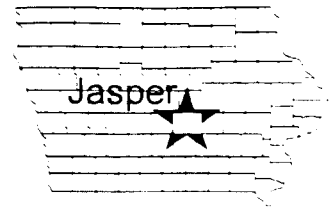


Employment and Earnings Data for Decision Makers

Jasper County



Working Age Population

Jasper County is a non-metropolitan county in central Iowa. The working age population (ages 16 to 64) in Jasper County declined 0.2 percent between 1980 and 1998. Statewide, the working age population decreased 0.5 percent over that period.

1. Total population and the working age population, Jasper County, 1980-1998.

Year	Total Population	Population 16 to 64 Years of Age	Percent of Total	
			Jasper County	State
1980	36,425	22,545	61.9	62.1
1990	34,795	21,339	61.3	61.4
1998	35,961	22,501	62.6	62.9

Labor Force

The labor force in an area consists of all persons aged 16 or older who either are currently employed or actively seeking work. The number employed reflects the number of labor force participants in the county who currently have jobs (whether or not it is the job of their choice). The employment rate is the percent of labor force participants who are employed.

2. Labor force and employment rates, Jasper County, 1980-1998

Year	Labor force	Number employed	Employment Rate	
			Jasper County	State
1980	16,420	15,156	92.3	94.2
1990	17,860	17,235	96.5	95.7
1998	18,670	18,220	97.6	97.2

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Additional fact sheets in this
series are on-line at
[www.extension.iastate.edu/
Pages/pubs/D4D.html](http://www.extension.iastate.edu/Pages/pubs/D4D.html)

EEDD-50 December 2000

Extension to Communities

Employment and Earnings by Industry

The employment data in Tables 3 and 4 represent employment by place of work rather than place of residence. This means that the information is based on the jobs located within the county, whether or not county residents fill those jobs. As a result, county residents who commute to jobs outside their county of residence are not counted in these figures, but non-county residents who commute into the county for work are counted.

3. Percent of total employment by industry, 1980-1998

Industry	1980		1990		1998	
	Jasper County	State	Jasper County	State	Jasper County	State
Farm	12.5	10.5	9.9	7.9	7.4	6.0
Construction	4.3	4.8	3.9	4.3	4.8	5.2
Manufacturing	24.4	16.2	24.8	14.7	24.5	14.1
Transportation	3.8	4.5	3.1	4.2	2.9	4.4
Wholesale Trade	5.0	5.4	4.4	5.0	3.9	4.8
Retail Trade	15.8	16.5	16.0	17.0	17.5	17.4
FIRE *	5.3	7.1	4.2	6.6	3.6	6.8
Service	15.9	19.8	19.4	24.5	19.6	26.8
Government	12.0	14.3	12.8	14.2	14.2	13.0
Other	0.9	0.9	1.4	1.4	1.6	1.5

4. Earnings of employed persons by industry, 1980-1998

Industry	1980		1990		1998	
	Jasper County	State	Jasper County	State	Jasper County	State
Total earnings (\$000)	219,770	19,547,180	363,706	32,466,920	542,302	49,141,500
<i>Percent from</i>						
Farm	6.2	3.2	7.8	6.2	5.4	3.4
Construction	5.6	6.6	3.9	5.3	4.3	6.3
Manufacturing	41.5	27.5	45.5	22.9	43.7	21.1
Transportation	5.0	7.2	3.4	6.2	3.7	6.2
Wholesale Trade	7.0	8.0	4.6	6.8	4.1	7.0
Retail Trade	9.6	10.6	7.9	9.7	9.3	9.2
FIRE *	3.0	5.4	2.9	6.2	2.5	7.7
Service	10.7	16.4	11.1	19.9	11.3	22.3
Government	10.4	14.0	12.0	15.7	14.9	15.8

* FIRE refers to the Finance, Investment and Real Estate industry

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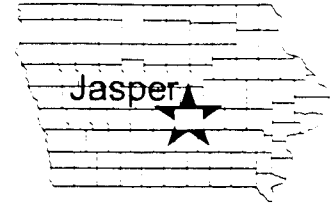
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Employment and Earnings Data for Decision Makers

Retail Data for Decision Makers

Jasper County



Trade statistics, business numbers, and sales data can provide insight for a variety of purposes, including decisions concerning expansion, relocation, marketing, government finance, and community development.

