



# PLUG IN

EXTENSION COUNCIL CONFERENCE

FEBRUARY 2, 2023  
7:00 – 9:30 P.M.

FEBRUARY 7, 2023  
6:30 – 9:30 P.M.



# How Do You Reach **YOUR** Iowans?

Extension Council Conference

February 2, 2023

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- **The WHY**
- **Extension Indicators Program**
- **Data we have, how to find it**
- **Outreach Strategies**
- **CED help for you**

# Land Acknowledgement

Iowa is located on the ancestral lands and territory of the Baxoje (bah-kho-dzhe), or Ioway Nation, Sauk Nation and Fox Nation. The United States obtained the land from the Meskwaki and Sauk nations in the Treaty of 1842. We wish to recognize our obligations to this land and to the people who took care of it, as well as to the 17,000 Indigenous people who live in Iowa today.

[Native-Land.ca](https://www.native-land.ca) | [Our home on native land](#)

# Land Grant University

The land grant story (Morrill Act of 1862) connects the land, and the people on the land to the past and casts an eye towards the future.

SEC. 17. Tuition in the college herein established

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LAWS OF IOWA.

Tuition free.

Qualification for admission.

shall be forever free to pupils from this State over four teen years of age and who have been resident of the State six months previous to their admission. Applicants for admission must be of good moral character able to read and write the English language with ease and correctness, and also to pass a satisfactory examination in the fundamental rules of arithmetic.

# ISU Extension and Outreach

**VISION:** ISU Extension and Outreach will advance land-grant values by engaging **all lowans** in solving today's problems and preparing for a thriving future.

**MISSION:** ISU Extension and Outreach builds a strong Iowa by engaging **all lowans** in research, education, and extension experiences to address current and emerging real-life challenges.

# Our Diversity Statement

Iowa State University Extension and Outreach celebrates all identities, cultures, and backgrounds and actively works to foster a climate that is grounded in respect, value, and belonging.

- In our **communities**, diversity, equity, and inclusion enrich the experiences of ISU Extension and Outreach participants and partners.
- In our **organization**, diversity, equity, and inclusion support constructive workplace and educational environments, and promote excellence throughout the organization.

# Our Diversity Statement

## ISU Extension and Outreach...

- aims to provide research- and evidence-based educational opportunities to cultivate the growth of Iowa's agriculture, families, youth, and communities;
- is dedicated to serving **all Iowans**; and will continue to take intentional and thoughtful steps to achieve this goal.



# ISU Extension and Outreach Nondiscrimination Statement

Iowa State University Extension and Outreach does not discriminate on the basis of age, disability, ethnicity, gender identity, genetic information, marital status, national origin, pregnancy, race, color, religion, sex, sexual orientation, socioeconomic status, or status as a U.S. veteran, or other protected classes. ISU will make reasonable accommodations to otherwise qualified individuals with disabilities.

Inquiries regarding non-discrimination policies may be directed to the Office of Equal Opportunity, 515-294-7612, [eooffice@iastate.edu](mailto:eooffice@iastate.edu). Inquiries regarding requests for accommodation may be directed to [extdiversity@iastate.edu](mailto:extdiversity@iastate.edu).

## Extension to Communities and Economic Development

### Indicators Program Team

#### Data Team:

Chris Seeger – Program Coordinator & Data Visualization

Bailey Hanson – Project Director & Spatial Data

Sandra Burke – Demographic & Census Data

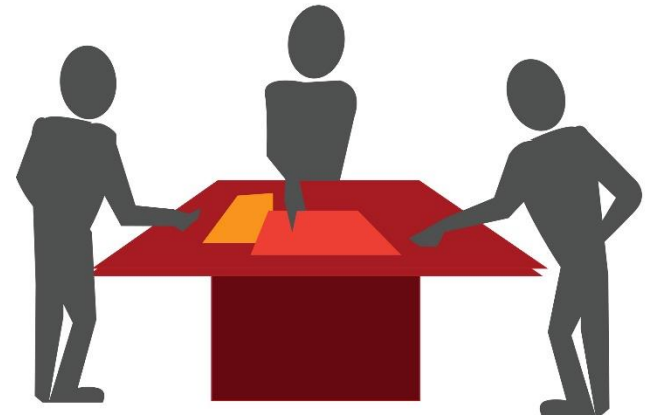
Jay Maxwell – IT Developer & Programming

Rakesh Shah – IT Developer & Data Management

Liesl Eathington – Economic Data

Biswa Das – City & County Finance Data

Erin Mullenix – Local Government



**Website:** <https://indicators.extension.iastate.edu/>

IOWA STATE UNIVERSITY  
Extension and Outreach  
Community and Economic Development

DDM

Programs

Publications

Tools

Census 2020

About

# WELCOME TO THE INDICATORS PROGRAM

The Iowa State University Extension and Outreach Indicators Program provides data and information for decision makers at the local, regional, and state levels. The program is composed of three signature components: a Data Portal, the Data for Decision Makers publications, and Data Literacy training.

FIND OUT MORE

Languages Spoken in Iowa

Census 2020

COVID-19 Health & Economic Indicators

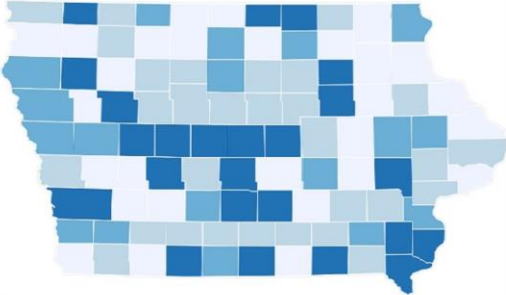
# Data for Decision Makers

## Data for Decision Makers

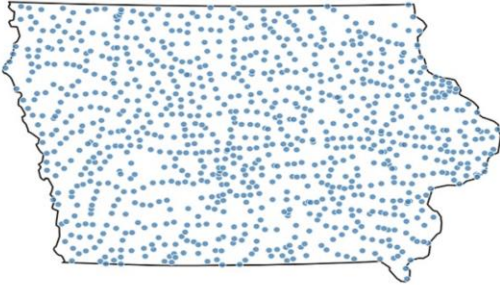
The Data for Decision Makers are brief reports presenting a profile and snapshot of a city's, county's, or region's demographic, economic, social, health, or housing characteristics. These reports are frequently updated as new and revised data become available.

