise category, Winneshiek 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	\$6.38	\$9.88	\$9.75	17	18	18	5.2	6.8	6.4	-\$2.78
General Merchandise	\$27.68	\$33.56	\$35.45	14	13	12	22.4	23.2	23.4	\$8.75
Food	\$14.84	\$14.89	\$15.87	12	10	11	12.0	10.3	10.5	-\$10.41
Apparel	\$4.31	\$4.58	\$4.34	17	16	12	3.5	3.2	2.9	\$0.14
Home Furnishings	\$5.50	\$7.47	\$6.34	16	17	17	4.4	5.2	4.2	-\$1.27
Eating and drinking	\$12.16	\$13.90	\$14.19	58	61	57	9.8	9.6	9.4	-\$1.07
Specialty Stores	\$9.83	\$10.11	\$10.54	144	139	136	7.9	7.0	7.0	-\$2.92
Services	\$14.21	\$15.78	\$16.05	219	214	223	11.5	10.9	10.6	-\$7.26
Wholesale	\$7.04	\$9.64	\$10.66	53	50	48	5.7	6.7	7.0	-\$5.74
Other	\$21.85	\$25.09	\$28.36	171	183	177	17.7	17.3	18.7	
Total	\$123.80	\$144.91	\$151.55	720	719	711	100.0	100.0	100.0	-\$25.06

... and justice for all

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

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.

For more information on these and other topics, please call the extension specialists listed on the cover page or visit the extension internet site at <http://www.extension.iastate.edu/communities/>