For the state of Iowa, per capita spending in 1998 totaled \$10,206. The state sales per firm was \$299,586.

Retail Trade Profile

Total Retail Sales

The table below reports retail sales statistics for Jasper County.

This table also includes the county pull factor that shows the relative strength of the retail sector in the county. 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.

1. Retail Sales

Jasper County

Fiscal Year	Total Retail Sales in millions	Number of Retail Firms	Sales Per Firm	Per Capita Sales	Pull Factor
1998	\$226.28	1,078	\$209,859	\$6,326	0.62
1997	\$228.31	1,072	\$213,029	\$6,437	0.63
1996	\$212.35	1,082	\$196,259	\$6,036	0.59
1995	\$210.48	1,090	\$193,058	\$5,990	0.59
1994	\$205.04	1,101	\$186,277	\$5,861	0.57
1993	\$219.77	1,099	\$200,018	\$6,304	0.62

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RTDD-50 Revised June 2000

Extension to Communities

2. Town Retail Trade, 1998

Jasper County

In fiscal year 1998, Newton, the largest trade center in the county, had 53 percent of the county's retail businesses and 73 percent of the county's retail sales.

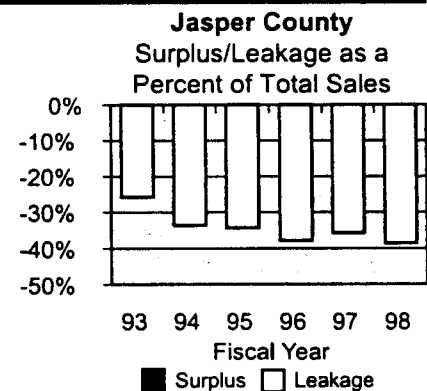
	Population Estimate	Total Retail Sales (in millions)	Number of Retail Firms	Sales per Firm	Per Capita Sales	Pull Factor
Baxter	982	\$3.07	45	\$68,962	\$3,125	0.31
Colfax	2,461	\$10.86	80	\$136,543	\$4,411	0.43
Kellogg	639	\$2.88	38	\$75,389	\$4,513	0.44
Lynnville	376	\$2.31	31	\$73,931	\$6,145	0.60
Mingo	260	\$0.46	21	\$21,808	\$1,761	0.17
Monroe	1,747	\$12.46	84	\$147,854	\$7,130	0.70
Newton	15,245	\$164.70	570	\$288,950	\$10,804	1.06
Prairie City	1,439	\$13.05	57	\$227,986	\$9,070	0.89
Reasnor	194	\$1.03	17	\$59,674	\$5,306	0.52
Sully	834	\$13.30	61	\$218,943	\$15,948	1.56

A few towns in Iowa straddle county lines. Although the retail sales for these towns are divided between the counties in which they are located and appear in the total sales for each county, the town data is reported only for one county. Also, town data is only reported for towns with 10 or more businesses to protect business confidentiality. As a result, some towns may not appear in this table, but all data is included in the county totals.

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 (index of income). The "surplus" or "leakage" is calculated by subtracting potential sales from actual sales.

A "surplus" indicates that trade is being pulled from beyond the county borders, while a "leakage" indicates that county residents are shopping elsewhere.



3. County Retail Trade Surplus or Leakage

Jasper County

Fiscal Year	Population Estimate	Potential Sales (in millions)	Actual Sales (in millions)	Surplus or Leakage (in millions)	Surplus or Leakage as % of Potential
1998	35,772	\$370.95	\$226.28	-\$144.67	-39.0%
1997	35,470	\$356.11	\$228.31	-\$127.80	-35.9%
1996	35,183	\$343.96	\$212.35	-\$131.61	-38.3%
1995	35,137	\$320.76	\$210.48	-\$110.28	-34.4%
1994	34,987	\$309.73	\$205.04	-\$104.68	-33.8%
1993	34,861	\$298.08	\$219.77	-\$78.31	-26.3%

Retail Sales by Merchandise Category

This table reports the county's retail sales by merchandise category. The Utilities, Miscellaneous, and Motor Vehicles merchandise groups are not shown here but are included in the Total Sales amount. If there are less than five businesses in a merchandise category, sales figures are not reported in order to protect business confidentiality.

