

# Iowa City Area Metrics

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*A report of eighteen metrics detailing the economic growth and stability of the ICAD Group service territory since 2002*

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*Compiled by the University of Northern Iowa Institute for Decision Making  
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**Overview:**

The most current available data has been utilized for each of the metrics. Unfortunately, there are some limitations and challenges in obtaining useful data for a few of the metrics. The release of the 2010 Census data over the next several years will allow for more accurate demographic data to be available for a period of time. The release of the American Community Survey by the Census Bureau will provide an affordable data source for many of ICAD Group’s metrics in future years when the decennial Census data is no longer the most current.

The geography selected for each metric varies depending on the availability of the data. Where possible, the geography of ICAD Group’s service area is used. The area consists of all of Johnson County and the places of Kalona, Tipton, West Branch and West Liberty. Unfortunately, there is limited data available for the Amana Colonies. Multiple geographies are presented for some metrics.

Report compiled by the University of Northern Iowa Institute for Decision Making.

**#1 – Taxable Valuations**

**Residential Property**

Levy Authority	2002/03	2006/07	% Change '03-'07	2010/11	% Change '07-'11
Johnson County	\$2,039,885,189	\$5,870,327,359	187.8%	\$7,187,127,531	22.4%
Coralville	\$265,180,549	\$874,589,316	229.8%	\$1,082,676,063	23.8%
Iowa City	\$998,643,120	\$2,643,920,354	164.8%	\$3,123,398,460	18.1%
North Liberty	\$79,497,411	\$418,306,930	426.2%	\$717,137,985	71.4%
Solon	\$24,998,378	\$79,633,660	218.6%	\$116,361,820	46.1%
Tiffin	\$8,313,989	\$75,545,330	808.7%	NA	NA
West Branch	\$32,236,588	\$84,898,430	163.4%	\$103,099,070	21.4%
Kalona	\$35,433,791	\$101,348,900	186.0%	\$123,864,300	22.2%
Tipton	\$39,906,213	\$110,108,600	175.9%	\$123,505,380	12.2%
West Liberty	\$35,624,324	\$101,524,340	185.0%	\$112,155,300	10.5%
<b>Total Region</b>	<b>\$2,183,086,105</b>	<b>\$6,268,207,629</b>	<b>187.1%</b>	<b>\$7,649,751,581</b>	<b>22.0%</b>

(Source: Iowa Department of Management)

## Iowa City Area Metrics with Notes and Sources

### Commercial Property

Levy Authority	2002/03	2006/07	% Change '03-'07	2010/11	% Change '07-'11
Johnson County	\$1,144,966,881	\$1,843,329,904	61.0%	\$2,257,121,342	22.4%
Coralville	\$193,233,854	\$577,113,208	198.7%	\$720,174,471	24.8%
Iowa City	\$832,923,678	\$1,036,463,292	24.4%	\$1,159,424,160	11.9%
North Liberty	\$31,041,344	\$111,220,549	258.3%	\$201,169,189	80.9%
Solon	\$10,944,971	\$11,457,807	4.7%	\$16,198,304	41.4%
Tiffin	\$3,065,073	\$7,189,163	134.6%	NA	NA
West Branch	\$13,063,915	\$36,673,790	180.7%	\$50,305,462	37.2%
Kalona	\$13,243,001	\$18,911,600	42.8%	\$22,738,600	20.2%
Tipton	\$20,185,490	\$25,475,770	26.2%	\$27,822,490	9.2%
West Liberty	\$9,454,428	\$12,412,130	31.3%	\$15,949,860	28.5%
<b>Total Region</b>	<b>\$1,200,913,715</b>	<b>\$1,936,803,194</b>	<b>61.3%</b>	<b>\$2,373,937,754</b>	<b>22.6%</b>

(Source: Iowa Department of Management)

### Industrial Property

Levy Authority	2002/03	2006/07	% Change '03-'07	2010/11	% Change '07-'11
Johnson County	\$69,465,914	\$101,398,470	46.0%	\$129,873,567	28.1%
Coralville	\$10,318,383	\$14,880,440	44.2%	\$24,913,251	67.4%
Iowa City	\$51,345,260	\$65,878,350	28.3%	\$77,679,970	17.9%
North Liberty	\$646,361	\$12,760,680	1874.2%	\$13,885,250	8.8%
Solon	\$484,790	\$484,790	0.0%	\$812,600	67.6%
Tiffin	NA	NA	NA	NA	NA
West Branch	\$3,882,878	\$7,617,740	96.2%	\$13,918,580	82.7%
Kalona	\$2,391,530	\$4,910,670	105.3%	\$4,525,100	-7.9%
Tipton	\$4,767,892	\$5,885,656	23.4%	\$6,704,840	13.9%
West Liberty	\$5,916,112	\$6,381,980	7.9%	\$7,145,260	12.0%
<b>Total Region</b>	<b>\$86,424,326</b>	<b>\$126,194,516</b>	<b>46.0%</b>	<b>\$162,167,347</b>	<b>28.5%</b>

(Source: Iowa Department of Management)

Observations:

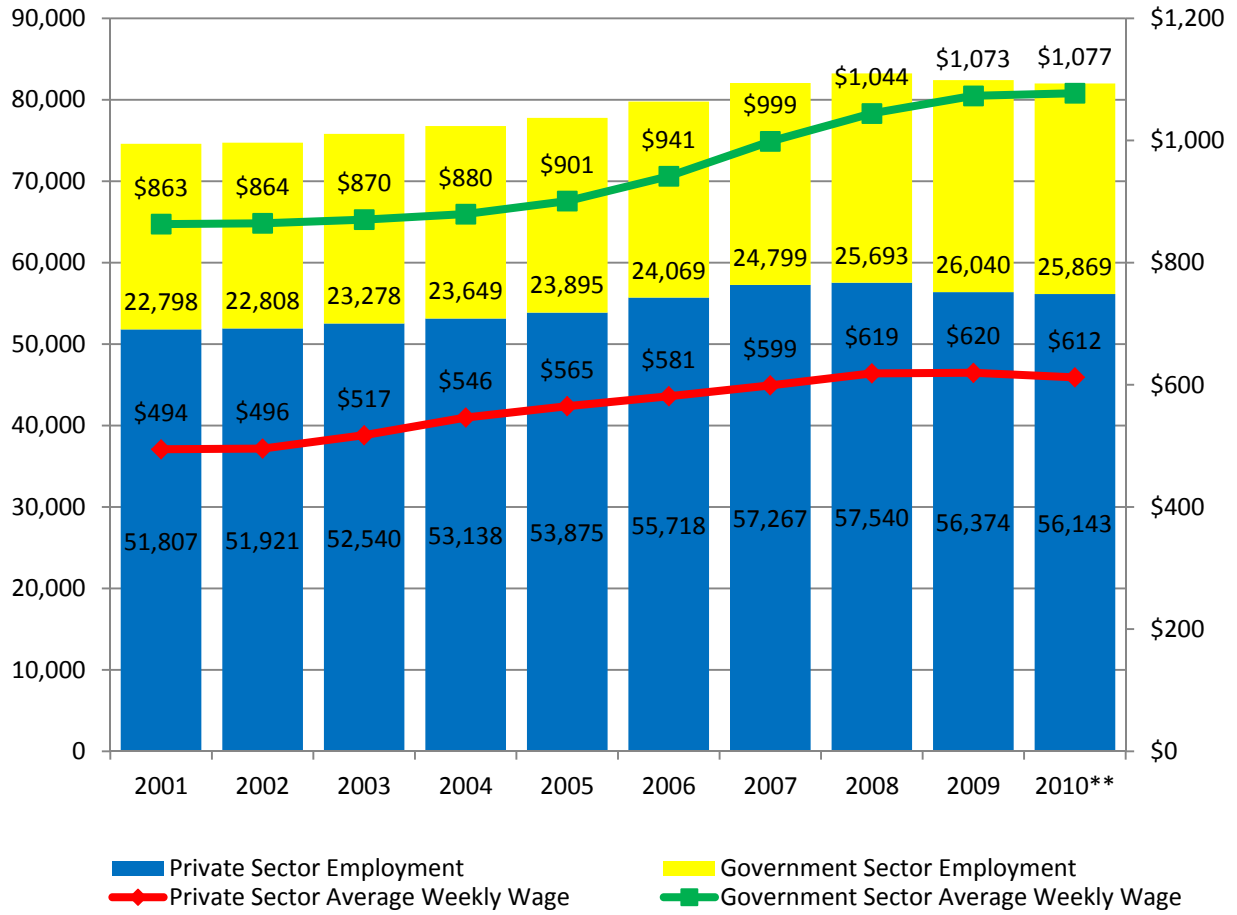
- Residential valuations for the total region increased 188% between 2002/03 and 2006/07 and 22% between 2006/07 and 2010/11.
- The 2002/03 through 2006/07 period was a high growth period for residential construction for the region, as also evidenced by the spike in building permits – see tables in Section 5 of this report.
- Commercial valuations for the total region increased 61% between 2002/03 and 2006/07 and 26% between 2006/07 and 2010/11.
- Industrial valuations for the total region increased 47% between 2002/03 and 2006/07 and 28% between 2006/07 and 2010/11.

Data Notes:

- Total Region includes Johnson County, Kalona, Tipton, West Branch and West Liberty.
- Iowa Department of Management does not report data prior to 2002/03.

#2 – Average Private Sector Wage

Iowa City MSA – Total Employment and Average Weekly Wage for Public Sector and Government Sector Employers

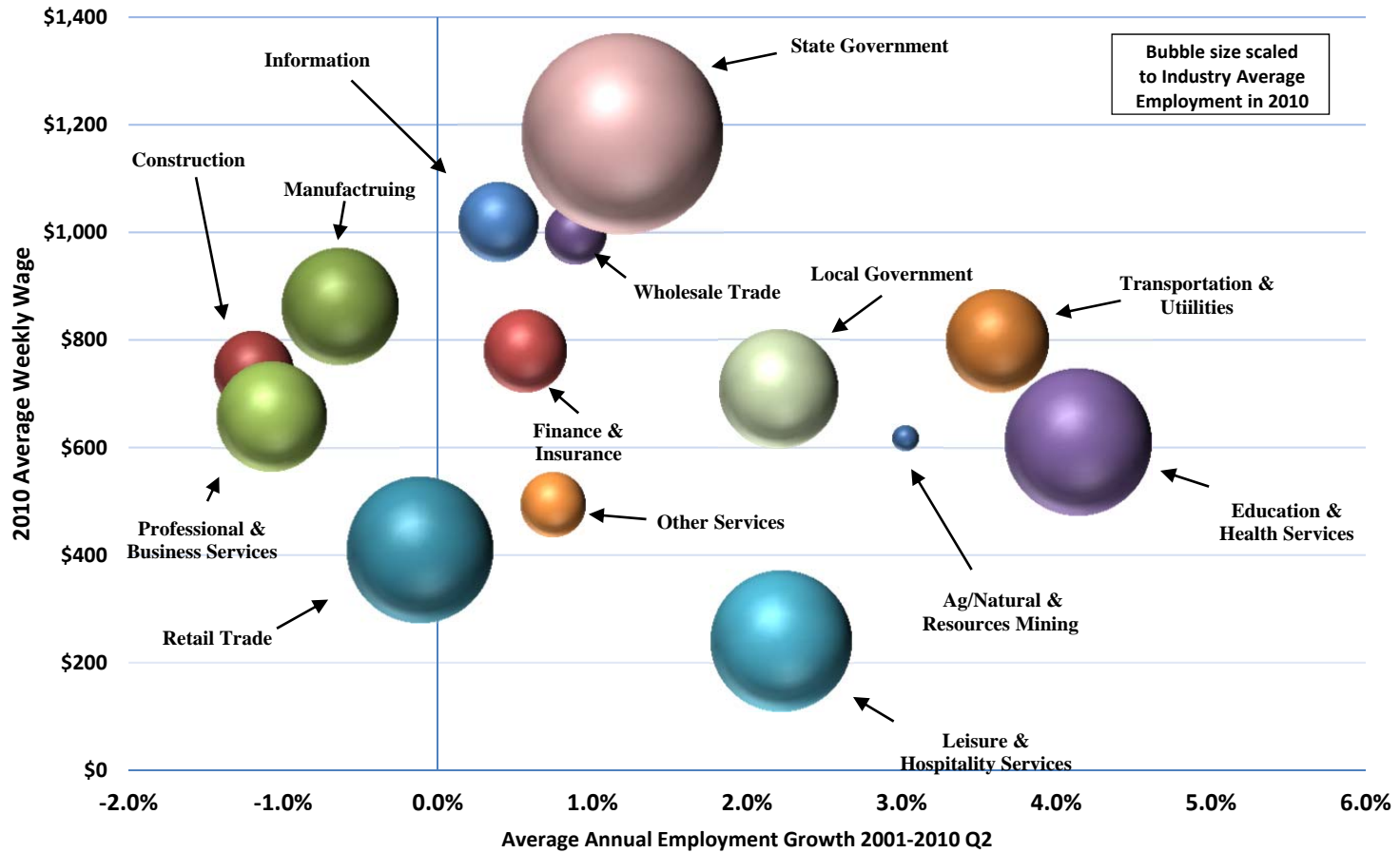


\*\* Quarterly average for first two quarters in 2010

(Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics & Iowa Workforce Development)



## Industry Sector Trends - Employment and Wages



\*\* Quarterly average for first two quarters in 2010

(Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics & Iowa Workforce Development)

