

# Data for Decision Makers

## Clayton County

### Population

Clayton County is a nonmetropolitan county in northeast Iowa. Clayton County is composed of 20 incorporated communities and their surrounding rural areas. From 1990 to 2000, Clayton County's population decreased 2.0 percent. The state's population increased by 5.4 percent over that period.

#### 1. Population of Clayton County

City	1980	1990	2000
Clayton	68	41	55
Edgewood (part) *	372	325	316
Elkader	1,688	1,510	1,465
Elkport	98	82	88
Farmersburg	276	291	300
Garber	140	118	103
Garnavillo	723	727	754
Guttenberg	2,428	2,257	1,987
Littleport	106	88	26
Luana	246	190	249
McGregor	945	797	871
Marquette	528	479	476
Millville	50	32	23
Monona	1,530	1,520	1,550
North Buena Vista	155	145	124
Osterdock	35	49	50
Postville (part) *	0	7	213
St. Olaf	138	125	136
Strawberry Point	1,463	1,357	1,386
Volga	310	306	247
Balance of County	9,799	8,608	8,259
<b>County Total</b>	<b>21,098</b>	<b>19,054</b>	<b>18,678</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, Clayton 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 Clayton County in 2000 was 3.6 years older than the median age of the state.

#### 2. Percent of population by age

	Clayton County			State		
	1980	1990	2000	1980	1990	2000
19 or younger	32.8	29.9	27.9	32.3	29.0	28.3
20 to 44	30.6	31.8	29.9	35.1	26.7	34.6
45 to 64	20.4	20.1	23.6	19.2	18.9	22.2
65 or older	16.3	18.1	18.5	13.3	15.3	14.9
Median age	31.7	35.9	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, Clayton County is predominantly white, with little noticeable change since 1980.

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

	Clayton County			State		
	1980	1990	2000	1980	1990	2000
One Race Only *	100.0	100.0	99.6	100.0	100.0	98.9
White	99.5	99.7	98.9	97.4	96.6	93.9
Black	0.0	0.0	0.1	1.4	1.7	2.1
Asian/Pacific Islander	0.1	0.1	0.1	0.4	0.9	1.3
American Indian	0.1	0.1	0.2	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.	0.4	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, Clayton County had a lower percentage of college graduates than the state overall.

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

	Clayton County		State	
	1990	2000	1990	2000
<b>Percent with:</b>				
Less than 12 years	25.5	17.4	19.9	13.9
High school graduate	47.2	45.6	38.5	36.1
Less than 4 years college	18.4	24.2	24.7	28.8
4 or more years college	9.0	12.8	16.9	21.2

## Income and Poverty

Since 1979, median household income in Clayton County increased \$4,242 (adjusted dollars). In 1999, Clayton had a median income \$5,401 lower than the state.

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

	1979	1989	1999
Clayton County	\$29,826	\$28,500	\$34,068
State	\$37,515	\$34,921	\$39,469

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

### 6. Percent of population in poverty

	1979	1989	1999
Clayton County	13.9	14.4	8.6
State	10.1	11.5	9.1

## Housing

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

### 7. Housing characteristics, 1990-2000

	Clayton County		State	
	1990	2000	1990	2000
<b>Total units</b>	8,344	8,619	1,143,669	1,232,511
<b>Percent of units:</b>				
Owner-occupied	64.8	65.5	64.0	67.5
Renter-occupied	21.7	20.1	26.2	25.8
Vacant/seasonal	13.5	14.4	9.8	6.8
10 or fewer years old	8.1	10.4	10.0	12.3
40 or more years old	56.1	63.5	42.9	51.1
Single detached homes	80.0	80.6	74.6	74.0
Mobile homes	7.4	7.6	5.0	5.3
Median value	\$37,200	\$66,400	\$45,900	\$82,500
Median gross rent	\$241	\$353	\$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>			
Clayton County	9,190	10,330	9,980
State	1,448,000	1,572,800	1,563,100
<b>Employment rate (%):</b>			
Clayton County	94.6	95.6	96.0
State	95.7	97.5	97.4