*\*Contains all Census 2020 data that has been released to date. As additional Census 2020 data is released, the DDMS will be updated.*

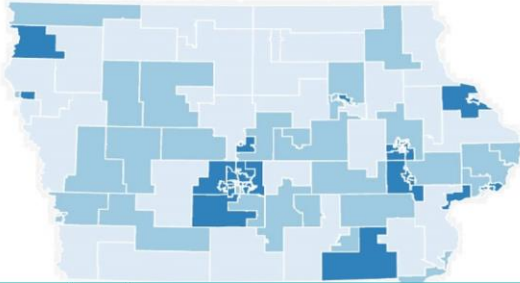
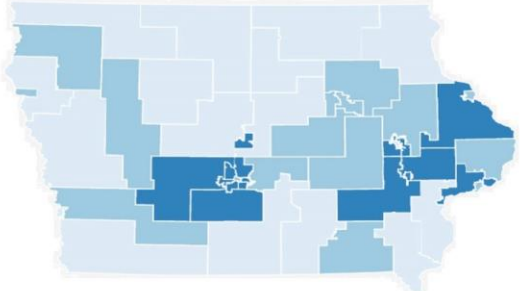
**Counties**



**Cities**



**IA Senate Districts**



**IA House Districts**



**Extension Regions**



**4 – H & Youth**

be updated.

# County Data for Decision Makers Reports



Please select from the following options then click the download button to download.

County Data for Decision Makers User's Guide. }  
Health Data for Decision Makers User's Guide. }

Report:

Select Topic Type ▾

County:

Select County ▾

DOWNLOAD

County Profile, Housing, Health

## Data for Decision Makers



### County Profile Marshall County

report created: 01/26/2023

#### Population profile

Marshall County is a micropolitan county in central Iowa. It is composed of thirteen incorporated communities and their surrounding rural areas. From 2010 to 2020, Marshall County's population decreased by 1.34% while the state's population increased by 4.73%.

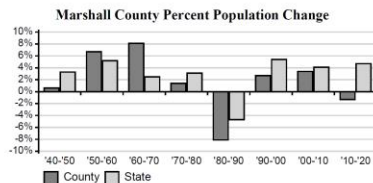
#### Total Population

City	2000 <sup>2</sup>	2010 <sup>3</sup>	2020 <sup>4</sup>
Albion	592	505	448
Clemons	148	148	140
Ferguson	126	126	97
Gilman	600	509	542
Haverhill	170	173	165
Laurel	266	239	220
Le Grand*	883	938	905
Liscomb	272	301	291
Marshalltown	26,009	27,552	27,591
Melbourne	794	830	786
Rhodes	294	305	271
St. Anthony	109	102	76
State Center	1,349	1,468	1,391
Male Total	19,581	20,428	NA
Female Total	19,730	20,220	NA
<b>County Total</b>	<b>39,311</b>	<b>40,648</b>	<b>40,105</b>
State Total	2,926,324	3,046,355	3,190,369

\* City is located in multiple counties, total population is provided.

#### Neighboring Counties - Percent Population Change

County	'90-'00 <sup>2</sup>	'00-'10 <sup>3</sup>	'10-'20 <sup>4</sup>
Grundy, IA	2.83%	0.68%	-1.00%
Hardin, IA	-1.48%	-6.79%	-3.74%
Jasper, IA	6.95%	-1.00%	2.64%
<b>Marshall, IA</b>	<b>2.70%</b>	<b>3.40%</b>	<b>-1.34%</b>
Poweshiek, IA	-1.15%	0.53%	-1.33%
Story, IA	7.72%	11.95%	10.05%
Tama, IA	3.93%	-1.86%	-3.56%
State of Iowa	5.39%	4.10%	4.73%



**Regional Director**  
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**County Office**  
Amy Pieper  
2608 S 2nd St  
Marshalltown, IA 50158  
apieper@iastate.edu  
641-752-1551

#### Demographic Profile

#### Marshall County

As with the other 98 counties in the state, Marshall County's population is predominantly white, though between 2010 and 2020 there was a slight decrease in the percent of the population that is white. The percent of the population of Hispanic origin had a slight increase over the same time period. In 2010, Marshall County had a higher percentage of young people (17 or younger) and a higher percentage of older people (65+) compared to the state. There is a lower percentage of individuals 25+ with a Bachelor's degree or higher in Marshall County compared with the state.

#### Percentage of Population by Race/Hispanic Origin<sup>3,4</sup>

Race Groups	County		State	
	2010	2020	2010	2020
One Race Only	98%	90.8%	98.2%	94.4%
White	88.7%	73.8%	91.3%	84.5%
White Alone, Not Hispanic	78.2%	68.4%	88.7%	82.7%
Black or African American	1.7%	2.0%	2.9%	4.1%
Asian	1.3%	3.8%	1.7%	2.4%
American Indian	0.5%	0.8%	0.4%	0.5%
Hawaiian/Other Pacific Islander	0.1%	0.1%	0.1%	0.2%
Other	5.6%	10.3%	1.8%	2.8%
Two or more races	2%	9.2%	1.8%	5.6%
Hispanic origin*	17.3%	22.8%	5%	6.8%

\* Hispanics can be of any race.

#### Households and Families by Type, 2017-2021<sup>5</sup>

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total Households	15,298	+/-306	1,275,893	+/-3,252
Family Households	65.7%	+/-2.5%	62.7%	+/-0.3%
Married-couple	52.6%	+/-2.4%	49.4%	+/-0.4%
Female Householder <sup>a</sup>	9.1%	+/-1.3%	9.1%	+/-0.2%
Male Householder <sup>a</sup>	4.1%	+/-0.9%	4.3%	+/-0.1%
Nonfamily Households	34.3%	+/-2.4%	37.3%	+/-0.3%
Householder Living Alone	27.4%	+/-2.4%	29.8%	+/-0.3%

<sup>a</sup> No spouse present

#### Educational Attainment, 2017-2021<sup>5</sup>

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	26,548	+/-116	2,119,884	+/-809
High School Graduate or Higher	85.3%	+/-1.4%	92.8%	+/-0.1%
Bachelor's Degree or Higher	20.7%	+/-1.9%	29.7%	+/-0.3%

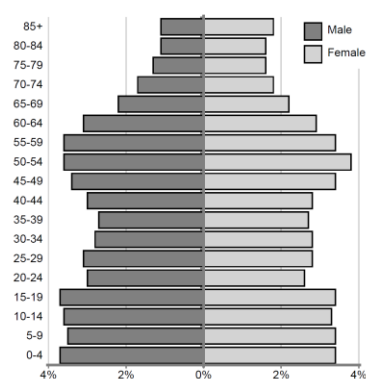
\*MOE = the margin of error for American Community Survey estimates<sup>5</sup> which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

