



# REGIONAL SNAPSHOT

**Southeast Iowa Region, Iowa**



**Center for Regional Development**  
Advancing Collaboration : Energizing Regions

## Table of contents

**01**

Overview

**02**

Demography

**03**

Human capital

**04**

Labor force

**05**

Industry and occupation

# 01 overview

**Southeast Iowa Region, IA**

---

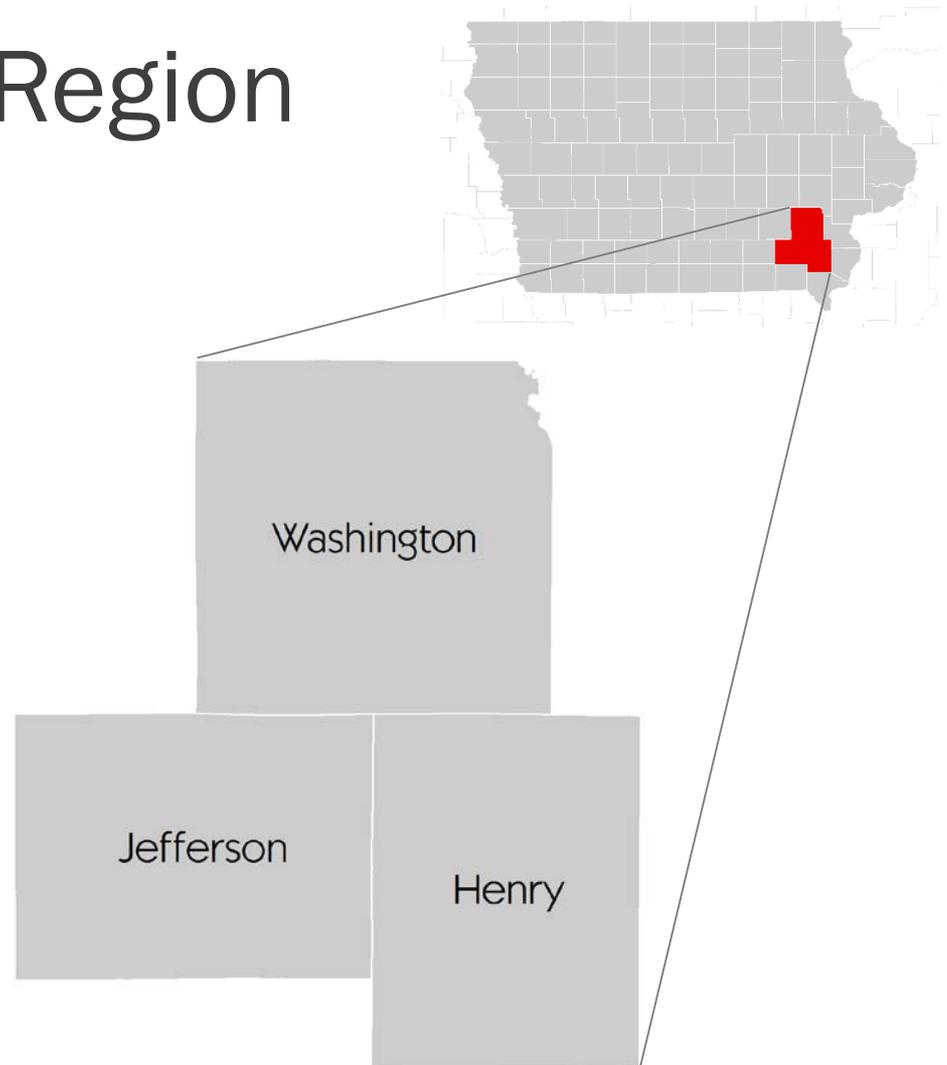
**What is a regional snapshot?**

## Overview

# Southeast Iowa Region

The Southeast Iowa Region is comprised of three Iowa counties. State Highway 34 passes through the central part of the region connecting to I-35 to the West and I-74 to the East.

- Henry
- Jefferson
- Washington



## Overview

# What is a regional snapshot?

### What is the snapshot?

This snapshot is a demographic and economic assessment of the Southeast Iowa Region in Iowa. Using county-level data, PCRCD analyzed a number of indicators to gauge the overall economic performance of the Southeast Iowa Region in comparison to the rest of the state.

### What is its purpose?

The snapshot is intended to inform the region's leaders, organizations and residents of the key attributes of the region's population and economy. In particular, it takes stock of the region's important assets and challenges. With such data in hand, regional leaders and organizations are in a better position to invest in the mix of strategies that will spur the growth of the economy and provide a higher quality of life for residents of the region.

### What are its focus areas?

PCRCD secured and analyzed recent data from both public and private sources to generate the snapshot. In order to build a more comprehensive picture of the region, the report presents information under four key categories.

- Demography
- Human Capital
- Labor Force
- Industry & Occupation

When appropriate or relevant, the report compares information on the region with data on the remainder of the state. By so doing, the region is better able to determine how well it is performing relative to the state on a variety of important metrics.