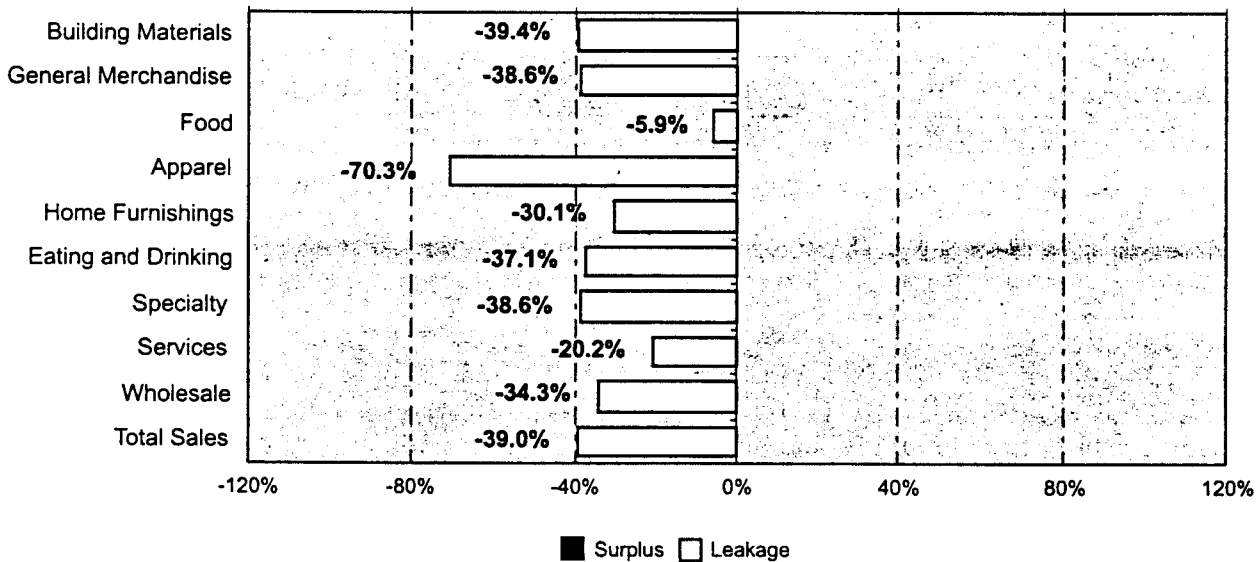
4. Retail Analysis by Merchandise Category, 1998

Jasper County

<u>Merchandise Group</u>	<u>Number of Firms</u>	<u>Potential Sales (millions)</u>	<u>Actual Sales (millions)</u>	<u>Surplus or Leakage (millions)</u>	<u>Surplus or Leakage as a % of Potential</u>	<u>Percent of Total Sales</u>
Building Materials	26	\$20.38	\$12.35	-\$8.03	-39.4%	5.5%
General Merchandise	23	\$43.87	\$26.95	-\$16.92	-38.6%	11.9%
Food	20	\$49.41	\$46.49	-\$2.92	-5.9%	20.5%
Apparel	14	\$8.27	\$2.45	-\$5.81	-70.3%	1.1%
Home Furnishings	37	\$12.96	\$9.06	-\$3.90	-30.1%	4.0%
Eating and Drinking	63	\$29.03	\$18.26	-\$10.77	-37.1%	8.1%
Specialty Stores	222	\$25.99	\$15.94	-\$10.04	-38.6%	7.0%
Services	333	\$43.54	\$34.73	-\$8.81	-20.2%	15.4%
Wholesale	81	\$31.72	\$20.85	-\$10.87	-34.3%	9.2%
Total Sales	1,078	\$370.95	\$226.28	-\$144.67	-39.0%	100.0%

Potential sales can be viewed as a guideline for analyzing retail strength. Deviations from potential sales may reveal areas of opportunity in the county's retail sector, keeping in mind any extenuating circumstances that may be driving the results.

Percent Above or Below Potential Sales, 1998



Demographic Profile

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Effective Buying Income

Effective buying income is a measure of "after-tax" or disposable income. Median household income represents the midpoint of disposable income for all households in the county. The index of income measures the county's per capita income relative to the state. For example, an index number of 110 would indicate that the county's per capita income is 10 percent above the state's average.