#### Percentage of Population by Age<sup>2,3</sup>

Age Groups	County		State	
	2000	2010	2000	2010
17 or younger	25.3%	25.3%	25.1%	23.9%
0 - 4	6.5%	7.1%	6.4%	6.6%
5 - 9	7.0%	6.9%	6.9%	6.6%
10 - 14	7.2%	6.9%	7.2%	6.6%
15 -17	4.6%	4.4%	4.6%	4.1%
18 - 24	8.1%	8.3%	10.2%	10.0%
25 - 44	26.3%	22.7%	27.6%	24.5%
45 - 64	23.9%	27.2%	22.2%	26.7%
65 or older	16.4%	16.4%	14.9%	14.9%
65 - 84	14.1%	13.5%	12.7%	12.4%
85 or older	2.3%	2.9%	2.2%	2.5%
Median Age (years)	38.6	39.6	36.6	38.1
Age Dependency <sup>b</sup>	71.5	71.6	66.7	63.4
Old-Age	28.1	28.2	24.8	24.3
Child	43.4	43.5	41.8	39.1

<sup>b</sup>Age Dependency Ratio<sup>6</sup>

#### Marshall County Population Pyramid, 2010<sup>3</sup>



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Data for Decision Makers

## Socioeconomic Profile

## Marshall County

The median household income in Marshall County is less than the median household income of the state. Both Marshall County and the state have more households in the \$50,000 to \$99,999 household income group. The median value of owner-occupied housing can be quite different from county to county. The median value of owner-occupied housing is lower in Marshall County than for the state. There is a lower percentage of vacant housing units in Marshall County than for the state. Many housing units in Marshall County were built prior to 1940.

Median Household and Per Capita Income, 2017-2021<sup>1</sup>

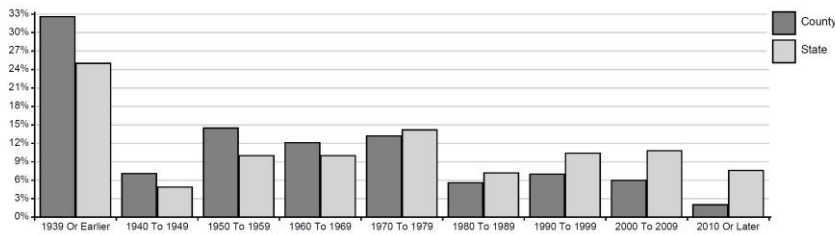
	County		State	
	Estimate	MOE*	Estimate	MOE*
Total Households	15,298	+/- 306	1,275,893	+/- 3,252
Less than \$14,999	9.4%	+/- 1.6%	8.5%	+/- 0.4%
\$15,000 To \$34,999	18.3%	+/- 1.8%	16.8%	+/- 0.6%
\$35,000 To \$49,999	11.3%	+/- 2.0%	12.6%	+/- 0.2%
\$50,000 To \$99,999	35.0%	+/- 2.0%	33.0%	+/- 0.6%
\$100,000 Or More	25.9%	+/- 2.1%	29.2%	+/- 0.8%
Median Household Income	\$63,591	+/- \$3,508	\$65,429	+/- \$397
Median Family Income	\$76,022	+/- \$5,556	\$83,979	+/- \$526
Per Capita Income	\$29,432	+/- \$1,288	\$34,817	+/- \$223

Housing Characteristics, 2017-2021<sup>1</sup>

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total Units	16,740	+/- 191	1,407,100	+/- 583
Vacant	8.6%	+/- 1.6%	9.3%	+/- 0.2%
Occupied	91.4%	+/- 1.6%	90.7%	+/- 0.2%
Occupied <sup>a</sup>	15,298	+/- 306	1,275,893	+/- 3,252
Owner	71.9%	+/- 2.3%	71.6%	+/- 0.2%
Renter	28.1%	+/- 2.3%	28.4%	+/- 0.2%
Median Rent <sup>b</sup>	\$783	+/- \$23	\$845	+/- \$4
Median Value <sup>c</sup>	\$106,900	+/- \$4,382	\$160,700	+/- \$621

<sup>a</sup>Occupied Units, <sup>b</sup>Median gross rent of renter-occupied units <sup>c</sup>Median value of owner-occupied units

Percent Housing by Year Built, 2017-2021<sup>5</sup>



In Marshall County there is a higher percentage of workers in management, business, science, and arts occupations than any other occupation category while the production, transportation, and material moving occupation category makes up 23.8% of occupations of the civilian employed population in the county.

Occupation of the Civilian Employed Population, 2017-2021<sup>5</sup>

	County		State	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	19,220	+/- 530	1,620,796	+/- 5,425
Management, business, science, and arts	30.9%	+/- 2.5%	37.6%	+/- 0.3%
Service	15.8%	+/- 1.4%	15.6%	+/- 0.2%
Sales and office	17.7%	+/- 1.5%	20.1%	+/- 0.2%
Natural resources, construction, and maintenance	11.9%	+/- 1.3%	9.6%	+/- 0.2%
Production, transportation, and material moving	23.8%	+/- 2.4%	17.0%	+/- 0.2%

## Socioeconomic Profile

## Marshall County

Marshall County has a lower proportion of the population age 16 or older in the labor force than the state. A portion of those who are not in the labor force are people who are retired. The percent unemployed in Marshall County is higher than that for the state overall. Earnings data are provided for the population 16 and over who have earnings. Median earnings in Marshall County tend to be lower than the median earnings for the state. There is a higher percentage of families in Marshall County below poverty level than for the state. Families with children tend to have a higher rate of poverty than families without children.

Employment Status, 2017-2021<sup>5</sup>

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 16+	30,896	+/- 131	2,523,649	+/- 1,319
in labor force	65.8%	+/- 1.7%	66.9%	+/- 0.2%
not in labor force	34.2%	+/- 1.7%	33.1%	+/- 0.2%
Civilian labor force	20,337	+/- 546	1,686,696	+/- 5,293
Unemployed	5.5%	+/- 1.4%	3.9%	+/- 0.2%

Median Employment Earnings, 2017-2021<sup>5</sup>

	County		State	
	Estimate	MOE*	Estimate	MOE*
Population 16+ <sup>a</sup>	20,605	+/- 510	1,795,056	+/- 4,514
Median Earnings	\$36,872	+/- \$1,850	\$37,604	+/- \$212
Female	\$31,695	+/- \$1,638	\$30,969	+/- \$213
Male	\$43,179	+/- \$2,198	\$44,369	+/- \$274
Female, full time <sup>b</sup>	\$39,525	+/- \$2,200	\$43,442	+/- \$221
Male, full time <sup>b</sup>	\$51,953	+/- \$3,037	\$55,526	+/- \$335

<sup>a</sup>with earnings, <sup>b</sup>year round

Individuals Below Poverty Level by Race, 2017-2021<sup>5</sup>

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total Population <sup>b</sup>	38,664	+/-502	3,084,598	+/-829
Percent Below	11.9%	+/-0.2%	11%	+/-0.2%
White Alone	11.6%	+/-1.9%	9.6%	+/-0.2%
Black/African American Alone	**	+/-**	29.7%	+/-2.3%
Asian/Pacific Islander Alone	**	+/-**	13.8%	+/-1.4%
American Indian Alone	**	+/-**	22.9%	+/-4.4%
Hawaiian Alone	**	+/-**	23.8%	+/-6.4%
Other Race Alone	**	+/-**	17.3%	+/-1.8%
Two or more races	**	+/-**	19.3%	+/-1.4%
Hispanic origin <sup>c</sup>	18.6%	+/-5%	17.9%	+/-1.2%

<sup>a</sup>for whom poverty status is determined, <sup>b</sup>Hispanics can be of any race. <sup>c</sup>\*\*MOE is high, use state estimate.