# 02 demography

**Population change**

---

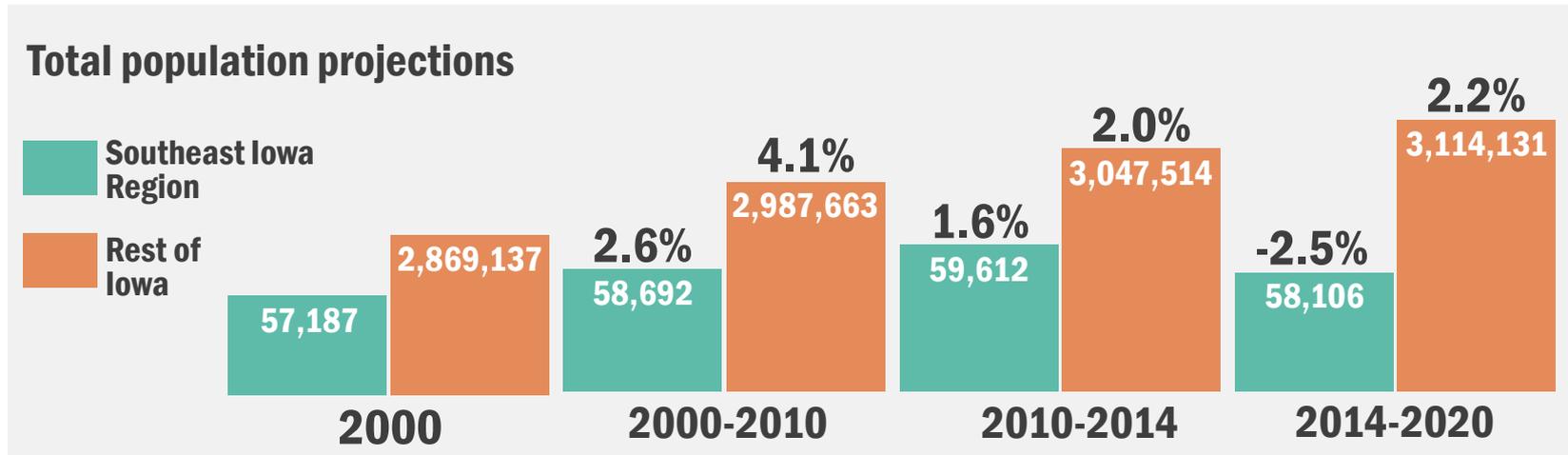
**Age structure**

---

**Income and poverty**

## Demography

# Population change

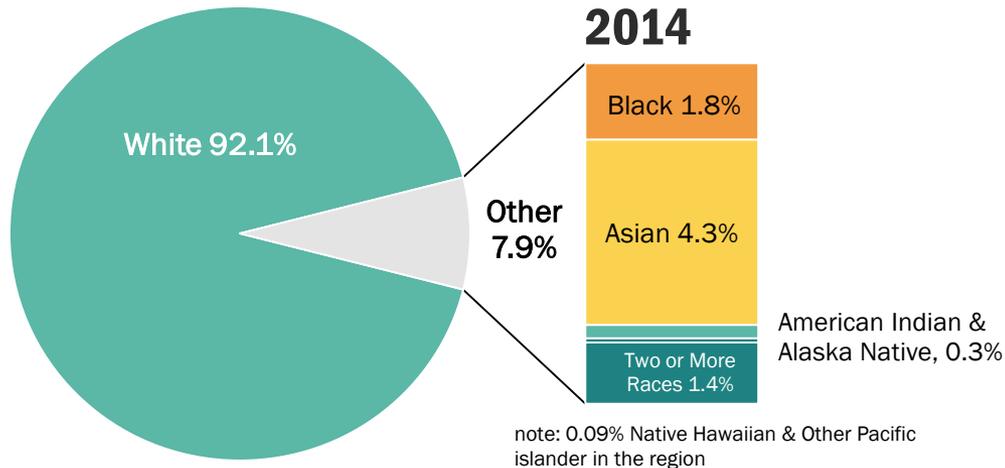
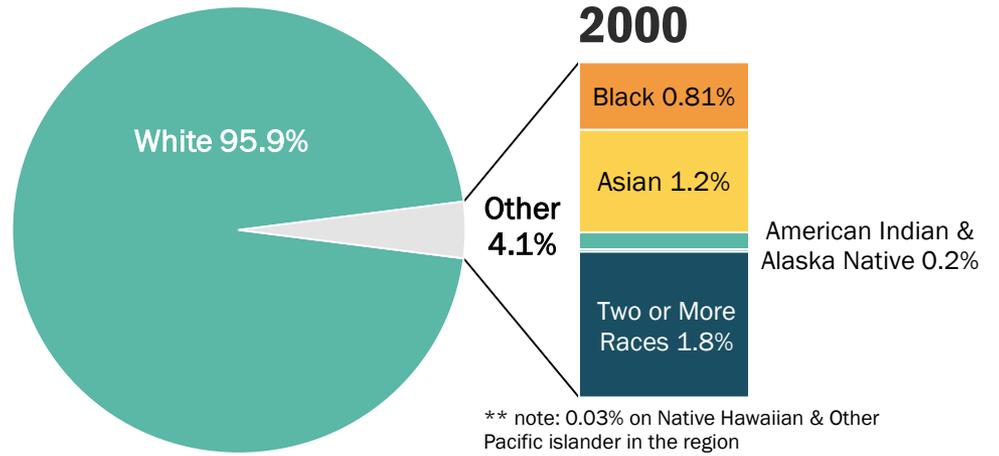


### Questions:

- How does the region's population trend compare to that of the state?
- What may be some of the elements driving the trends in the region? In the state?
- What strengths or challenges might these trends present?