## Iowa City Area Metrics with Notes and Sources

### Total Annual Employment

Industry	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010**
<b>Total</b>	74,604	74,729	75,818	76,787	77,770	79,787	82,066	83,232	82,413	82,012
<b>Private Total</b>	51,807	51,921	52,540	53,138	53,875	55,718	57,267	57,540	56,374	56,143
Ag/Natural & Resources Mining	240	261	273	301	240	255	314	311	322	297
Construction	3,178	3,242	3,238	3,418	3,562	3,754	3,489	3,214	3,097	2,811
Manufacturing	6,466	6,455	6,267	6,136	6,152	6,186	6,575	6,859	6,031	6,038
Trade	11,038	11,069	11,137	11,339	11,204	11,013	11,192	11,361	11,366	11,044
Wholesale Trade	1,567	1,609	1,661	1,748	1,553	1,567	1,608	1,642	1,672	1,682
Retail Trade	9,471	9,460	9,477	9,591	9,651	9,446	9,584	9,719	9,694	9,362
Transportation and Utilities	3,481	3,495	4,178	4,465	4,436	4,691	4,938	4,755	4,552	4,705
Information	2,821	2,818	2,415	2,731	3,007	2,778	2,882	2,828	2,643	2,830
Finance and Insurance	2,826	2,818	2,831	2,918	2,784	2,904	2,925	2,932	3,014	2,964
Professional and Business Services	6,115	6,126	5,149	4,734	4,585	5,342	5,194	5,330	5,011	5,357
Education and Health Services	6,742	6,699	8,092	8,122	8,590	8,821	9,058	9,170	9,578	9,570
Leisure and Hospitality	7,157	7,206	7,243	7,214	7,591	8,193	8,909	8,912	8,848	8,672
Other Services	1,743	1,734	1,717	1,762	1,726	1,782	1,792	1,868	1,914	1,859
<b>Government Total</b>	22,798	22,808	23,278	23,649	23,895	24,069	24,799	25,693	26,040	25,869
Federal Government	1,628	1,629	1,649	1,610	1,603	1,590	1,563	1,594	1,870	1,814
State Government	16,066	16,061	16,369	16,641	16,689	16,875	17,470	18,227	18,212	17,848
Local Government	5,104	5,119	5,260	5,399	5,604	5,604	5,766	5,872	5,958	6,208

\*\* Quarterly average for first two quarters in 2010

(Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics & Iowa Workforce Development)

## Iowa City Area Metrics with Notes and Sources

### Annual Average Weekly Wage

Industry	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010**
Total	\$607	\$608	\$626	\$649	\$668	\$690	\$720	\$750	\$763	\$759
Private Total	\$494	\$496	\$517	\$546	\$565	\$581	\$599	\$619	\$620	\$612
Ag/Natural & Resources Mining	\$534	\$517	\$538	\$550	\$623	\$631	\$604	\$640	\$656	\$618
Construction	\$647	\$649	\$670	\$686	\$707	\$731	\$753	\$793	\$782	\$744
Manufacturing	\$707	\$706	\$737	\$779	\$819	\$821	\$820	\$813	\$819	\$863
Trade	\$405	\$407	\$427	\$439	\$445	\$465	\$485	\$504	\$516	\$500
Wholesale Trade	\$726	\$731	\$781	\$802	\$884	\$923	\$966	\$991	\$1,012	\$999
Retail Trade	\$351	\$352	\$365	\$372	\$375	\$389	\$404	\$422	\$430	\$411
Transportation and Utilities	\$702	\$702	\$720	\$796	\$847	\$870	\$857	\$878	\$822	\$799
Information	\$710	\$711	\$804	\$825	\$895	\$831	\$876	\$956	\$991	\$1,020
Finance and Insurance	\$567	\$571	\$635	\$653	\$675	\$700	\$725	\$756	\$777	\$781
Professional and Business Services	\$498	\$498	\$476	\$513	\$522	\$608	\$643	\$657	\$686	\$659
Education and Health Services	\$482	\$486	\$520	\$547	\$553	\$580	\$606	\$630	\$648	\$612
Leisure and Hospitality	\$184	\$184	\$187	\$196	\$197	\$209	\$237	\$252	\$249	\$241
Other Services	\$418	\$419	\$426	\$441	\$449	\$451	\$474	\$498	\$499	\$495
Government Total	\$863	\$864	\$870	\$880	\$901	\$941	\$999	\$1,044	\$1,073	\$1,077
Federal Government	\$1,082	\$1,084	\$1,275	\$1,110	\$1,015	\$1,102	\$1,233	\$1,263	\$1,200	\$1,294
State Government	\$942	\$942	\$927	\$956	\$992	\$1,035	\$1,097	\$1,142	\$1,179	\$1,184
Local Government	\$547	\$552	\$569	\$574	\$596	\$614	\$636	\$683	\$711	\$709

\*\* Quarterly average for first two quarters in 2010

(Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics & Iowa Workforce Development)

**#3 – Total Population**

**Iowa City MSA**

Year	Iowa City MSA	Percentage Change		
	Population	Iowa City MSA	Iowa	United States
1990	115,731			
2000	131,676	13.8%	5.4%	13.2%
2010	152,586	15.9%	4.1%	9.7%

\*\* Using the most current Metropolitan Area definition  
(Source: 1990, 2000 and 2010 Census, Bureau of Census)

**Johnson County, Kalona, Tipton,  
West Branch and West Liberty combined**

Year	ICAD Group Service Area	Percentage Change		
	Population	ICAD Group Service Area	Iowa	United States
1990	105,902			
2000	121,888	15.1%	5.4%	13.2%
2010	137,088	12.5%	4.1%	9.7%

(Source: 1990, 2000 and 2010 Census, Bureau of Census)

Observations:

- Population growth rates for the Iowa City MSA and the ICAD Group Service Area outpaced Iowa and the United States.

Data Notes:

- Decennial Census data is used for the most current year, however if the metrics are updated in the future other data sources such as the American Community Survey or Census Annual Population Estimates will need to be used. Each of these sources will present challenges based on the geography that is selected related to the age distribution of the population and the use of a single year versus a multiple year estimate.
- There is very limited population data on the Amanas.

**#3.1 – Age Distribution of Total Population**

(1990, 2000 & 2009)

**Johnson County, Kalona, Tipton,  
West Branch and West Liberty combined**

Age Groups	Population		
	1990	2000	2009**
17 and Under	22,022	25,153	27,150
18 to 24	24,589	26,903	33,813
25 to 34	21,110	19,895	18,689
35 to 44	15,200	17,357	17,124
45 to 54	8,042	14,833	16,296
55 to 64	5,980	7,543	12,053
65 and Older	8,959	10,204	11,963
	105,902	121,888	137,088

\*\* 2005-2009 American Community Survey 5-Year Estimates

(Source: 1990 and 2000 Census, and American Community Survey, Bureau of Census)

**Johnson County, Kalona, Tipton, West Branch  
West Liberty combined, Compared with Iowa and the United States**

Age Groups	ICAD Service Area			Iowa			United States		
	1990	2000	2009**	1990	2000	2009**	1990	2000	2009**
17 and Under	20.8%	20.6%	19.8%	25.9%	25.1%	23.8%	25.6%	25.7%	24.6%
18 to 24	23.2%	22.1%	24.7%	10.2%	10.2%	10.8%	10.8%	9.6%	9.9%
25 to 34	19.9%	16.3%	13.6%	15.4%	12.4%	11.9%	17.4%	14.2%	13.4%
35 to 44	14.4%	14.2%	12.5%	14.2%	15.2%	13.0%	15.1%	16.0%	14.2%
45 to 54	7.6%	12.2%	11.9%	9.9%	13.4%	14.7%	10.1%	13.4%	14.5%
55 to 64	5.6%	6.2%	8.8%	9.0%	8.8%	11.1%	8.5%	8.6%	10.8%
65 and Older	8.5%	8.4%	8.7%	15.3%	14.9%	14.7%	12.6%	12.4%	12.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\*\* 2005-2009 American Community Survey 5-Year Estimates

(Source: 1990 and 2000 Census, and American Community Survey, Bureau of Census)

Observations:

- Population growth rates for the Iowa City MSA and the ICAD Group Service Area outpaced Iowa and the United States.