\*MOE = the margin of error for American Community Survey estimates<sup>5</sup> which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

Individuals and Families Below Poverty Level, 2017-2021<sup>5</sup>

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total Population <sup>a</sup>	38,664	+/-502	3,084,598	+/-829
Below poverty	11.9%	+/-0.2%	11%	+/-0.2%
17 and under	15.8%	+/-4%	13%	+/-0.5%
18 - 64	11.4%	+/-1.6%	11.3%	+/-0.2%
65+	7.3%	+/-2.3%	7.3%	+/-0.2%
All Families	9.4%	+/-2.1%	7%	+/-0.2%
with children	16.1%	+/-4%	11.4%	+/-0.4%
Married Couple	3.9%	+/-1.5%	3.2%	+/-0.1%
with children	**	+/-**	4.2%	+/-0.3%
Female HH <sup>b</sup>	43.2%	+/-11.6%	25.6%	+/-1%
with children	51.7%	+/-12.2%	32.5%	+/-1.3%

<sup>a</sup>for whom poverty status is determined, <sup>b</sup>female household, no spouse present, <sup>c</sup>\*\*MOE is high, use state estimate.

### This series was prepared by:

Christopher J. Seeger, Professor & Extension Specialist  
Bailey Hanson, Data Analyst II & Extension Specialist  
Sandra Burke, Research Scientist III & Extension Specialist

### Information in this document was derived from:

<sup>1</sup>U.S. Census Bureau; Decennial Census 1990, Summary File 1  
<sup>2</sup>U.S. Census Bureau; Decennial Census 2000, Summary File 1  
<sup>3</sup>U.S. Census Bureau; Decennial Census 2010, Summary File 1  
<sup>4</sup>U.S. Census Bureau; Decennial Census 2020, State Redistricting Data Summary File  
<sup>5</sup>U.S. Census Bureau; American Community Survey 2017-2021

For more information on these and other topics, please call the Extension and Outreach specialists listed on the cover page or visit the ISU Extension and Outreach Indicators Portal at [indicators.extension.iastate.edu](http://indicators.extension.iastate.edu)

<sup>a</sup>The age dependency ratio compares, by age, those typically not in the labor force with those who typically are in the labor force. Old Age dependency is persons 65+ per 100 persons age 18-64. Child dependency is persons under age 18 per 100 persons age 18-64. The total age dependency ratio is persons under age 18 plus persons 65 or older per 100 persons age 18-64.

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Community and Economic Development

Data for Decision Makers

Community and Economic Development

Data for Decision Makers

## Median Household and Per Capita Income, 2017-2021<sup>5</sup>

	County		State	
	Estimate	MOE*	Estimate	MOE*
Total Households	15,298	+/- 306	1,275,893	+/- 3,252
Less than \$14,999	9.4%	+/- 1.6%	8.5%	+/- 0.4%
\$15,000 To \$34,999	18.3%	+/- 1.8%	16.8%	+/- 0.6%
\$35,000 To \$49,999	11.3%	+/- 2.0%	12.6%	+/- 0.2%
\$50,000 To \$99,999	35.0%	+/- 2.0%	33.0%	+/- 0.6%
\$100,000 Or More	25.9%	+/- 2.1%	29.2%	+/- 0.8%
Median Household Income	\$63,591	+/- \$3,508	\$65,429	+/- \$397
Median Family Income	\$76,022	+/- \$5,556	\$83,979	+/- \$526
Per Capita Income	\$29,432	+/- \$1,288	\$34,817	+/- \$223



# Other Data for Decision Makers

## Cities & Towns

**Data for Decision Makers**



**City Profile**  
Des Moines, Iowa

Report created: 08/08/2022

**Population Profile**

The 2020 population for Des Moines is 214,133. Between 2010 and 2020 the population increased by 5.1%. The City of Des Moines is a Park County. Park County rose 44.9% population increase between 2010 and 2020. The Median population is predominantly White. Between 2010 and 2020 there was a decrease in the percent of White population.

Total Population	2010	2020	% Change
Des Moines	180,292	200,030	11.0%
Iowa	31,621,817	31,908,645	0.9%
Des Moines Metro Area	492,532	550,498	11.8%
Park County	75,160	108,960	44.9%
Upper Midwest	2,930,552	3,068,553	4.7%

Neighboring Cities - Percent Population Change	2010-2020	1990-2000
Des Moines	7.9%	10.0%
Waukee	28.2%	27.0%
Waukee Hill	38.1%	75.2%
West Des Moines	48.1%	21.0%
Windsor Heights	-7.5%	1.8%
Des Moines	2.8%	2.5%
Park County	14.3%	14.4%
Mid-America	5.0%	4.3%

Percentages of Population by Race/Ethnic Origin <sup>1</sup>	2010	2020
White	84.0%	83.6%
Black or African American	7.0%	7.3%
Hispanic	1.7%	1.9%
Asian	1.4%	1.5%
American Indian or Alaska Native	0.7%	0.7%
Other	5.0%	4.9%
Two or more races	2.9%	2.9%

**City and County Percent Population Change**

Report created: 08/08/2022

2 or 4 pages

## Iowa House & Senate Districts

**Data for Decision Makers**



**Iowa Senate District 15**

Report created: 02/15/2022

**Population profile**

This information is based primarily on data from the American Community Survey (ACS), a data program carried out by the U.S. Census Bureau. The ACS provides data on demographics and social, economic, and housing characteristics. For geographic regions across the entire U.S., the ACS estimates are based on survey data that provide a more accurate picture of the 2010-2020 population than the data from a single-point-in-time census. For each estimate provided in this report, we include the margin of error.

Iowa Senate District 15 includes population from part or all of 4 counties. According to the Iowa history of these state legislative districts, from November 2020 show that the majority of registered voters in District 15 are registered to Republican.