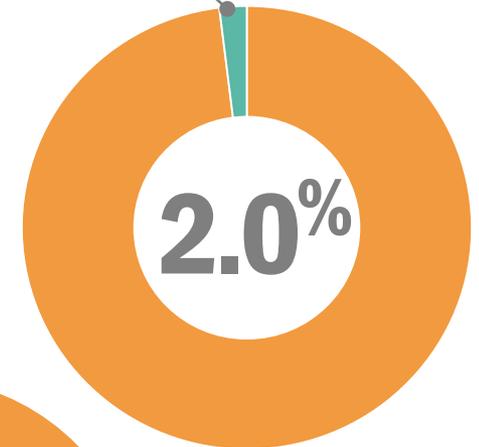
## Demography

# Race

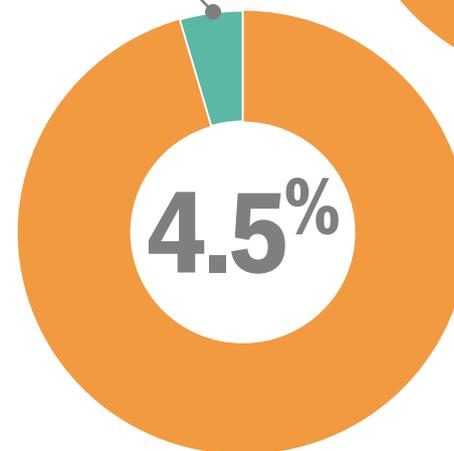


# Ethnicity

Hispanics - 2000



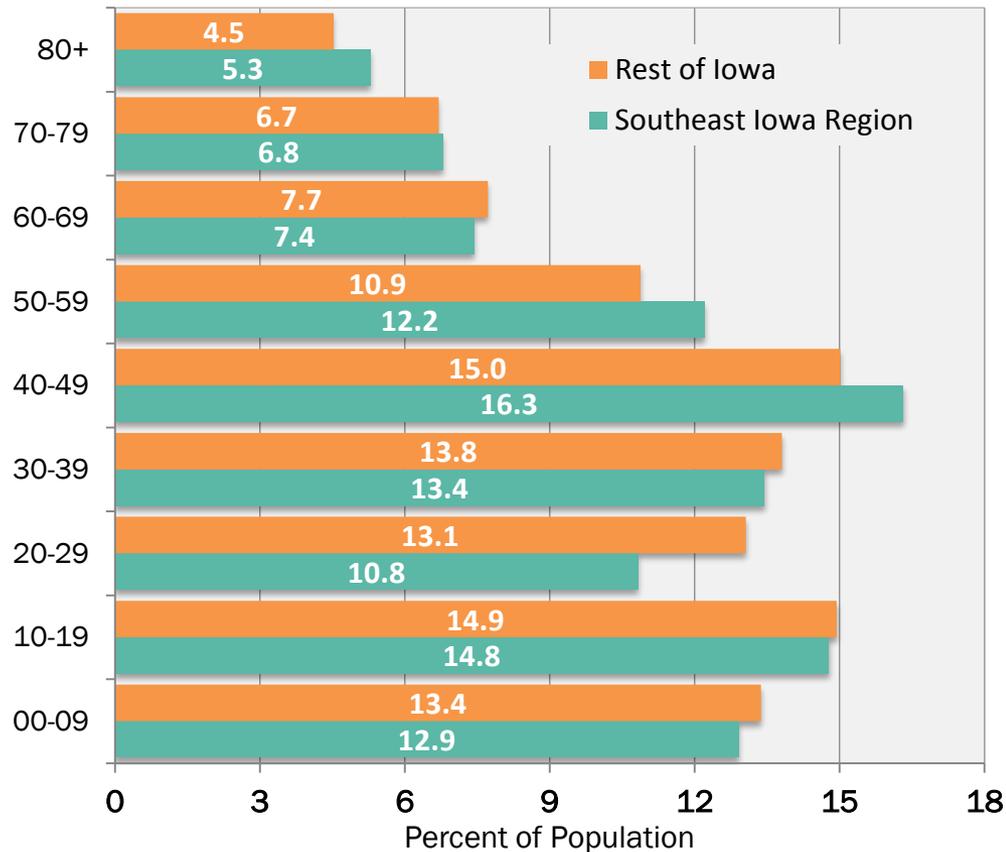
Hispanics - 2014



## Demography

# Population Age Structure, 2000

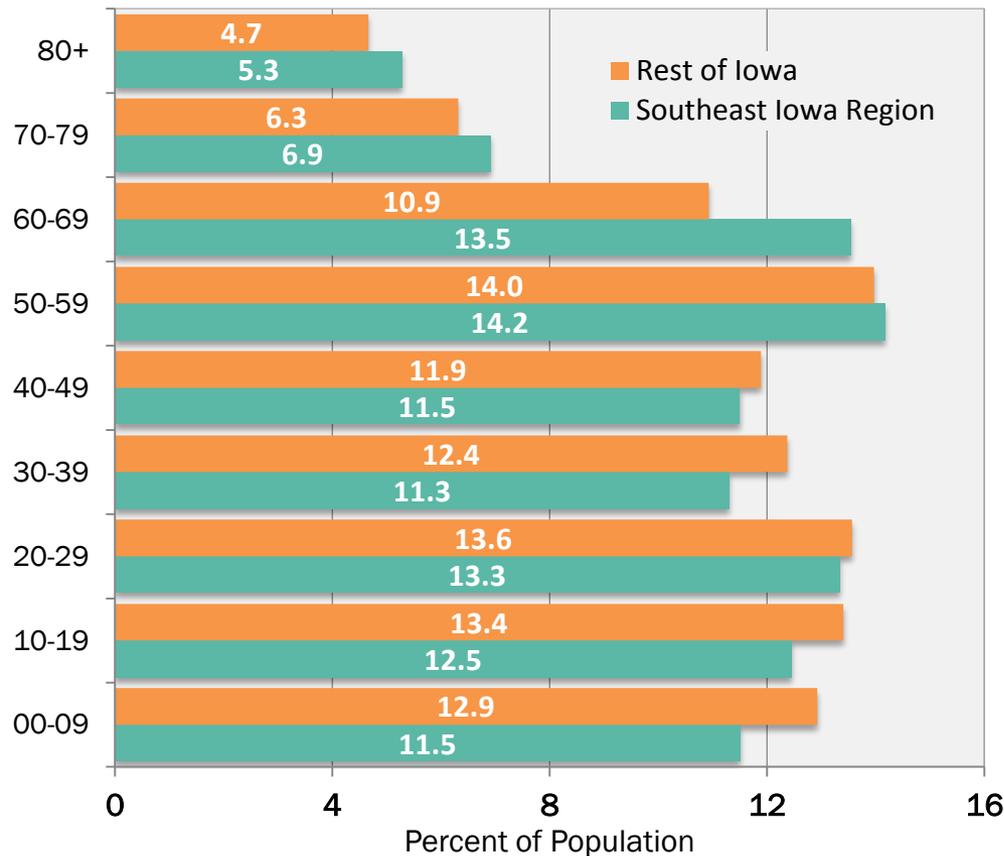
A visual presentation of the age distribution of the population (in percent)



## Demography

# Population Age Structure, 2014

A visual presentation of the age distribution of the population (in percent)



## Questions:

- Is the region experiencing an aging of its population? How does this compare to the rest of the state?
- Is there a sizable number of people of prime working age (20-49 years of age) in the region?
- Is the youth population (under 20 years old) growing or declining?
- What are the implications of the region's age structure for the economic development efforts of the region?

## Demography

# Income and poverty

	2003	2008	2013
Total Population in Poverty	9.2%	11.6%	12.8%
Minors (Age 0-17) in Poverty	12.4%	15.3%	17.8%
Real Median Household Income* (\$ 2013)	\$49,303	\$51,179	\$49,560

### Questions:

- Is the poverty rate for individuals in the county getting better or worse?
- Is poverty for minors in the county lower or higher than the overall poverty rate for all individuals? Why?
- Has real median income (adjusted for inflation) improved or worsened over the 2003 to 2013 time period? What may be reasons for these changes?

## section 02

\* Note: Regional Median Household income is the population-weighted average of median household income values across the Southeast Iowa counties.  
Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE)