5. Effective Buying Income, 1998

	Total EBI (\$000)	Median Household EBI	Index of Income
Jasper County	\$563,430	\$35,465	101.6
State	\$44,235,017	\$32,694	100.0

6. Income Distribution by Household, 1998

Compared to the state, Jasper County had a lower proportion of low income households (less than \$20,000 median EBI), and a higher proportion of higher income households (\$50,000 and over).

	Jasper County	State
Less Than \$20,000	24.7%	28.4%
\$20,000 to \$34,999	24.6%	25.2%
\$35,000 to \$49,999	21.6%	19.7%
\$50,000 and over	29.1%	26.7%

Population

From 1990 to 1998, Jasper County's population increased an estimated 2.8 percent. The state's population increased 3.1 percent. There are an estimated 14,000 households in the county with an average of 2.56 people per household.

Compared to the state, Jasper County has a lower proportion of young people (age 17 or younger), and a higher proportion of older people (age 65 or older).

7. Age Distribution of Population, 1998 estimate

	Jasper County		State	
	Population	%	Population	%
Total	35,700	100.0	2,852,423	100.0
Age 0-17	8,904	24.9	725,325	25.4
Age 18-44	12,732	35.7	1,090,472	38.2
Age 45-64	8,480	23.8	607,362	21.3
Age 65-84	4,877	13.7	367,949	12.9
Age 85+	707	2.0	61,315	2.1

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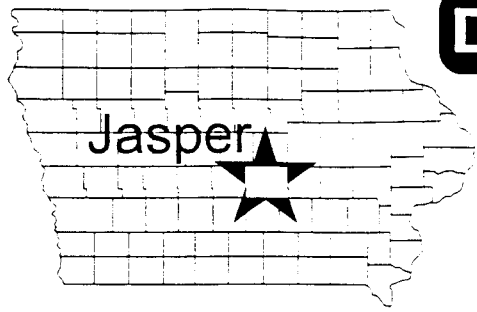
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Information in the county profile was derived from data acquired from:

The United States Census Bureau,
The Iowa Department of Revenue and Finance, and
*The Survey of Buying Power, Sales and Marketing
Management*

For more information on these and other topics, please call the Extension specialists listed on the cover page or visit the ISU Extension Retail Trade Analysis Program web site at <http://www.econ.iastate.edu/retail>

Retail Trade Data for Decision Makers



Data for Decision Makers

Jasper County

Population

Jasper County is a non-metropolitan county in central Iowa. Jasper County is composed of 13 incorporated communities and their surrounding rural areas. From 1980 to 1990, Jasper County's population decreased 4.5 percent. From 1990 to 1994, its population increased 0.9 percent.

1. Population of Jasper County

City	1980	1990	1994 estimate
Baxter	951	938	948
Colfax	2,234	2,462	2,612
Kellogg	654	626	651
Lambs Grove	228	212	215
Lynnville	406	393	383
Mingo	303	252	233
Monroe	1,875	1,739	1,725
Newton	15,292	14,799	14,915
Oakland Acres	139	152	156
Prairie City	1,278	1,366	1,407
Reasnor	277	191	180
Sully	828	841	862
Valeria	80	69	72
Balance of County	(n.a.)	10,755	10,737
County Total	36,425	34,795	35,096
State Total	2,913,808	2,776,755	2,830,779

Population Profile

Age distribution

Compared to the state, Jasper County had a lower proportion of young people (19 or younger), and a higher proportion of older people (age 65+) in 1990.

2. Age distribution of population (1990)

	Jasper County		State	
	Population	%	Population	%
Total	34,795	100.0	2,776,755	100.0
Age 0-19	9,721	27.9	806,174	29.0
Age 20-44	12,160	34.9	1,020,359	36.7
Age 45-64	7,368	21.2	524,116	18.9
Age 65-84	4,912	14.1	370,851	13.4
Age 85 +	634	1.8	55,255	2.0

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447

Community Profile

Race/Ethnicity

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

3. Racial and ethnic make-up of population (%)

	Jasper County		State	
	1980	1990	1980	1990
White	99.3	99.0	97.4	96.6
Black	0.1	0.2	1.4	1.7
American Indian, Eskimo or Aleut	0.1	0.2	0.2	0.3
Asian/Pacific Islander	0.2	0.5	0.4	0.9
Hispanic origin (of any race)	0.4	0.6	0.9	1.2

Education

Many measures of education are used to describe an area's educational system and workforce. To describe the general adult population however, it is relevant to inventory the educational attainment of residents after their education is largely complete. In 1990, Jasper County had a lower proportion of college graduates than the state overall.