County	2010	2020
Appanoose County	17,571	17,847
Linn County	6,422	6,698
Muscatine County	5,836	5,758
Wright County	6,776	6,485
<b>Region Total</b>	<b>36,605</b>	<b>36,798</b>

**Active Registered Voters by Political Party<sup>2</sup>**

Party	2010	2020
Democrat	10,228	10,101
Republican	23,591	24,151
Other	786	546

**District 15 Population by County, 2010-2020**

County	2010	2020	% Change
Appanoose	17,571	17,847	1.6%
Linn	6,422	6,698	4.4%
Muscatine	5,836	5,758	-1.3%
Wright	6,776	6,485	-4.3%
<b>Region Total</b>	<b>36,605</b>	<b>36,798</b>	<b>0.5%</b>

**Percentage Population Change**

Year	Change
2010-2020	0.5%
2000-2010	0.5%

**Contacts:**

Report created: 02/15/2022

4 pages

## Extension Regions

**Data for Decision Makers**



**Iowa State University Extension and Outreach Region 25**

Report created: 03/06/2022

**Population profile**

Region 25 is an Iowa State University Extension & Outreach region made up of four counties in south central Iowa. This region contains 1.7% of Iowa's total population. From 2010 to 2020 the population of Region 25 decreased by 2.7% while the state's population increased by 5.0%.

County	2010	2020
Appanoose County	17,571	17,847
Linn County	6,422	6,698
Muscatine County	5,836	5,758
Wright County	6,776	6,485
<b>Region Total</b>	<b>36,605</b>	<b>36,798</b>

**Total Number of Housing Units**

County	2010	2020
Appanoose County	8,187	8,433
Linn County	4,239	4,236
Muscatine County	3,591	3,601
Wright County	3,387	3,232
<b>Region Total</b>	<b>19,404</b>	<b>19,502</b>

**Percentage Population Change**

Year	Change
2010-2020	-2.7%
2000-2010	-2.7%

**Contacts:**

Report created: 03/06/2022

2 pages

## Housing

**Data for Decision Makers**



**Keokuk County Housing Profile**

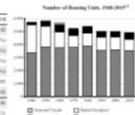
Report created: 04/16/2022

**Housing Access**

In 2020, there were 4,903 housing units in Keokuk County. Of this total, 3,497 were owner-occupied, 1407 were rental, and 999 were vacant. Most housing units were located in Keokuk County in the 1990s Decennial Census that is the most recent American Community Survey estimates. The median year for which housing was built in Keokuk County is 1997. In Keokuk County, a majority of owner-occupied housing is 1-unit structures. For owner-occupied housing, there is more housing of 3-unit structures than any other type. Seasonally vacant housing units rose 1.8% of all vacant units.

Housing Characteristics, 2010-2020	2010	2020
Total Housing Units	4,903	4,903
Owner-occupied	3,497	3,497
Rental	1,407	1,407
Vacant	999	999

**Number of Housing Units, 1990-2017<sup>1</sup>**



**Median Year Built by Tenure, 2010-2017<sup>2</sup>**

Tenure	Median Year Built
Owner-occupied	1997
Rental	2003
Vacant	2004

**Median Year Built by Tenure, 2010-2017<sup>2</sup>**

Tenure	Median Year Built
Owner-occupied	1997
Rental	2003
Vacant	2004

**Contacts:**

Report created: 04/16/2022

4 pages

## Health with Covid-19 Data

**Data for Decision Makers**



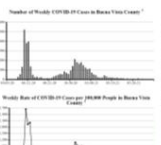
**Buena Vista County Health Profile**

Report created: 04/26/2022

**COVID-19 Cases**

This Health Data for Decision Makers provides a wide range of context and insight into the relationship between COVID-19 cases, health status, and policy actions undertaken by health systems and public health agencies. A key to the reports panel for decisions on health status and public health status, prepared and published, is to identify trends in the health status of individuals and the relationship to COVID-19. The information provided here can be used to inform public policy, practice, and research.

**Number of Monthly COVID-19 Cases in Buena Vista County<sup>1</sup>**



**Median Year Built by Tenure, 2010-2017<sup>2</sup>**

Tenure	Median Year Built
Owner-occupied	2003
Rental	2004
Vacant	2004

**Contacts:**

Report created: 04/26/2022

6 pages



## Decennial Census 2020

### What It Is

- Every 10 years, the U.S. Census counts every person and housing unit in the United States
- Years ending in zero
- It is a **self-report survey** sent to **every household**
- It is mandated in the Constitution to apportion Congress

## 2020 Decennial Census – Content

- **TOTAL POPULATION**
- **DEMOGRAPHIC**
  - Age & Sex
  - Race & Hispanic Origin
  - Households, Families
  - Household Relationships
- **HOUSING**
  - Total Housing Units
  - Occupied, Vacant
  - Tenure (Owned, Rented)
  - Group Quarters

# Population trends dashboard Interactive!

## Census 2020

### Population Trend Reports

- [Race and Hispanic or Latino in Iowa's Counties, 2000 - 2020](#)
- [Race and Hispanic Origin in Iowa, 1980 - 2020](#)
- [Population in Iowa's Counties, 2000 - 2020](#)
- [Population in Iowa's Extension Regions, 2000 - 2020](#)
- [Population in Iowa, 1840 - 2020](#)
- [Population in the United States, 2000 - 2020](#)
- [City - Decennial Census 2020 Data](#)
- [County - Decennial Census 2020 Data](#)
- [ISU Extension Regions - Decennial Census 2020 Data](#)

### City Population Trends Dashboard

2020 Census Results for Iowa's Cities

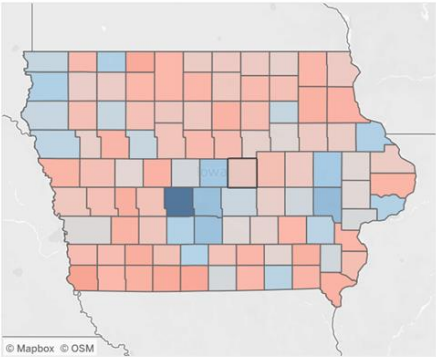
↻

<

View by county
Evaluate a city
Rates by city size
Tallies by city size
Ranked by % Loss
Ranked by % Gain
View by county for smaller screens

>

Click map to choose a county:



Population by city in Marshall County

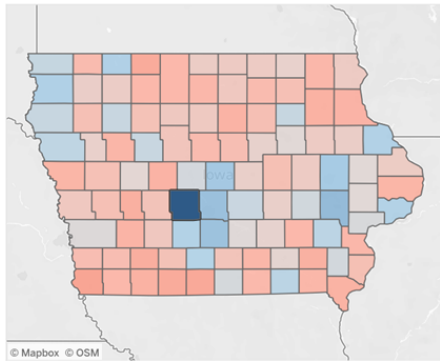
	2020	2010	Change	% Rate	% Rates
St. Anthony	76	102	-26	-25.5%	
Ferguson	97	126	-29	-23.0%	
Albion	448	505	-57	-11.3%	
Rhodes	271	305	-34	-11.1%	
Laurel	220	239	-19	-7.9%	
Clemons	140	148	-8	-5.4%	
Melbourne	786	830	-44	-5.3%	
State Center	1,301	1,400	-99	-7.0%	