# 03 human capital

---

**Educational attainment**

---

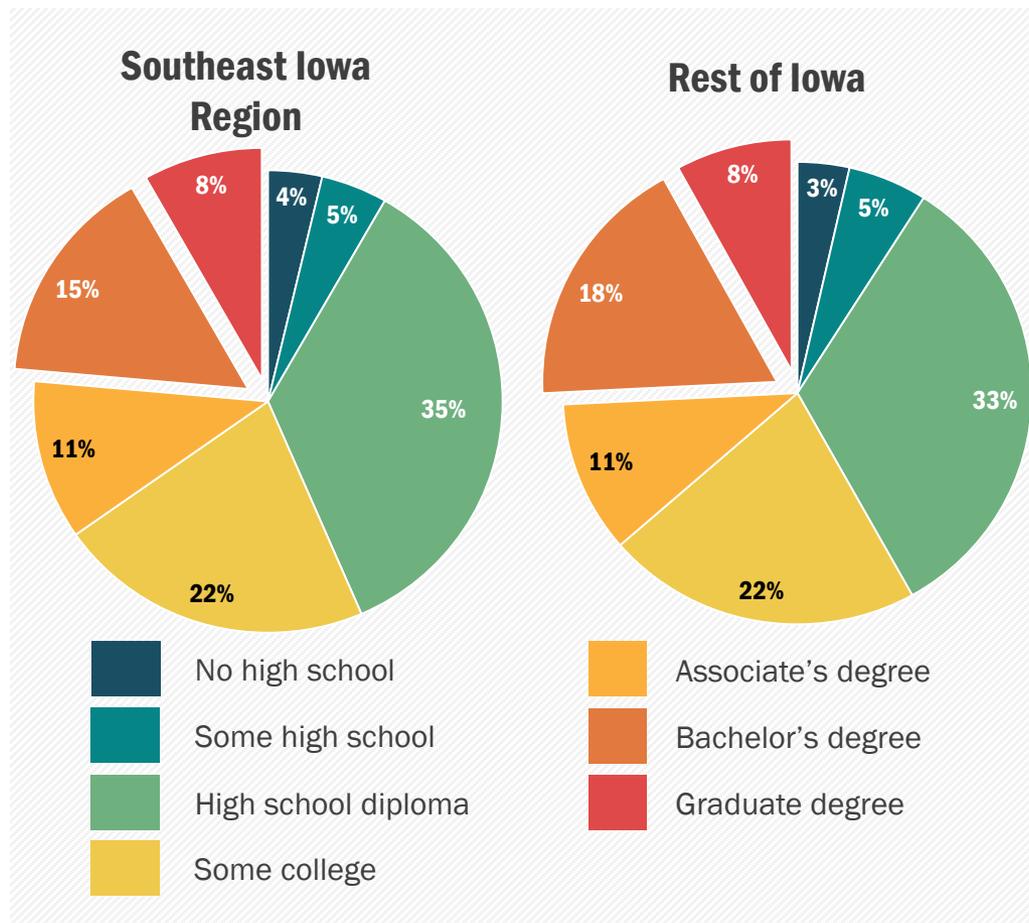
**Graduation rates**

---

**Patents**

## Human capital

# Educational attainment, 2013



### Questions:

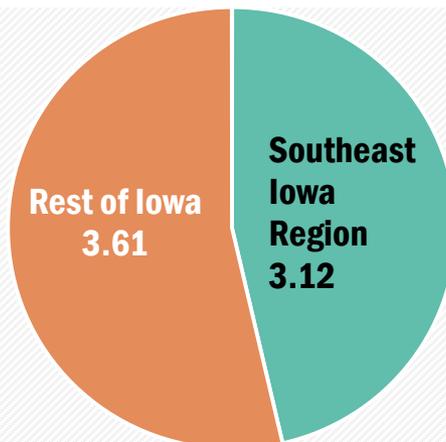
- What proportion of the adult population in the region has only a high school education?
- How many are college graduates (bachelors degree or higher)?
- How does the educational profile of the region compare to that of the rest of the state?
- What are the implications of the educational profile of the region in terms of the region's economic opportunities or workforce challenges?

## Human capital

# Patents

### Patents per 10,000 Jobs 2001-2013

From 2001 to 2013, Southeast Iowa counties were issued patents at a rate of 3.12 per 10,000 jobs, while the remaining Iowa counties garnered 3.61 patents per 10,000 jobs.

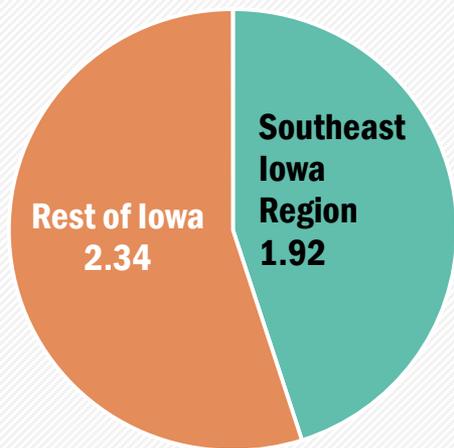


Patenting trends are an important indicator of the level of innovation in a region.

Commercializing this innovation can lead to long-term growth for regional economies.

### Questions:

- How does the region's patent rate compare to that of the rest of the state?
- How have rates changed over time?
- What might this data suggest for the future of the region?



### Patents per 10,000 residents 2001-2013

From 2001 to 2013, 1.92 patents per 10,000 residents were issued in Southeast Iowa counties. The rest of Iowa amassed 2.34 patents per 10,000 residents.

## section 03

Source: U.S. Patent and Trademark Office, Census, BEA, and EMSI

\*Note: Patent origin is determined by the residence of the first-named inventor. Since a number of workers commute into the region, the number of patents produced in the Southeast Iowa region could be high. However, among residents of the region, patent production is relatively low.

# 04 labor force

**Unemployment rates**

---

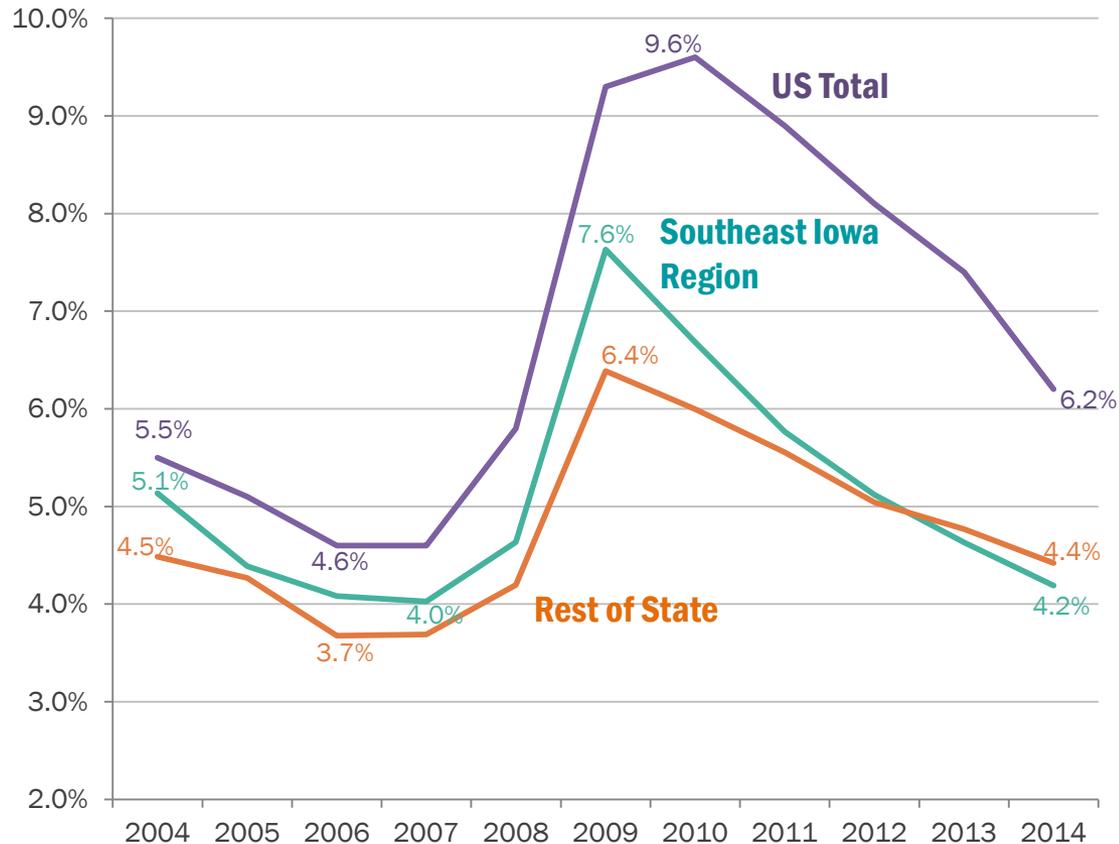
**Earnings per worker**

---

**Source of labor for the region**

## Labor force

# Unemployment rates



## Questions:

- How does the region's unemployment rate compare to the rest of the state and nation?
- How does the region's unemployment peak and post-2009 recovery compare to the state and nation?
- What might this suggest for the region's economic future?