4. Educational level completed

Adults 25 or older, 1990

	Jasper County		State	
	Population	%	Population	%
Total	23,226	100.0	1,776,798	100.0
Less than 9th grade	2,384	10.3	163,335	9.2
1-3 years high school	2,818	12.1	190,465	10.7
High school graduate	10,261	44.2	684,368	38.5
1-3 years college	4,804	20.7	439,238	24.7
Bachelor's degree	2,232	9.6	207,269	11.7
Graduate or professional degree	727	3.1	92,123	5.2

Farming

Between 1990 and 1996, the number of farms in Jasper County declined by 5.7 percent, and the average farm size increased 3.5 percent. The state as a whole lost 5.8 percent of its farms during the same period, and the average farm size increased 5.3 percent.

5. Farm size and Value (1990 and 1996)

	Jasper County		State	
	1990	1996	1990	1996
Number of farms	1,410	1,330	104,000	98,000
Average acres per farm	311	322	322	339
Average value per acre (\$)	1,225	1,726	1,214	1,622
Average value per farm (\$)	380,975	555,694	390,908	570,198

Retail

This table shows inflation-adjusted retail sales statistics for Jasper County and the state. This table also includes the county pull factor which shows the relative strength of the retail sector in the county. The pull factor for a county is derived by dividing 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.

6. Retail sales (in 1987 dollars)

	Jasper County		State	
	1990	1996	1990	1996
Total sales (\$000)	211,707	212,352	20,646,143	27,064,108
Sales per firm (\$)	199,677	196,259	222,463	274,026
Sales per capita (\$)	6,091	6,036	7,452	9,519
Pull factor	0.82	0.63		

Total personal income

Total personal income (TPI) includes income from three sources: earnings from employment; dividends, interest, and rent; and transfer payments. Income per capita is a simple average of TPI divided by the total population of an area. The percent of income from employment indicates the share of TPI or earnings per capita that is derived from wages or salaries. The higher this percentage, the more active the area's economy.

7. Total personal income (TPI)

	Jasper County		State	
	1990	1994	1990	1994
Population	34,795	35,096	2,776,831	2,830,779
TPI (\$000)	588,903	710,854	46,374,629	47,147,954
Per capita	16,916	20,255	16,684	20,199
Income from employment	65%	66%	65%	67%

Employment Profile

Employment

The labor force in any area consists of all persons aged 16 and over who either are currently employed or actively seeking work. The number employed is simply the number of labor force participants who currently have jobs (whether or not it is the job of their choice). Labor force participants who are not employed, and to a lesser extent, nonparticipants 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. Size of labor force

	Jasper County		State	
	1990	1996	1990	1996
Population in labor force	17,860	18,640	1,448,000	1,595,300
Number employed	17,235	18,044	1,385,736	1,537,869
Percentage employed	96.5	96.8	95.7	96.4

9. Occupations of employed persons 16 years of age or older, 1990

Jasper County	Total		Female		Male	
	Population	%	Population	%	Population	%
Total employed	16,785	100.0	7,605	100.0	9,180	100.0
Managerial and professional	3,050	18.2	1,574	20.7	1,476	16.1
Technical, sales, and administrative support	4,700	28.0	3,277	43.1	1,423	15.5
Service occupations	2,247	13.4	1,634	21.5	613	6.7
Farming, forestry, and fishing	1,197	7.1	152	2.0	1,045	11.4
Precision production, craft, and repair	2,308	13.8	229	3.0	2,079	22.6
Operators, fabricators, and laborers	3,283	19.6	739	9.7	2,544	27.7