Data Notes:

- At the present time, population by age data has not been released for the 2010 Census so American Community Survey data is used.
- The “ICAD Group Service Area” geography is used. If the MSA geography is used instead the number and the percentage distribution of the population would be higher in the older age categories.

#4 – Labor Force Growth

**Civilian Labor Force – Place of Residence\*\***

Year	Iowa City MSA		Iowa	United States
	# (000s)	% change	% change	% change
2000	78.9			
2001	80.9	2.5%	1.3%	0.8%
2002	84.5	4.5%	0.6%	0.8%
2003	84.6	0.1%	-1.5%	1.1%
2004	85.0	0.5%	0.1%	0.6%
2005	85.9	1.1%	1.1%	1.3%
2006	87.8	2.2%	1.6%	1.4%
2007	89.5	1.9%	0.4%	1.1%
2008	91.2	1.9%	1.1%	0.8%
2009	92.1	1.0%	-0.3%	-0.1%
2010	92.2	0.1%	-0.2%	-0.2%

\*\* Individuals who live in the MSA who are employed or unemployed  
(Sources: Iowa Workforce Development and Bureau of Labor Statistics)

**Total Employment – Place of Residence\*\***

Year	Iowa City MSA		Iowa	United States
	# (000s)	% change	% change	% change
2000	77.4			
2001	79.1	2.2%	0.7%	0.0%
2002	82.1	3.8%	-0.1%	-0.3%
2003	82.0	-0.1%	-2.0%	0.9%
2004	81.9	-0.1%	-0.2%	1.1%
2005	83.1	1.5%	1.5%	1.8%
2006	85.5	2.9%	2.2%	1.9%
2007	87.0	1.8%	0.4%	1.1%
2008	88.2	1.4%	0.4%	-0.5%
2009	88.2	0.0%	-1.9%	-3.8%
2010	88.0	-0.2%	-0.4%	-0.6%

\*\* Individuals who live in the MSA who are employed  
(Sources: Iowa Workforce Development and Bureau of Labor Statistics)

**Total Nonfarm Employment – Place of Work**

Year	Iowa City MSA		Iowa	United States
	# (000s)	% change	% change	% change
2000	78.9			
2001	80.4	1.9%	-0.9%	0.0%
2002	82.5	2.6%	-1.3%	-0.3%
2003	83.6	1.3%	-0.5%	0.9%
2004	84.6	1.2%	1.2%	1.1%
2005	85.8	1.4%	1.6%	1.8%
2006	87.7	2.2%	1.6%	1.9%
2007	89.9	2.5%	0.9%	1.1%
2008	91.2	1.5%	0.4%	-0.5%
2009	90.1	-1.2%	-3.0%	-3.8%
2010	89.7	-0.4%	-0.6%	-0.6%

\*\* Individuals who work in the MSA

(Sources: Iowa Workforce Development and Bureau of Labor Statistics)



**5 – Residential Building Permits**

**Number of Residential Buildings**

Geography	Year									
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Johnson Co. unincorporated	117	82	103	110	99	87	48	48	51	54
Coralville	143	211	214	183	128	114	104	73	48	62
Iowa City	188	210	252	338	263	301	189	180	162	173
North Liberty	101	101	178	300	371	319	312	266	292	256
Solon	8	22	21	22	36	34	36	16	26	31
Tiffin	30	28	24	25	44	41	24	34	26	23
West Branch	18	10	8	8	7	5	10	11	9	8
Kalona	14	13	12	15	9	21	11	14	14	11
Tipton	5	13	7	8	8	6	5	4	3	5
West Liberty	1	1	13	25	26	24	21	4	3	2
<b>Total</b>	<b>625</b>	<b>691</b>	<b>832</b>	<b>1,034</b>	<b>981</b>	<b>952</b>	<b>760</b>	<b>668</b>	<b>634</b>	<b>625</b>

(Source: U.S. Bureau of the Census)

**Number of Residential Units**

Geography	Year									
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Johnson Co. unincorporated	117	82	103	110	99	87	48	48	51	54
Coralville	295	377	330	234	134	128	107	73	48	62
Iowa City	432	471	526	741	436	445	337	282	271	208
North Liberty	200	132	251	355	537	423	461	308	314	267
Solon	8	22	21	22	36	57	36	16	36	31
Tiffin	78	90	25	26	49	45	24	34	35	36
West Branch	18	21	19	14	22	19	10	11	12	8
Kalona	14	16	16	15	20	21	11	14	14	11
Tipton	5	13	8	9	9	6	5	4	3	5
West Liberty	1	1	13	34	33	28	25	4	3	2
<b>Total</b>	<b>1,168</b>	<b>1,225</b>	<b>1,312</b>	<b>1,560</b>	<b>1,375</b>	<b>1,259</b>	<b>1,064</b>	<b>794</b>	<b>787</b>	<b>684</b>

(Source: U.S. Bureau of the Census)

**Residential Construction Cost (\$000)**

Geography	Year									
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Johnson Co. unincorporated	28,648	19,471	24,327	27,598	24,649	23,500	14,672	15,940	13,225	13,555
Coralville	26,408	41,276	34,728	37,047	29,968	24,033	26,208	20,052	12,942	16,355
Iowa City	41,097	49,812	54,304	107,774	66,664	69,668	55,056	50,478	45,266	41,150
North Liberty	15,323	14,283	23,250	35,528	53,590	51,564	56,027	45,230	45,609	41,471
Solon	955	3,191	3,194	3,781	7,510	9,691	8,379	3,921	5,342	5,499
Tiffin	8,100	6,783	2,880	3,000	4,915	4,741	3,800	6,015	5,373	4,732
West Branch	2,620	1,925	1,700	1,825	1,630	1,495	1,563	1,630	1,992	1,286
Kalona	1,779	1,909	1,742	2,159	1,755	2,902	2,286	2,108	1,928	1,515
Tipton	903	1,855	850	967	967	700	583	467	1,488	903
West Liberty	85	85	1,317	2,281	2,312	2,110	1,845	370	278	185
<b>Total**</b>	<b>125,917</b>	<b>140,590</b>	<b>148,293</b>	<b>221,961</b>	<b>193,958</b>	<b>190,403</b>	<b>170,420</b>	<b>146,182</b>	<b>133,443</b>	<b>127,069</b>

\*\*Totals may not sum exactly due to rounding  
 (Source: U.S. Bureau of the Census)