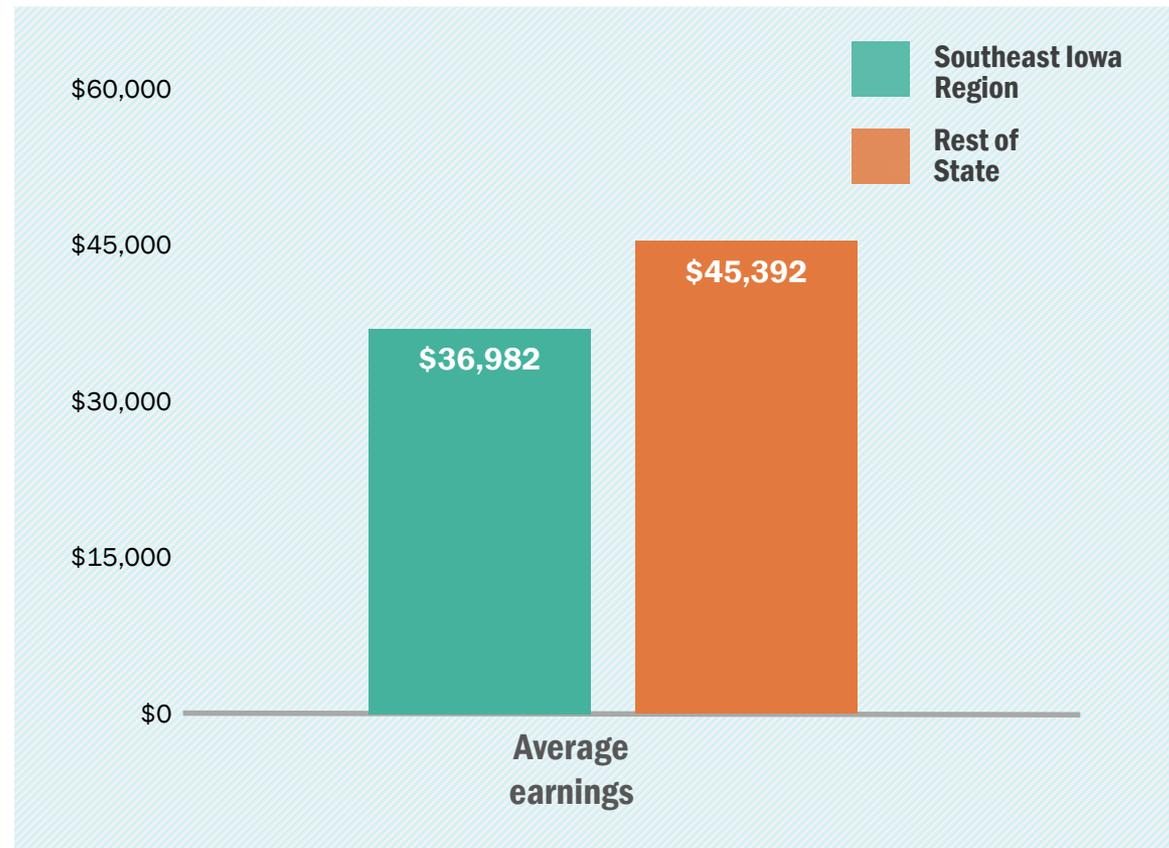
## Labor force

# Earnings per worker in 2014

### Questions:

- How does the region's average earnings compare to that of the rest of the state?
- What might be some driving factors for the differences?
- Do these represent potential strengths or challenges for the region?

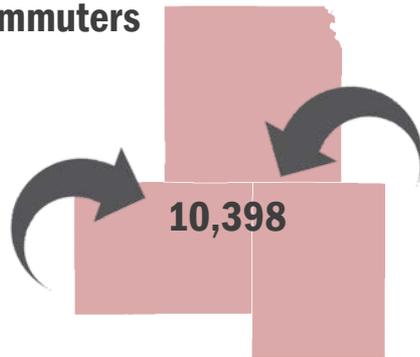
NOTE: Earnings include wages, salaries, supplements and earnings from partnerships and proprietorships.



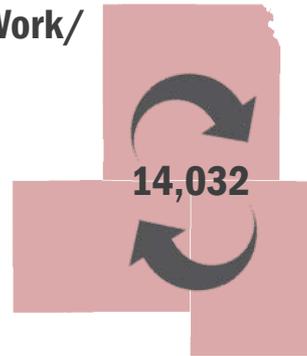
## Labor force

# Journey to Work

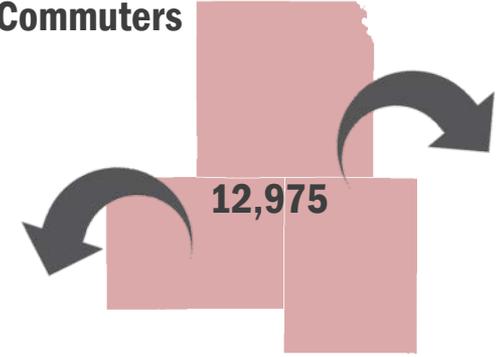
**In-Commuters**



**Same Work/  
Home**



**Out-Commuters**



Population	2013 Jobs	Proportion
Employed in Region	24,430	100.0%
Employed in Region but Living Outside	10,398	42.6%
Employed and Living in Region	14,032	57.4%

Population	2013 Jobs	Proportion
Region Residents	27,007	100.0%
Employed Outside Region but Living in Region	12,975	48.0%
Employed and Living in Region	14,032	52.0%

### Questions:

- How many people employed in the region actually reside outside the region? How many who live in the region commute to jobs outside the region?
- What are the implications for the region's economic development efforts?

# 05 industry and occupation

**Establishments**

---

**Employment by industry**

---

**Cluster analysis**

---

**Top occupations**

---

**STEM occupations**

## Industry and occupation

# Establishments

### Components of Change for Establishments 2000-2011

Establishments Launched	6,148
Establishments Closed	3,827
Net Change	2,321
Net Migration (Establishments moving into the region minus establishments moving out of the region)	62
Total Change	2,383
Percent Change	48.5%

An establishment is a physical business location.

Branches, standalones and headquarters are all considered types of establishments.



### Definition of Company Stages



## Industry and occupation

# Establishments

### Number of Establishments by Company Stages

	2000		2011	
Stage	Establishments	Proportion	Establishments	Proportion
Stage 0	1,790	36.5%	2,814	38.6%
Stage 1	2,550	51.9%	3,953	54.2%
Stage 2	530	10.8%	480	6.6%
Stage 3	34	0.7%	41	0.6%
Stage 4	6	0.1%	5	0.1%
<b>Total</b>	<b>4,910</b>	<b>100%</b>	<b>7,293</b>	<b>100.0%</b>

### Questions:

- What stage businesses have shaped the region's economic growth in the last 10 years?
- Which ones are growing or declining the most?
- Which stage of establishments are likely to shape the region's future economic growth?