10. Earnings of employed persons 16 years of age or older, by place of work, 1990 and 1994

Industry	Jasper County Total Earnings		Jasper County Share of Total		State Average %	Jasper County Earnings Per Job		State Earnings Per Job (\$)
	\$ (000)	\$ (000)	%	%		(\$)	(\$)	
	1990	1994	1990	1994		1990	1994	
All industries	350,855	423,319	100.0	100.0	100.0	20,180	23,745	23,217
Farm	29,300	32,788	8.4	7.7	6.4	16,170	19,540	21,091
Manufacturing	154,680	179,611	44.1	42.4	21.9	36,233	43,301	35,186
Retail	28,873	33,490	8.2	7.9	10.0	10,134	11,097	13,330
Finance *	9,840	12,271	2.8	2.9	6.5	14,037	16,833	22,807
Services	38,833	50,787	11.1	12.0	20.7	11,843	15,160	19,332
Government	43,559	55,901	12.4	13.2	15.2	19,197	22,678	25,748
Other **	45,770	58,471	13.0	13.8	19.2	20,739	23,964	28,273

* Finance, insurance and real estate

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

Occupation

Among the 16,785 employed persons (age 16 +) in Jasper County in 1990, the largest segment was employed in technical, sales, and administrative support occupations. Among employed females, technical, sales, and administrative support positions offered the most jobs in this county and 98 of the 99 counties in Iowa. Among employed males in Jasper County, the largest segment worked as operators, fabricators, or laborers.

Employment earnings

The employment and earnings data in Table 10 represent employment by place of work. This means that they enumerate information about the jobs located within the county, whether or not county residents fill those jobs. As a result, county residents who commute elsewhere to work are not counted, but non-county residents that commute in are counted.

Housing and Families Profile

Housing

The figures in Table 11 reflect major indicators related to housing in Jasper County.

11. Characteristics of housing units, 1990

	Jasper County		State	
	Units	%	Units	%
Total number of units	14,338	100.0	1,143,669	100.0
Owner occupied	10,172	70.9	731,708	64.0
Renter occupied	3,460	24.1	299,777	26.2
Vacant	706	4.9	112,184	9.8
Median year units built	1956		1956	
Median value of owner-occupied units	45,200		\$45,900	
Median contract rent of renter-occupied units	235		\$260	

Characteristics of families

Family type is often a result of larger social and economic trends in an area. Although the number of single parent families in Iowa has grown in recent decades, married couple families remain the most common family type with children in the state and all of its 99 counties.

12. Family structure, 1990

Families with children under 18

	Jasper County		State	
	Families	%	Families	%
Total	4,568	100.0	353,603	100.0
Married couple	3,775	82.6	286,598	81.0
Female householder, no husband present	598	13.1	54,207	15.3
Male householder, no wife present	195	4.3	12,798	3.6

Another important social factor concerning families is the employment of parents, especially parents of young children (under 6 years). More than 60 percent of young children in Iowa living with two parents have two parents in the labor force. In Jasper County, the percentage is 68.9.

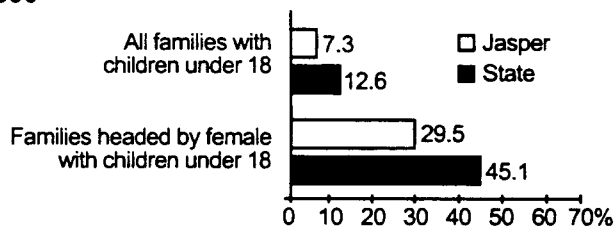
13. Employment status of parents by presence of children under 6 years, 1990

	Jasper County		State	
	Children	%	Children	%
Total number of children *	2,678	100.0	229,381	100.0
Living with two parents	2,265	84.6	188,822	82.3
Both parents in labor force	1,560	68.9	128,343	68.0
One parent in labor force	701	30.9	57,978	30.7
Living with mother	283	10.6	33,573	14.6
In labor force	189	66.8	18,910	56.3
Living with father	130	4.9	6,986	3.0
In labor force	121	93.1	6,511	93.2

* Children under age 6, living in families and subfamilies

Poverty status of families is determined by income level, family size, age of householder, and family members. The average poverty threshold for a family of four persons was \$12,674 in 1989.

A. Percentage of families with children in poverty, 1990



and Justice for all

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File: Census and Statistics 3

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