**#6 – Educational Attainment – Population 25 and Older**

**Johnson County, Kalona, Tipton, West Branch and West Liberty combined**

Educational Categories	1990		2000		2009**	
	#	%	#	%	#	%
Less than 9th grade	2,924	5.1%	2,630	3.8%	2,421	3.2%
9th to 12th grade, no diploma	3,200	5.6%	2,825	4.0%	2,258	3.0%
High school graduate (includes equivalency)	13,013	22.7%	14,938	21.3%	15,262	20.0%
Some college, no degree	10,001	17.4%	13,288	19.0%	13,215	17.4%
Associate degree	4,383	7.6%	5,200	7.4%	6,561	8.6%
Bachelor's degree	13,135	22.9%	17,317	24.7%	19,948	26.2%
Graduate or professional degree	10,747	18.7%	13,825	19.7%	16,460	21.6%
<b>Total</b>	<b>57,403</b>	<b>100.0%</b>	<b>70,023</b>	<b>100.0%</b>	<b>76,125</b>	<b>100.0%</b>

\*\* 2005-2009 American Community Survey 5-Year Estimates

(Source: 1990 and 2000 Census, and American Community Survey, Bureau of Census)

**Percentage Distribution of Population by Educational Attainment**

Educational Categories	ICAD Service Area			Iowa			United States		
	1990	2000	2009**	1990	2000	2009**	1990	2000	2009**
Less than 9th grade	5.1%	3.8%	3.2%	9.2%	6.0%	4.1%	10.4%	7.5%	6.4%
9th to 12th grade, no diploma	5.6%	4.0%	3.0%	10.7%	8.7%	6.3%	14.4%	12.1%	9.1%
High school graduate (includes equivalency)	22.7%	21.3%	20.0%	38.5%	36.2%	34.9%	30.0%	28.6%	29.3%
Some college, no degree	17.4%	19.0%	17.4%	17.0%	20.2%	21.1%	18.7%	21.0%	20.3%
Associate degree	7.6%	7.4%	8.6%	7.7%	6.8%	9.5%	6.2%	6.3%	7.4%
Bachelor's degree	22.9%	24.7%	26.2%	11.7%	14.6%	16.8%	13.1%	15.5%	17.4%
Graduate or professional degree	18.7%	19.7%	21.6%	5.2%	7.5%	7.4%	7.2%	8.9%	10.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

\*\* 2005-2009 American Community Survey 5-Year Estimates

(Source: 1990 and 2000 Census, and American Community Survey, Bureau of Census)



**#7 – School Enrollment**

**Public School Enrollment**

District	Year									
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Iowa City	10,320	10,288	10,613	10,637	10,724	11,058	11,454	11,288	11,553	11,631
Solon	1,071	1,093	1,149	1,162	1,198	1,232	1,225	1,254	1,274	1,319
Clear Creek Amana	1,241	1,283	1,312	1,352	1,387	1,413	1,428	1,501	1,560	1,690
Tipton	849	829	806	846	870	897	869	881	864	894
Mid-Prairie	1,182	1,170	1,200	1,184	1,203	1,191	1,223	1,209	1,222	1,205
West Liberty	1,103	1,095	1,093	1,115	1,184	1,121	1,107	1,135	1,124	1,146
West Branch	816	796	784	767	768	762	762	767	793	819

(Source: Iowa Department of Education)

**Private School Enrollment**

District	Year					
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Willowwind School				36	54	49
Regina Jr/Sr High	420	432	425	424	388	391
Regina Elementary	491	496	474	466	440	435
Iowa Mennonite	147	131	142	134	119	119
Scattergood Friends	22	20	20	14	9	16

(Source: Iowa Department of Education)

Observations:

- The Iowa City district has experienced steady growth since 2001-02.
- Most of the other districts have also experienced growth overall, although a few have experienced slight declines in various years.
- Private schools have seen overall declines in enrollment since 2005-06.

Data Notes:

- No data is provided by the Dept. of Education for private schools prior to 2005-06.

**#8 – Per Capita Personal Income**

**Per Capita Personal Income (in dollars)**

Area	Year								
	2000	2001	2002	2003	2004	2005	2006	2007	2008
Iowa City MSA	30,008	29,678	30,182	30,616	32,372	33,066	35,038	37,092	38,273
% change		-1.10%	1.70%	1.44%	5.74%	2.14%	5.96%	5.86%	3.18%
State of Iowa	27,293	27,898	28,834	29,450	31,689	32,331	33,885	35,755	37,509
% change		2.22%	3.36%	2.14%	7.60%	2.03%	4.81%	5.52%	4.91%
United States	30,318	31,145	31,462	32,271	33,881	35,424	37,698	39,392	40,166
% change		2.73%	1.02%	2.57%	4.99%	4.55%	6.42%	4.49%	1.96%

(Source: Bureau of Economic Analysis, U.S. Dept. of Commerce)

**Observations:**

- Per capita personal income in the Iowa City MSA has remained higher than per capital personal income for the state of Iowa, but below that for the United States.
- After experiencing a decline in per capital personal income between 2000 and 2001, the Iowa City MSA has seen increases every year since then.

**#9 – Cost of Living**

**ACCRA Cost of Living 2010**

Area in Iowa	Composite Index	Grocery Items	Housing	Utilities	Transportation	Health Care	Misc. Goods and Services
Ames MSA	96.7	93.7	104.5	82.5	101.8	98.2	93.7
Burlington Micro.	96.9	93.8	94.4	108.9	98.6	89.8	97.1
Cedar Rapids MSA	92.0	94.8	78.9	101.9	97.1	94.3	97.5
Davenport-Moline-Rock Island MSA	96.7	98.7	98.4	81.6	104.3	97.7	96.8
Des Moines MSA	90.9	90.9	89.3	90.4	95.9	90.7	90.9
Dubuque MSA	95.8	98.0	86.1	105.3	99.6	96.3	99.4
Iowa City MSA	96.2	94.9	97.1	80.3	102.8	95.3	98.9
Mason City Micro.	89.0	89.3	72.9	105.8	99.5	94.7	94.1
Waterloo-Cedar Falls MSA	91.7	89.5	89.4	88.4	99.4	95.8	92.7

(Source: C2ER, ACCRA Cost of Living Index, 2010. U.S. “average” = 100)

**Observations:**

- The only category where Iowa City is higher than the national average is Transportation.
- Iowa City ranks second highest (most expensive) in the Misc. Goods and Services category, compared to the other areas in Iowa.
- Iowa City ranks lowest (least expensive) in the Utilities category compared to the other areas in Iowa. This could be marketed as a competitive advantage.