## Occupation

Among the 9,427 employed persons age 16 or older in Clayton 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>Clayton County</u>	<u>State</u>
Total employed	9,427	1,489,816
<b>Percentage in:</b>		
Management, professional or related occupations	28.1	31.3
Service occupations	14.9	14.8
Sales and office occupations	19.4	25.9
Farming, fishing, and forestry occupations	2.7	1.1
Construction, extraction, and maintenance occupations	11.0	8.9
Production, transportation, and material moving occupations	24.0	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 Clayton County to work are not counted, but non-county residents who commute into Clayton 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 (%)			
	Clayton County			Clayton 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	170,545	228,905	249,114	100.0	100.0	100.0	100.0
Farm	48,495	18,266	30,381	28.4	12.2	6.0	4.2
Manufacturing	24,539	40,442	39,892	14.4	16.0	22.6	19.8
Retail	13,036	17,723	18,501	7.6	7.4	9.6	9.2
Finance *	5,323	***	10,217	3.1	4.1	6.1	7.9
Services	17,403	44,126	46,302	10.2	18.6	19.6	22.9
Government	29,827	40,871	42,706	17.5	17.1	16.8	15.9
Other **	31,922	***	61,115	18.7	24.5	19.2	20.1

\* Finance, insurance, and real estate

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

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

# 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.

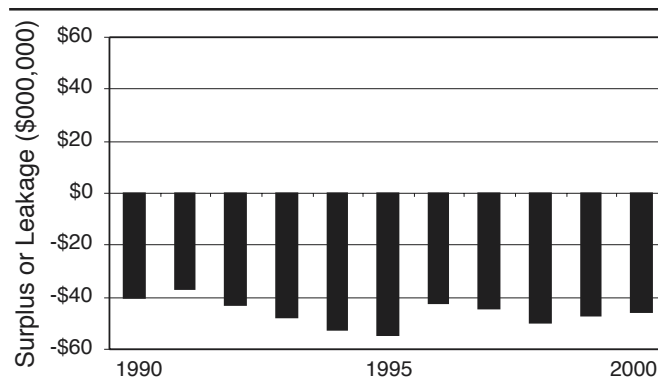
### 11. Clayton County retail sales

	Number of Retail Firms	Total sales (millions)	Per capita sales	Pull factor
1996	785	\$76.47	\$4,070	0.49
1997	802	\$78.55	\$4,157	0.48
1998	795	\$76.07	\$4,049	0.46
1999	775	\$81.44	\$4,350	0.47
2000	785	\$85.22	\$4,562	0.48

## 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, Clayton County



### 12. Retail sales by merchandise category, Clayton 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	\$10.19	\$10.95	\$10.70	21	20	21	13.3	13.4	12.6	\$1.39
General Merchandise	\$4.17	\$5.60	\$5.99	21	18	19	5.5	6.9	7.0	-\$13.84
Food	\$11.28	\$14.32	\$13.07	12	17	14	14.7	17.6	15.3	-\$6.45
Apparel	\$1.09	*	*	8	*	*	1.4	*	*	*
Home Furnishings	\$1.63	\$1.74	\$1.70	21	18	19	2.1	2.1	2.0	-\$3.96
Eating and drinking	\$9.95	\$9.13	\$9.79	64	58	58	13.0	11.2	11.5	-\$1.55
Specialty Stores	\$5.28	\$5.40	\$5.89	151	147	146	6.9	6.6	6.9	-\$4.11
Services	\$7.79	\$9.04	\$9.73	228	234	241	10.2	11.1	11.4	-\$7.58
Wholesale	\$9.35	\$9.17	\$10.55	86	82	78	12.2	11.3	12.4	-\$1.63
Other	\$15.75	\$16.09	\$17.79	174	182	189	20.6	19.8	20.9	
<b>Total</b>	<b>\$76.47</b>	<b>\$81.44</b>	<b>\$85.22</b>	<b>785</b>	<b>775</b>	<b>785</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-\$45.88</b>

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

... and justice for all

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

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