## Industry and occupation

# Establishments

### Number of Jobs by Company Stages

Year	2000	2011	% Change
Stage 0	1,790	2,814	57.2%
Stage 1	8,683	11,512	32.6%
Stage 2	12,962	12,522	-3.4%
Stage 3	6,026	7,509	24.6%
Stage 4	3,850	3,815	-0.9%
<b>Total</b>	<b>33,311</b>	<b>38,172</b>	<b>14.6%</b>

### Sales (\$ 2012) by Company Stages

Year	2000	2011	% Change
Stage 0	\$223,636,340	\$197,046,152	-11.9%
Stage 1	\$1,199,980,015	\$940,227,172	-21.6%
Stage 2	\$1,742,622,059	\$1,246,775,777	-28.5%
Stage 3	\$766,483,530	\$770,872,441	0.6%
Stage 4	\$666,894,567	\$353,744,618	-47%
<b>Total</b>	<b>\$4,599,616,512</b>	<b>\$3,508,666,160</b>	<b>-23.7%</b>

### Questions:

- What establishments are the most numerous based on company stages?
- What stages have experienced the largest growth? The greatest decline?
- What company stage employs the largest number of people?
- What stage captures the most sales?
- Which ones have experienced the greatest percentage loss over the 2000-11 period?

## Industry and occupation

# Top ten industry sector employment growth

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
21	Mining, Quarrying, and Oil and Gas Extraction	61	108	47	77%	20%
52	Finance and Insurance	1,488	2,244	756	51%	11%
42	Wholesale Trade	961	1,310	349	36%	8%
53	Real Estate and Rental and Leasing	732	929	197	27%	12%
71	Arts, Entertainment, and Recreation	426	505	79	19%	11%
31	Manufacturing	3,861	4,348	487	13%	5%
51	Information	429	460	31	7%	-12%
11	Crop and Animal Production	2,657	2,827	170	6%	3%
62	Health Care and Social Assistance	2,840	2,962	122	4%	6%
81	Other Services (except Public Administration)	2,001	2,031	30	1%	7%

### Questions:

- What regional industry sectors have seen the greatest growth?
- Did they grow at the same rate as the state?
- What factors are causing the growth?

## Industry and occupation

# Top ten industry sector employment decline

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
55	Management of Companies and Enterprises	235	169	-66	-28%	27%
54	Professional, Scientific, and Technical Services	1,866	1,511	-355	-19%	8%
22	Utilities	74	60	-14	-19%	-5%
56	Administrative and Support and Waste Management and Remediation Services	1,310	1,065	-245	-19%	12%
61	Educational Services	1,496	1,436	-60	-4%	18%
72	Accommodation and Food Services	2,378	2,334	-44	-2%	4%
44	Retail Trade	3,919	3,876	-43	-1%	1%
90	Government	4,764	4,750	-14	0%	2%
23	Construction	2,233	2,228	-5	0%	2%
48	Transportation and Warehousing	1,691	1,700	9	1%	6%

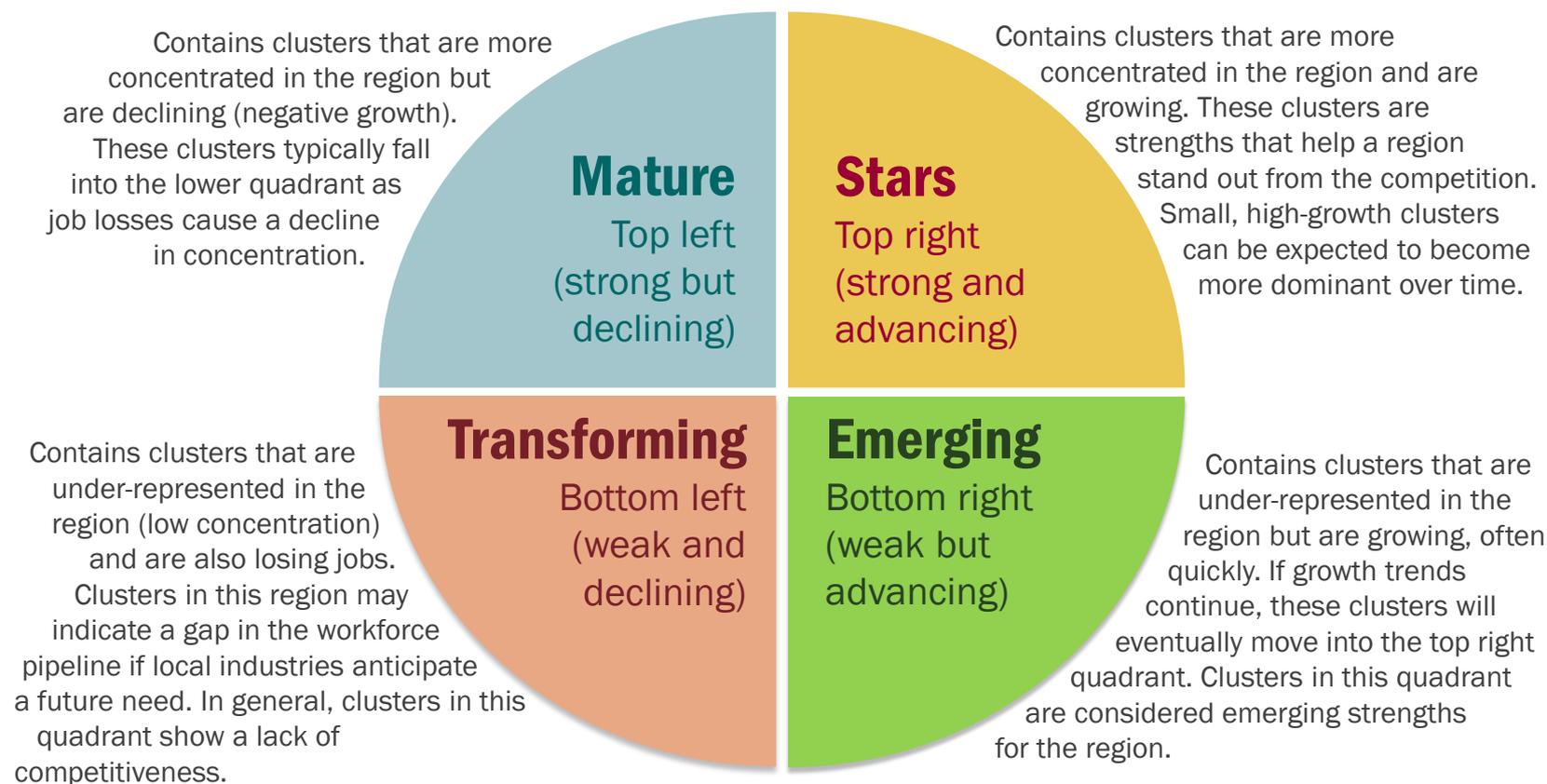
### Questions:

- How does the industry sector make-up of the region compare to the rest of the state?
- Which industry sectors are growing and declining the most in employment?