**#10 – Race and Ethnic Diversity - Johnson County, Kalona, Tipton, West Branch and West Liberty combined**

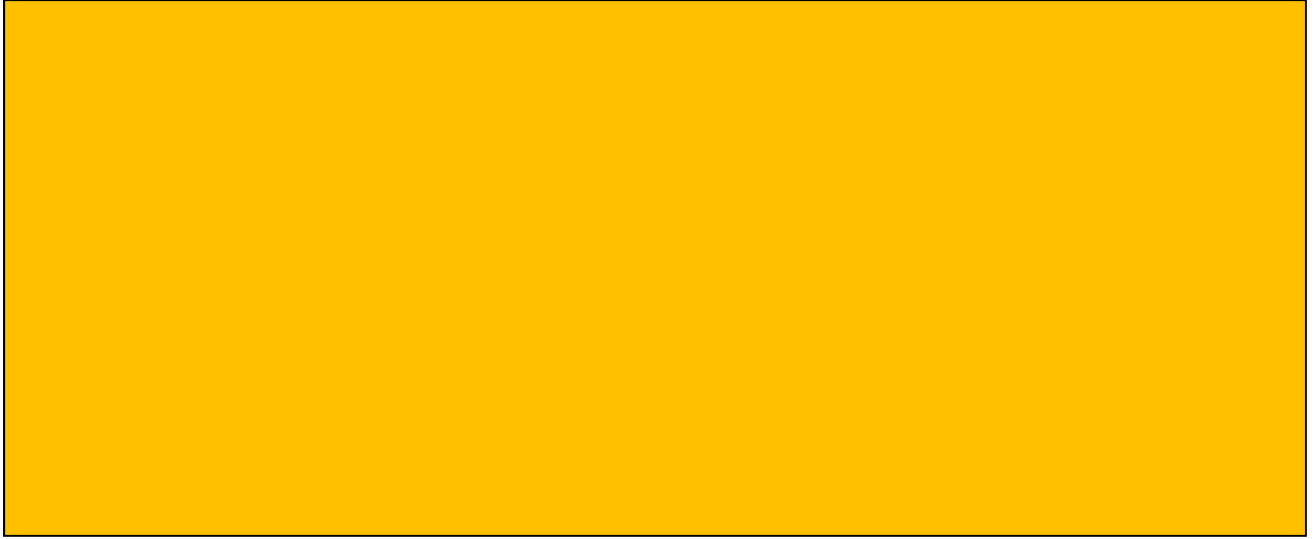
Race/Ethnic Group	1990		2000		2010	
	#	%	#	%	#	%
White	98,921	93.4%	109,680	90.0%	122,352	85.9%
Black or African American	2,000	1.9%	3,257	2.7%	6,347	4.5%
American Indian and Alaska Native	195	0.2%	348	0.3%	309	0.2%
Asian	3,953	3.7%	4,735	3.9%	6,925	4.9%
Native Hawaiian and Other Pacific Islander	23	0.0%	50	0.0%	54	0.0%
Some Other Race	810	0.8%	1,970	1.6%	3,283	2.3%
Two or More Races**	NA	NA	1,848	1.5%	3,160	2.2%
<b>Total</b>	<b>105,902</b>	<b>100.0%</b>	<b>121,888</b>	<b>100.0%</b>	<b>142,429</b>	<b>100.0%</b>
Hispanic or Latino (of any race)	2,164	2.0%	4,227	3.5%	8,304	5.8%

\*\* Two or More Races option added with the 2000 Census  
(Source: 1990, 2000 and 2010 Census, Bureau of Census)

**Percentage Distribution of Population by Race and Ethnicity**

Race/Ethnic Group	ICAD Service Area			Iowa			United States		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
White	93.4%	90.0%	85.9%	96.6%	93.9%	91.3%	80.3%	75.1%	72.4%
Black or African American	1.9%	2.7%	4.5%	1.7%	2.1%	2.9%	12.1%	12.3%	12.6%
American Indian and Alaska Native	0.2%	0.3%	0.2%	0.3%	0.3%	0.4%	0.8%	0.9%	0.9%
Asian	3.7%	3.9%	4.9%	0.9%	1.3%	1.7%	2.9%	3.7%	4.8%
Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	3.9%	0.1%	0.2%
Some Other Race	0.8%	1.6%	2.3%	0.5%	1.3%	1.8%	80.3%	5.5%	6.2%
Two or More Races**	NA	1.5%	2.2%	NA	1.1%	1.8%	NA	2.4%	2.9%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Hispanic or Latino (of any race)	2.0%	3.5%	5.8%	1.2%	2.8%	5.0%	9.0%	12.5%	43.0%

(Source: 1990, 2000 and 2010 Census, Bureau of Census)



**#10 – Diversity of School Enrollments**

**White Enrollment**

District	Year									
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Iowa City	8,345	8,310	8,041	7,880	7,870	7,970	8,013	7,884	8,002	8,013
Solon	1,044	1,074	1,124	1,144	1,175	1,210	1,201	1,224	1,237	1,291
Clear Creek Amana	1,181	1,200	1,237	1,267	1,302	1,309	1,311	1,346	1,405	1,534
Tipton	840	820	812	829	858	882	856	866	829	883
Mid-Prairie	1,166	1,163	1,185	1,171	1,182	1,167	1,239	1,234	1,215	1,183
West Liberty	607	596	583	566	577	579	566	560	529	529
West Branch	852	766	761	736	729	720	711	717	736	779
<b>Total</b>	<b>14,035</b>	<b>13,929</b>	<b>13,743</b>	<b>13,593</b>	<b>13,693</b>	<b>13,837</b>	<b>13,897</b>	<b>13,831</b>	<b>13,953</b>	<b>14,212</b>

(Source: Iowa Department of Education)

**Black Enrollment**

District	Year									
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Iowa City	963	1,129	1,263	1,284	1,423	1,593	1,921	1,814	1,906	1,933
Solon	10	8	8	10	13	11	12	12	9	4
Clear Creek Amana	21	29	29	27	31	43	59	83	56	59
Tipton	4	4	6	9	7	11	7	14	5	5
Mid-Prairie	16	15	18	17	27	20	21	18	1	5
West Liberty	9	14	10	15	20	17	18	20	4	3
West Branch	9	8	9	8	7	9	17	21	1	5
<b>Total</b>	<b>1,032</b>	<b>1,207</b>	<b>1,343</b>	<b>1,370</b>	<b>1,528</b>	<b>1,704</b>	<b>2,055</b>	<b>1,982</b>	<b>1,982</b>	<b>2,014</b>

(Source: Iowa Department of Education)

**Asian Enrollment**

District	Year									
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Iowa City	678	683	707	794	782	795	829	840	847	853
Solon	16	11	18	18	18	19	18	20	10	9
Clear Creek Amana	18	24	20	23	20	25	20	24	20	30
Tipton	4	4	5	2	2	3	4	3	3	4
Mid-Prairie	9	7	8	10	12	10	12	10	5	3
West Liberty	47	39	35	34	33	33	27	32	31	25
West Branch	13	10	7	7	7	10	9	13	3	6
<b>Total</b>	<b>785</b>	<b>778</b>	<b>800</b>	<b>888</b>	<b>874</b>	<b>895</b>	<b>919</b>	<b>942</b>	<b>919</b>	<b>930</b>

(Source: Iowa Department of Education)

## Iowa City Area Metrics with Notes and Sources

### Hispanic Enrollment

District	Year									
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Iowa City	498	556	566	631	705	784	814	885	994	1,068
Solon	3	4	7	7	10	10	11	14	19	21
Clear Creek Amana	20	21	17	26	23	25	32	45	48	63
Tipton	1	1	3	8	5	2	3	2	16	18
Mid-Prairie	12	14	11	21	20	28	27	26	41	41
West Liberty	500	503	528	561	613	585	576	609	643	649
West Branch	8	9	10	14	19	16	18	16	21	27
<b>Total</b>	<b>1,042</b>	<b>1,108</b>	<b>1,142</b>	<b>1,268</b>	<b>1,395</b>	<b>1,450</b>	<b>1,481</b>	<b>1,597</b>	<b>1,782</b>	<b>1,887</b>