# City Population Trends Dashboard

## 2020 Census Results for Iowa's Cities

[View by county](#) | 
 [Evaluate a city](#) | 
 [Rates by city size](#) | 
 [Tallies by city size](#) | 
 [Ranked by % Loss](#) | 
 [Ranked by % Gain](#) | 
 [View by county for smaller screens](#)

Click map to choose a county:



Total population in Dallas County:

2020 Census	99,678
2010 Census	66,135
County change	33,543
County average	50.7%

Population by city in Dallas County

	2020	2010	Change	% Rate	% Rates
De Soto	915	1,050	-135	-12.9%	
Redfield	731	835	-104	-12.5%	
Dawson	116	131	-15	-11.5%	
Minburn	325	365	-40	-11.0%	
Bouton	127	129	-2	-1.6%	
Linden	200	199	1	0.5%	
Perry	7,836	7,702	134	1.7%	
Dexter	640	611	29	4.7%	
Dallas Center	1,901	1,623	278	17.1%	
Woodward	1,346	1,024	322	31.4%	
Granger	1,654	1,244	410	33.0%	
Van Meter	1,484	1,016	468	46.1%	
Adel	6,153	3,682	2,471	67.1%	
Waukee	23,940	13,790	10,150	73.6%	

## American Community Survey

- A large, continuous, **monthly, sample** survey of housing units (households) across all geographies
- Self report survey
- **Characteristics** of population and housing (*not* counts)
- **estimates** of characteristics, some **uncertainty**
- Margins of error (smaller or larger)
- Social, economic, and housing characteristics

## American Community Survey – Content

- **SOCIAL**

- Ancestry
- Citizenship & Year of Entry
- Disability Status
- Educational Attainment
- Field of Degree
- Health Insurance
- Grandparents
- Fertility
- Language
- Marital Status & History
- Place of Birth
- Migration
- Relationship
- School Enrollment
- Veteran Status

- **ECONOMIC**

- Employment & Work Status
- Income & Earnings
- Industry & Occupation
- Class of Worker
- Commuting
- Poverty Status
- SNAP Receipt

- **DEMOGRAPHIC**

- Age & Sex
- Race & Hispanic Origin
- Households, Families

- **HOUSING**

- Age of Householder
- House Heating, Plumbing
- Value of Home
- Rooms and Bedrooms
- Year Structure Built
- Units in Structure
- Kitchen Facilities
- Owner Costs, Statistics
- Renter Costs, Statistics
- Vehicles Available
- Race of Householder
- Year Householder Moved In
- Tenure, Occupancy, Vacancy

## Period Estimates (not a point in time)

- **Data are collected over a period of months**
  - **1 year** (12 months, calendar year, **65,000 people+**)
  - **5 year** (60 months, 5 calendar years, any population size)
- **Data from each *entire* period pooled, weighted to make estimate; controlled to total population from annual estimates program**
  - **An estimate that describes the average characteristics of an area over a specific time period**

**5 Year estimates are used for the DDMs**



## Margins of Error

The MOE is reported as **+/- a numerical value** that should be **added to or subtracted from the point estimate value** and which gives the **upper and lower bounds** of a 90% confidence interval around the estimate.

The **interval** represents the **range** within which the **true value** of the estimate is **expected to be** with a level of **confidence of 90%**.

**120**

Small  
margin of  
error

**120**

**LARGE**  
margin of  
error

From Julie Zimmerman

**Counties  
& Cities**

## Retail Trade

The Retail Trade Analysis reports describe local retail sector conditions in Iowa's cities and counties. The reports illustrate recent and historical trends in taxable sales and provide competitive measures to gauge local performance.

[RETAIL TRADE WEBSITE](#)

## Data Science for Public Good

DSPG Young Scholars program is an immersive summer program that engages college students from across Iowa to work together on projects that address local and state government challenges around critical social issues relevant in the world today.

[DSPG WEBSITE](#)

## AgMRC Commodity Reports

AgMRC Commodity reports can be used to help research the current production, market analysis, demographics, and price points for select commodities grown or raised in a state or county.

[AGMRC COMMODITY REPORTS](#)

## Iowa Government Finance Initiative

IGFI conducts and disseminates research of local government finance data through publications and educational workshops on critical topics relating to local government finance and community and economic development.

[IGFI WEBSITE](#)

## Data Literacy

The Data Literacy Program provides workshops for participants to develop understanding and knowledge of data concepts, measures, uses, and interpretation. Participants develop skills to discuss data and to apply this information to solving local questions.

[DATA LITERACY](#)

## Food Systems Resource Database

Find food systems practitioners and learn more about food systems educational resources in your region.

[FOOD SYSTEMS](#)

**Counties  
& Cities**

# Retail Trade Analysis Fiscal Year 2021

## Marshall County

report created: 01/26/2023

### Overview

This report examines local retail sales and related economic trends using a variety of historical and peer-based performance measures.

The retail measures are based on sales of goods and services that are subject to Iowa's statewide sales tax, as reported in the Iowa Department of Revenue Annual Sales and Use Tax Report.

Retail sales data have been adjusted for inflation and are stated in Fiscal Year 2021 dollar equivalents, unless otherwise noted. The 2021 fiscal year began July 1, 2020, and ended June 30, 2021.

- Overview, 1-4**
  - Key retail indicators
  - Historical statistics
  - Population trends
- Retail Performance Measure, 5-8**
  - Peer group comparisons
  - Sales benchmarks
  - Surplus and leakage
  - Pull factors
- Regional Competition, 9**
  - Neighbor area sales
  - Reporting jurisdictions
- Data Notes, 10-16**
  - Tax reporting notes
  - Notable exclusions
  - Definitions
  - Frequently asked questions
  - Peer group listings
  - Acknowledgements

<https://indicators.extension.iastate.edu/Indicators/Retail>

**Table 1. Marshall County Key Retail Indicators**

	FY2020	FY2021	% Change
Real Total Taxable Sales	\$396,920,586	\$424,812,982	7.0% ▲
Number of Firms	882	899	2.0% ▲
Population	40,052	39,956	-0.2% ►
Average Sales Per Capita	\$9,910	\$10,632	7.3% ▲
Average Sales Per Firm	\$450,151	\$472,408	4.9% ▲