## Industry cluster analysis

# How to interpret cluster data results

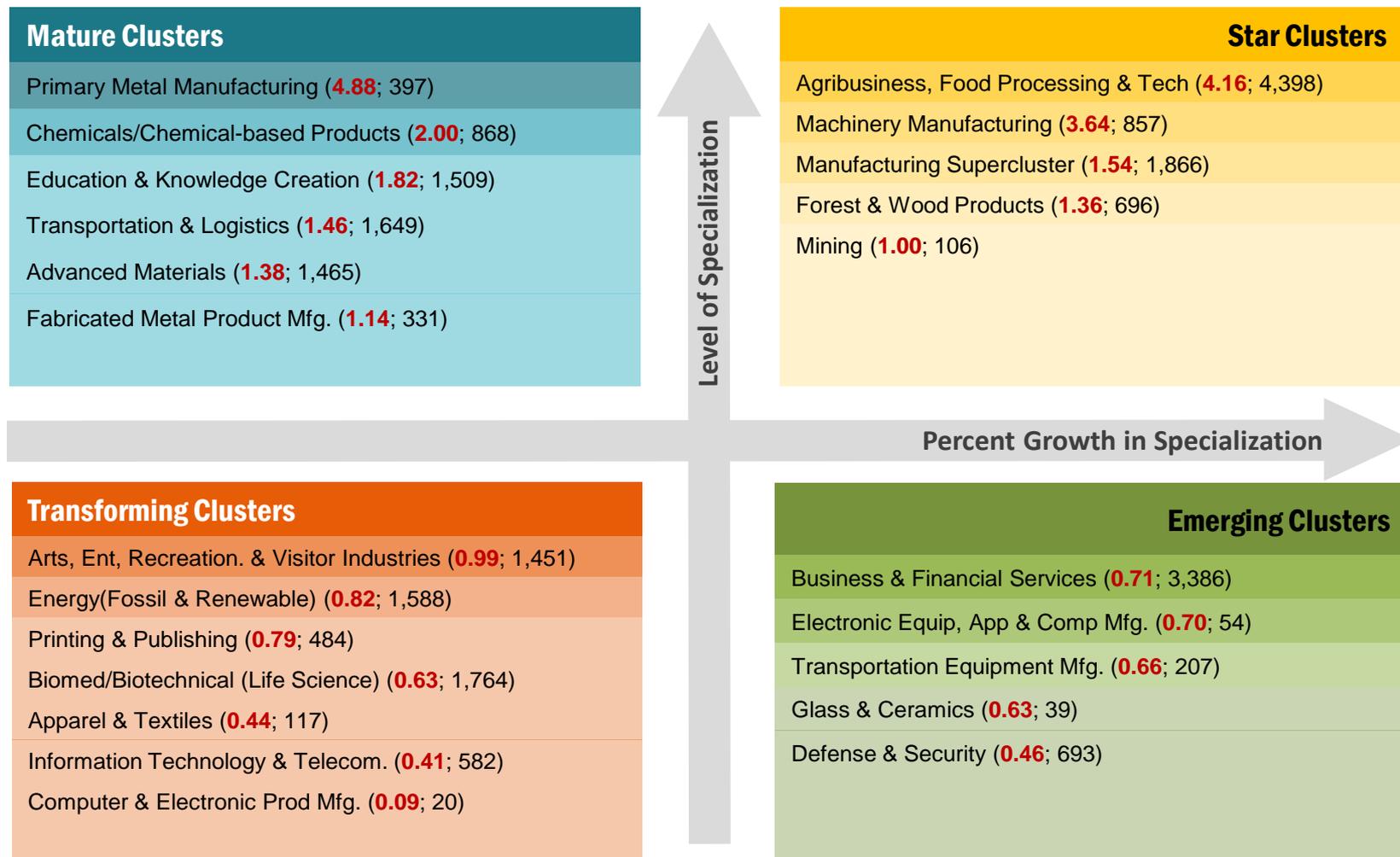
The graph's four quadrants tell a different story for each cluster.



# Distribution of clusters in the Region by quadrants



## Industry cluster analysis

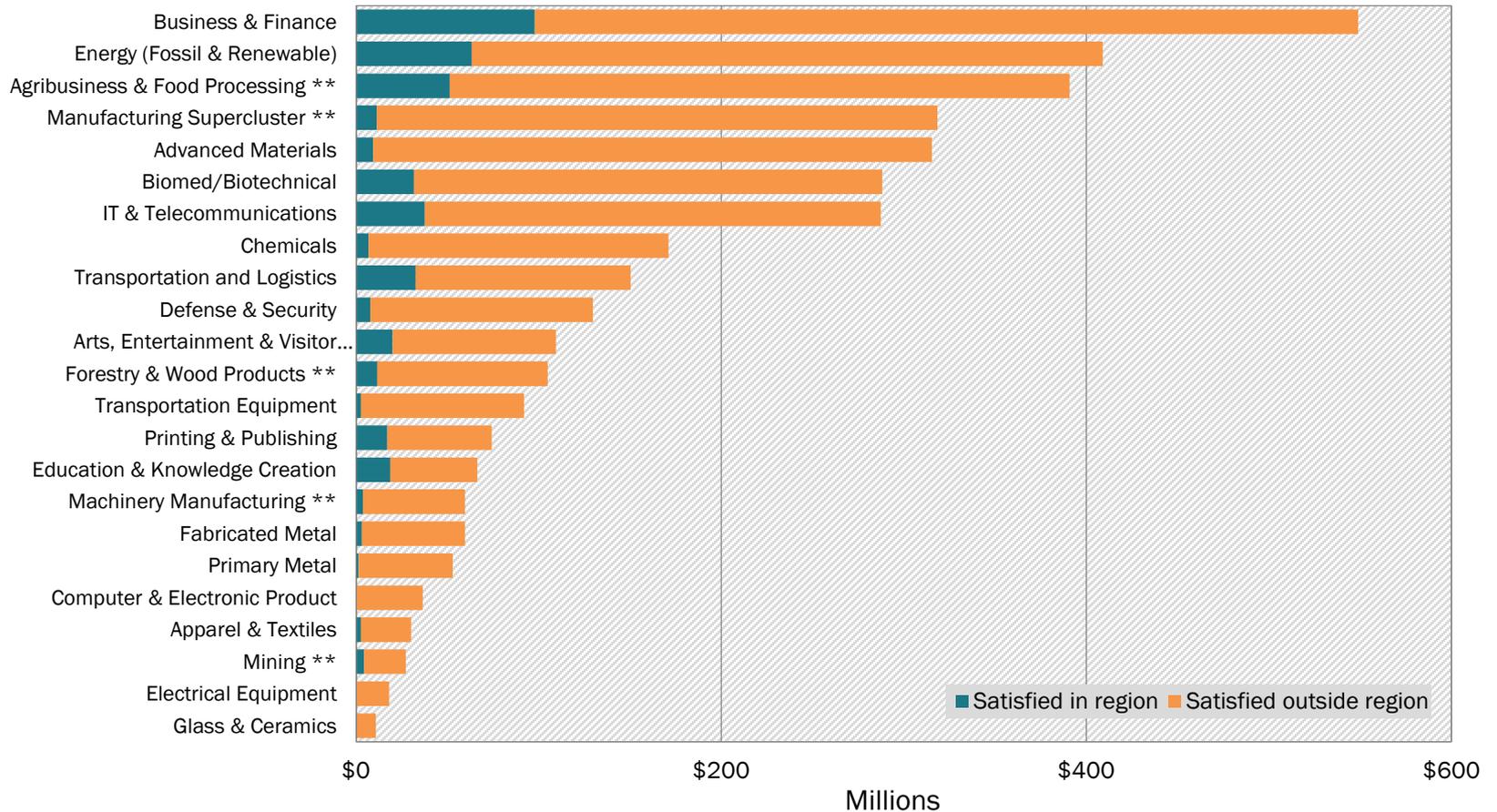


### section 02

NOTE: The first number after each cluster represents its location quotient while the second number represents the number of total jobs (full and part time jobs by place of work) in that cluster in the region in 2014. The clusters are sorted in decreasing order by location quotient.