(Source: Iowa Department of Education)

### Native American Enrollment

District	Year									
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Iowa City	47	62	43	48	42	38	38	26	32	44
Solon	2	2	1	0	2	2	2	0	0	0
Clear Creek Amana	9	16	17	18	17	17	16	12	4	1
Tipton	0	0	0	4	3	5	4	3	2	2
Mid-Prairie	3	7	2	4	6	3	6	3	0	0
West Liberty	5	4	1	1	1	1	1	2	0	3
West Branch	0	3	3	3	7	7	8	5	5	5
<b>Total</b>	<b>66</b>	<b>94</b>	<b>67</b>	<b>78</b>	<b>78</b>	<b>73</b>	<b>75</b>	<b>51</b>	<b>43</b>	<b>55</b>

(Source: Iowa Department of Education)

### Pacific Islander Enrollment

District	Year									
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Iowa City	**	**	**	**	**	**	**	**	0	5
Solon	**	**	**	**	**	**	**	**	0	1
Clear Creek Amana	**	**	**	**	**	**	**	**	0	2
Tipton	**	**	**	**	**	**	**	**	1	1
Mid-Prairie	**	**	**	**	**	**	**	**	1	0
West Liberty	**	**	**	**	**	**	**	**	0	0
West Branch	**	**	**	**	**	**	**	**	0	0
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>2</b>	<b>9</b>

(Source: Iowa Department of Education)

Observations:

- White enrollment has remained fairly stable over the past 10 years, near 14,000.
- Black enrollment has almost doubled over the past 10 years.
- Asian enrollment has increased 18% over the past 10 years.
- Hispanic enrollment has increased 81% over the past 10 years.
- Native American enrollment has declined 17% over the past 10 years.

Data Notes:

- No data is available for Pacific Islander enrollment prior to 2009-10.

**#11 – Public High School Graduation Rates**

District Name	School Year					
	2004-05	2005-06	2006-07	2007-08	2008-09**	2009-10
Iowa City	91.22	92.84	91.90	93.19	92.59	85.37
Solon	97.47	96.97	97.80	95.40	90.63	93.62
Clear Creek Amana	92.54	96.55	99.20	96.55	87.80	90.38
Mid-Prairie	100.00	100.00	100.00	98.88	84.71	81.91
Tipton	97.56	98.68	93.20	88.76	96.20	94.03
West Branch	98.46	96.49	100.00	92.42	88.89	87.93
West Liberty	90.53	86.25	92.50	87.78	87.39	85.54

\*\* Graduation Rates for 2008-09 and 2009-2010 are not comparable to previous years  
(Source: Iowa Department of Education)

Data Notes:

- A new method for calculating graduation rates was implemented starting with the 2008-09 school year. The new rates are not comparable to previous years.
- All 50 states are expected to use the new method within the next 2 years.
- Graduation Rates are not provided by the Dept. of Education prior to 2004-05.
- No data is available for private schools.

**#12 – Unemployment Rates**

**Unemployment Rates (%)**

Area	Year										
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Iowa City MSA	2.0	2.2	2.8	3.1	3.6	3.2	2.7	2.8	3.3	4.2	4.5
State of Iowa	2.8	3.3	3.9	4.4	4.6	4.3	3.7	3.7	4.4	6.0	6.1
United States	4.0	4.7	5.8	6.0	5.5	5.1	4.6	4.6	5.8	9.3	9.6

(Source: Iowa Workforce Development and Bureau of Labor Statistics.)

**Observations:**

- The unemployment rate for the Iowa City MSA has remained well below that for both Iowa and the U.S.

**#13 – Commuting Time**

**Average Travel Time to Work in Minutes**

Area	1990	2000	2009**
ICAD Service Area	16.4	17.9	17.9
Iowa City MSA	16.5	17.2	17.9
Iowa	16.2	18.5	18.3
United States	22.4	25.5	25.2

\*\* 2005-2009 American Community Survey 5-Year Estimates  
(Source: 1990 and 2000 Census, and American Community Survey, Bureau of Census)

Using Laborshed Data

- Commute One-Way – Using Laborshed Data
  - 10.95 miles for the 19 zip codes that make up ICAD’s service area
  - 10.76 miles for all zip codes that make up the Iowa City Laborshed area
    - Zone 1 is 6.37 miles
    - Zone 2 is 11.11 miles
    - Zone 3 is 11.79 miles



#14 – Percent Using Public Transportation

Percent of Workers Who Did Not Work At Home That Used Public Transportation

Area	1990	2000	2009**
ICAD Service Area	7.4%	5.1%	5.4%
Iowa City MSA	6.8%	4.8%	5.1%
Johnson County	7.9%	5.6%	5.6%
Iowa	1.3%	1.1%	1.1%
United States	5.4%	4.9%	5.2%

\*\* 2005-2009 American Community Survey 5-Year Estimates  
(Source: 1990 and 2000 Census, and American Community Survey, Bureau of Census)

Observations:

- The percent of workers that do not work at home which used public transportation increased in the ICAD Group Service Area and the Iowa City MSA from 2000 to 2009 yet the percent in Johnson County alone did not change.
- A higher percent of workers who did not work at home used public transportation in the ICAD Group Service Area than compared to Iowa and the United States.

Data Notes:

- At the present time, the commute data has not been released for the 2010 Census so American Community Survey data is used.
- For future updates, the American Community Survey will need to be used.

**#15 - Bank/Credit Union Deposits**

**Commercial Bank Deposits (in \$000)**

	June 2000		June 2005		June 2010	
	# Institutions	Deposits	# Institutions	Deposits	# Institutions	Deposits
Johnson Co.	11	1,288,954	13	1,682,961	17	2,280,532
Amana	1	22,952	2	17,807	2	18,192
Kalona	2	96,923	2	110,863	2	124,940
Tipton	4	87,242	4	89,622	4	98,378
West Liberty	1	59,839	2	62,833	2	87,205
West Branch	2	29,715	2	29,713	2	32,393
<b>Total</b>	<b>21</b>	<b>1,585,625</b>	<b>25</b>	<b>1,993,799</b>	<b>29</b>	<b>2,641,640</b>
Savings Institutions	1	48,100	2	52,225	1	11,875

(Source: Federal Deposit Insurance Corporation Summary of Deposits)

**Credit Union Assets**

	2005	2010
University of Iowa Community Credit Union	\$404,125,879	\$897,063,585

(Source: National Credit Union Administration)