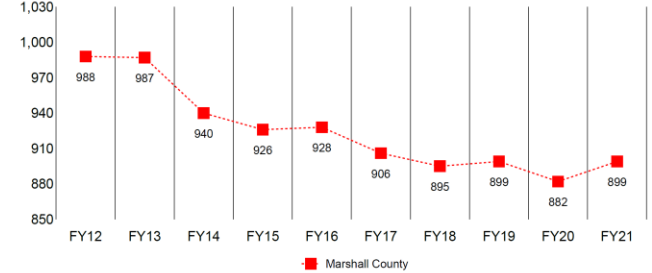
*No distinction are made among residents of households, educational institutions, nursing homes, or other group quarters in the calculation of per capita sales and related indicators.*

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Extension and Outreach  
Community and Economic Development

## 10-Year Summary of Taxable Retail Sales Statistics

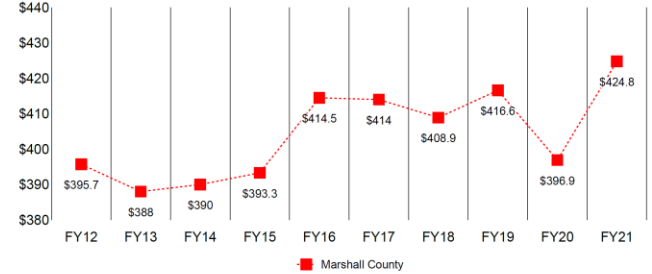
**Figure 1. Number of Reporting Establishments**

Figure 1 shows the average number of local business establishments filing sales tax returns during the year.



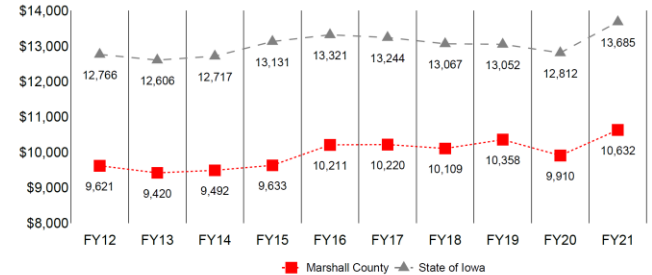
**Figure 2. Real Total Taxable Sales (in \$ millions)**

Figure 2 shows the dollar amount of total taxable retail sales reported by local businesses, measured in millions of real (i.e. inflation-adjusted) dollars.

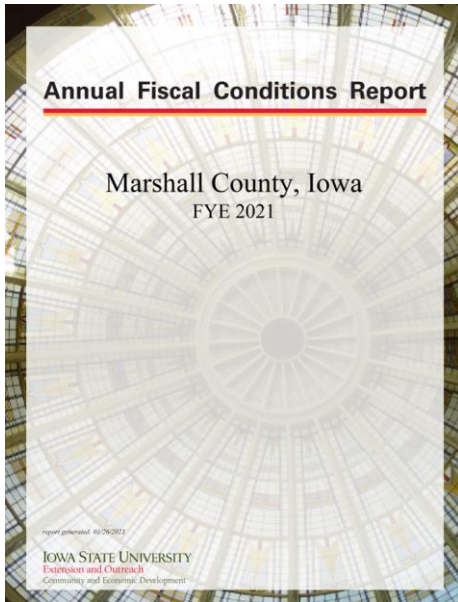


**Figure 3. Real Per Capita Taxable Sales**

Figure 3 measures local taxable sales on a per capita basis, with comparisons to statewide averages by year. The per capita averages are expressed in real dollars.



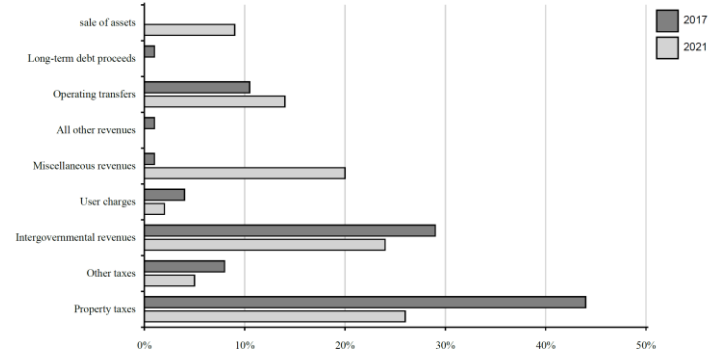
# IGFI Iowa Government Finance Initiative



## Annual City & County Fiscal Conditions Reports New Reports for FY2021

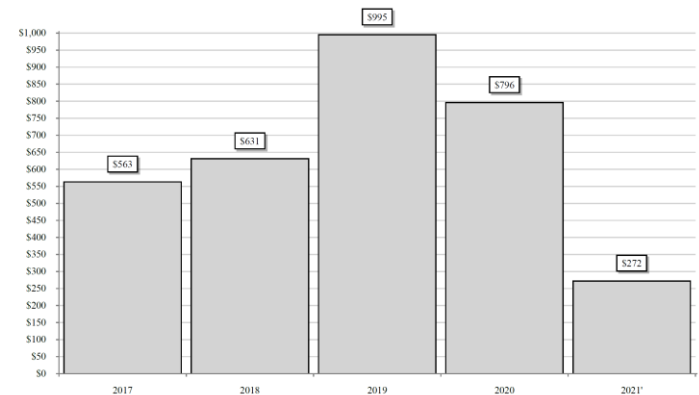
### Revenue Shares

Figure 3. Revenue Shares (Percentages Using 2017 Inflation-Adjusted Dollars)



### Total Expenditures Per Capita

Figure 11. Total Expenditures and Other Uses Per Capita (In 2017 Inflation-Adjusted Dollars)



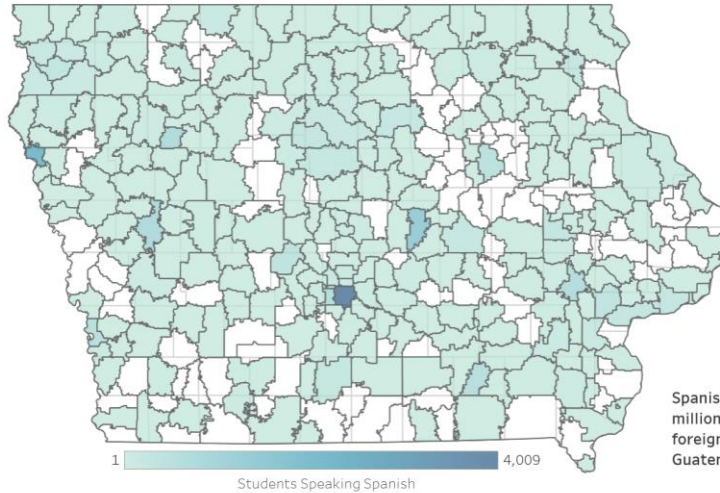


## Languages Spoken in Iowa

- About
- Just the Facts Posters
- Languages Spoken Dashboards
- K-12 English Learners by School District
- K-12 English Learners by County
- Language Spoken at Home by Individuals age 5+
- Contact