## Industry Clusters: Leakages

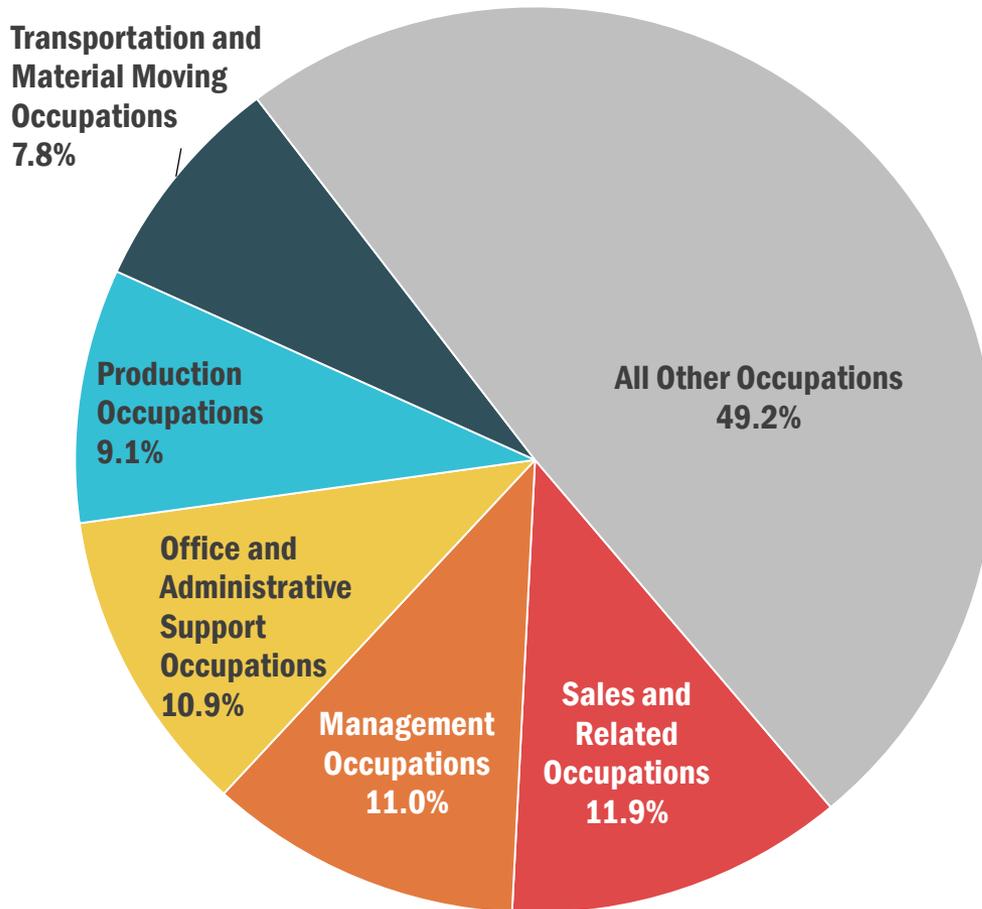
# Regional requirements, 2013



Note: \*\* shows Star clusters

## Industry and occupation

# Top five occupations in 2014

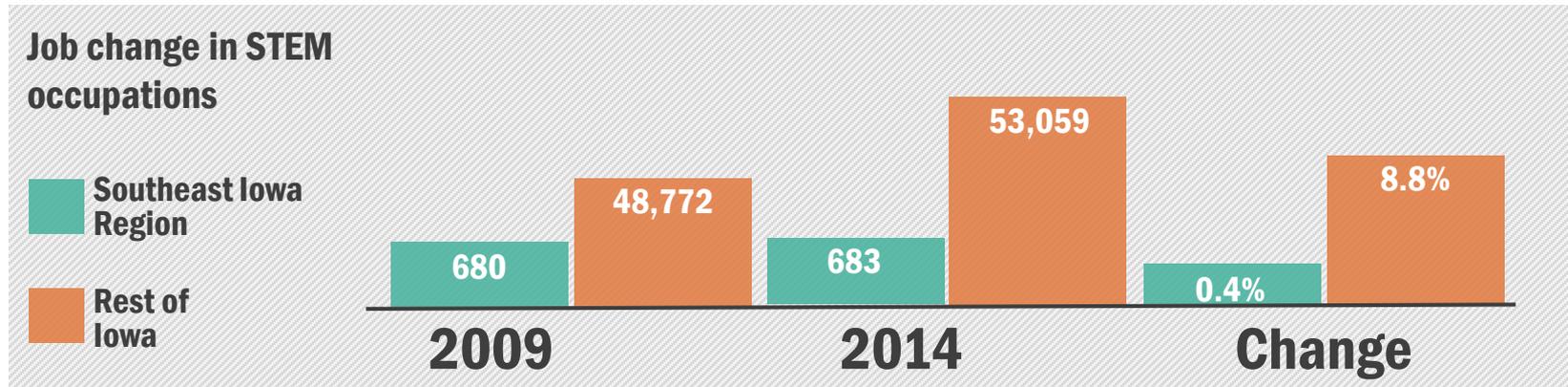


### Questions:

- What are the education and skill requirements for these occupations?
- Do the emerging and star clusters align with the top occupations?
- What type salaries do these occupations typically provide?

## Industry and occupation

# Science, Technology, Engineering & Math



## Questions:

- How do STEM jobs compare to the state?
- What has been the trend of STEM jobs over time?
- How important are STEM jobs to the region's Star and Emerging clusters?

# Report Contributors

This report was prepared by the Purdue Center for Regional Development, in partnership with the Southern Rural Development Center and USDA Rural Development, in support of the Stronger Economies Together program.



## Report Authors

Bo Beaulieu, PhD  
Indraneel Kumar, PhD  
Andrey Zhalnin, PhD



## Data Analysis

Ayoung Kim  
Francisco Scott



## Report Design

Tyler Wright

This report was supported, in part, by grant from the USDA Rural Development through the auspices of the Southern Rural Development Center. It was produced in support of the Stronger Economies Together (SET) program.

**PURDUE**  
UNIVERSITY



**Center for Regional Development**  
Advancing Collaboration : Energizing Regions

The Purdue Center for Regional Development (PCRD) seeks to pioneer new ideas and strategies that contribute to regional collaboration, innovation and prosperity.

**For more information,**  
please contact:

Dr. Bo Beaulieu,  
PCRD Director:  
[ljb@purdue.edu](mailto:ljb@purdue.edu)

Or

765-494-7273

September 2015