### K-12 English Learners 2020-21

Public school districts with students speaking Spanish



# 19,076

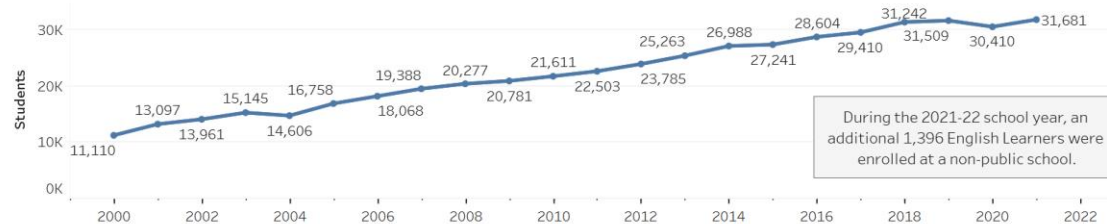
Public School EL Students Statewide Speaking

Spanish

AEA	School District
	AGWSR
	Alden
	BCLUW
	Belmond-Klemme
	Brooklyn-Guernsey-Malcom
	CAL
	Cedar Falls
	Charles City

Spanish is an official language in 20 countries with over 500 million speakers worldwide. In Iowa, the majority of foreign-born Spanish speakers herald from Mexico, El Salvador, Guatemala and Honduras.

Total Statewide K-12 English Learners Enrolled in Public Schools during fall of school year



During the 2021-22 school year, an additional 1,396 English Learners were enrolled at a non-public school.

Source: Iowa Department of Education <https://educateiowa.gov/data-reporting/education-statistics>  
 Additional breakdowns available from the State Data Center <https://www.iowadatacenter.org/data/idoe/eli>

Last updated: 2/4/22

# Trainings

## GIS Workshops

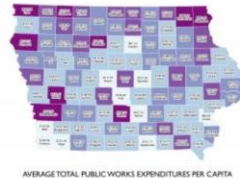
### GIS Training and Courses

#### Essentials of ArcGIS: two-day course

This two-day course will explore the new, easy-to-use features in Esri's ArcGIS software suite which includes ArcMap and ArcCatalog. ArcMap is a map-centric application for the editing, display, query and analysis of map data as well as map layout tasks. ArcCatalog is a data-centric application that lets the user locate, browse and manage spatial data. This course is intended for both new and experienced users of geographic information systems. Experience using Windows-based applications is highly recommended. Cost is \$500 per person with discounts for ISU affiliated staff, students, and faculty, and for groups of two or more from the same organization.

Topics covered:

- Making maps from geospatial data
- Mapping data from tables
- Querying your database and selecting features by location
- Displaying, projecting, and editing data



#### Essentials of QGIS: one-day course

This one-day course will explore the new, easy-to-use features in QGIS 3.x software. QGIS is a free and open source mapping application for the editing, display, query and analysis of map data as well as map layout tasks. This course is intended for both new and experienced users of geographic information systems. Experience using Windows-based applications is highly recommended. Cost is \$80 per person.

## Data Literacy



### Data Literacy and Education Programming and Workshops

Data literacy, the ability to derive meaningful information from data, is essential for Iowa's communities, leaders, and residents to make educated and wise decisions on critical issues and policies. This program focused on data literacy and education can provide:

- Knowledge and skills to understand, use, visualize, interpret, and practice with data relevant to communities, organizations, and counties.
- Depth of knowledge about selected measures and indicators including income and poverty, age, race and ethnicity, housing, health, employment, households, families, and the foreign born.
- Facilitate participants with knowledge and skills to discuss data and bridge to applications and decision making with the data.

The specific topics to be included in any given workshop will be decided in conjunction with the client group and their interests and preferences. The workshops will be two to three hours in length. Topics and modules will be interactive with activities and group discussions to engage and enhance learning and understanding by the participants.

#### Example Program Topics

- "Walk through" ISU Extension's *Data for Decision Makers*: county, city, districts – 4 page profiles
- "Walk through" the *Housing or Health Data for Decision Makers* – 4 page county profiles
- *Examine trends and compare and contrast* among counties and communities
- *Using and understanding the American Community Survey*
- *Making and interpreting graphs and other visuals*
- *Mapping* concepts along with access to ISU Extension's Indicators Portal mapping capabilities
- *Using and understanding statistical concepts* such as sampling, margins of error, mean and median
- *Indicators and measures for income and poverty*; adjustment for inflation
- *Indicators and trends for race and Hispanic origin*
- *Population trends* including age, income, households, families, immigration, and English language learners
- *Review the data used for the Robert Wood Johnson Foundation's County Health Rankings & Roadmaps*

Sandra Burke | sburke@iastate.edu | 515-294-9307 | <http://indicators.extension.iastate.edu>

Iowa State University Extension to Communities and Economic Development

IOWA STATE UNIVERSITY  
Extension and Outreach  
Community and Economic Development



**Stop  
Struggling**



# Where do I start?



Demonstrate interest



Give it time



Build relationship



Give and Gain Trust



Service...Not Savior

# Relationship vs. Partnership

Partnership:  
defined goal  
and duration

Relationship:  
**mutual** interest  
and benefit

Purpose vs.  
perpetuity

# Trust: Build or Lose it



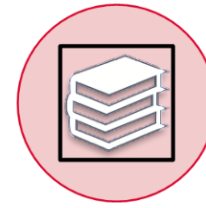
DEMONSTRATE  
VALUE



DEMONSTRATE  
INTEREST



CULTURAL  
CONSIDERATIONS



HISTORICAL  
INFLUENCES



CONTINUED  
PERCEPTIONS

# Effective & Sustainable Collaborations

Institutional Level	Institutionalize relationships and partnerships
Service	Assume a posture of <b>service</b> , not savior
Affirmation	Acknowledge and affirm the organization/community
Mutuality	Internalize & vocalize intentions to have <b>mutual</b> benefit

## Create Community Connection

---

- Earn trust through partnerships with community leaders and organizations.
- Incorporate community feedback into all stages of program planning and implementation.
  - Defining needs.
  - Designing solutions.
- Improve community engagement with your organization.
  - Communication.
  - Transparency.
  - Cultural literacy.

# Identifying Collaborators

Who are the people in your neighborhoods?

NAACP

ONEIowa

AARP

DAV

Iowa Commission on Civil Rights

Faith-based Communities

Food Banks/Pantries

Housing Authorities

Immigrant/Refugee Organizations



## Community and Economic Development in Extension and Outreach can help!

- February 7<sup>th</sup> 8:30pm
- Data
- DEIA Action Planning
- Cultural competence trainings
- Be curious!



# Discussion/Questions