**#16 – Cargo Shipped**

**Eastern Iowa Airport - Cargo Tonnage**

Year	Air Cargo Carriers						Total
	(DHL, Exp) ABX, Air	(DHL, Exp) AmeriFlight	FedEx	FedEx Feeder Mt. Air Cargo	UPS	Misc.	
2000	2,292	518	18,922	0	5,466	204	27,402
2001	2,093	473	16,964	0	4,902	243	24,675
2002	2,586	427	16,389	0	4,851	35	24,288
2003	2,121	115	16,513	0	4,932	328	24,009
2004	2,162	518	13,233	0	5,557	195	21,665
2005	3,718	544	13,846	0	5,804	5	23,917
2006	5,712	0	14,822	0	5,624	192	26,349
2007	5,106	0	16,408	0	5,734	26	27,274
2008	5,509	14	15,887	0	6,136	10	27,556
2009	0	1,441	12,502	1,062	8,290	286	23,582
2010	0	1,432	13,927	1,211	8,288	289	25,147

(Source: The Eastern Iowa Airport)

**#17 – Tech-transfer Spin-outs of the University of Iowa**

**University of Iowa Research Foundation Startups**

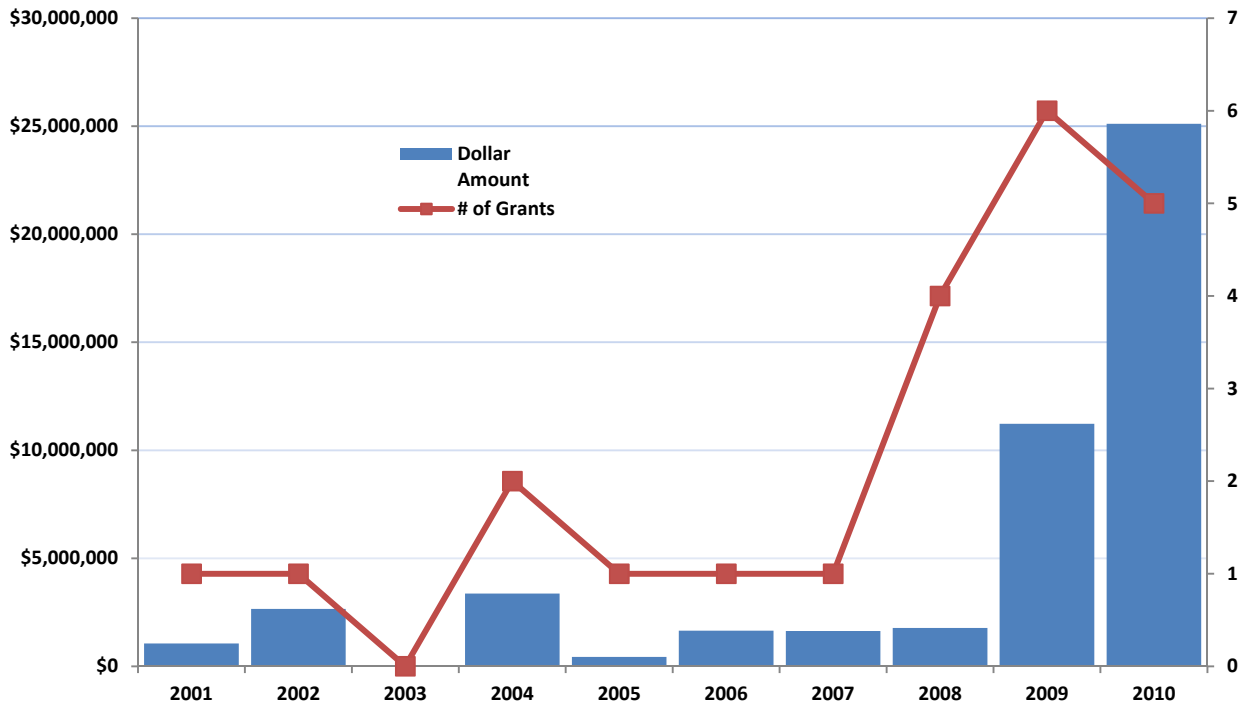
	FY2006	FY2007	FY2008	FY2009	FY2010
UIRF at the Iowa Centers for Enterprise	4	2	2	3	3

(Source: University of Iowa Research Foundation at the Iowa Centers for Enterprise)

Data Notes:

- The University of Iowa Research Foundation classifies a ‘start up’ as a company that executes an option or license with the UIRF for some UI technology.

#18 – Federal Funding to Local Governments for Infrastructure



(Source: www.usaspending.gov)

Observations:

- Since FY 2001, federal grant dollars to local governments in the ICAD Service Area has ranged from a low of \$0 in FY 2003 to over \$25 million in FY 2010.

Data Notes:

- The data is from www.usaspending.gov and is for all federal grants to local governments in the ICAD Group Service Area for infrastructure projects.
- Unfortunately, the federal funding for USASpending.gov is proposed to be eliminated due to budget cuts.

**Additional Data – Work Area Profile**

**Work Area Profile for Johnson County, Kalona, Tipton, West Branch and West Liberty**

	2009		
	ICAD Service Area	Iowa	
	Count	Share	Share
Total Primary Jobs**	76,065	100.0%	100.0%
Jobs by Worker Age	Count	Share	Share
Age 29 or younger	21,501	28.3%	25.6%
Age 30 to 54	40,747	53.6%	54.8%
Age 55 or older	13,817	18.2%	19.6%
Jobs by Earnings	Count	Share	Share
\$1,250 per month or less	16,910	22.2%	23.7%
\$1,251 to \$3,333 per month	26,690	35.1%	41.7%
More than \$3,333 per month	32,465	42.7%	34.6%
Jobs by NAICS Industry Sector	Count	Share	Share
Agriculture, Forestry, Fishing and Hunting	288	0.4%	1.1%
Mining, Quarrying, and Oil and Gas Extraction	75	0.1%	0.2%
Utilities	680	0.9%	0.7%
Construction	2,070	2.7%	4.5%
Manufacturing	7,394	9.7%	15.1%
Wholesale Trade	2,869	3.8%	5.0%
Retail Trade	7,821	10.3%	11.8%
Transportation and Warehousing	3,020	4.0%	3.6%
Information	2,036	2.7%	2.3%
Finance and Insurance	2,977	3.9%	6.6%
Real Estate and Rental and Leasing	623	0.8%	0.9%
Professional, Scientific, and Technical Services	1,834	2.4%	3.0%
Management of Companies and Enterprises	335	0.4%	1.0%
Administration & Support, Waste Management and Remediation	2,896	3.8%	4.0%
Educational Services	16,440	21.6%	10.6%
Health Care and Social Assistance	11,218	14.7%	14.0%
Arts, Entertainment, and Recreation	731	1.0%	1.3%
Accommodation and Food Services	5,680	7.5%	6.8%
Other Services (excluding Public Administration)	1,786	2.3%	2.9%
Public Administration	5,292	7.0%	4.5%

## Iowa City Area Metrics with Notes and Sources

	2009		
	ICAD Service Area	Iowa	Iowa
Jobs by Worker Race	Count	Share	Share
<b>White Alone</b>	70,410	92.6%	95.2%
<b>Black or African American Alone</b>	2,740	3.6%	2.3%
<b>American Indian or Alaska Native Alone</b>	207	0.3%	0.3%
<b>Asian Alone</b>	2,147	2.8%	1.5%
<b>Native Hawaiian or Other Pacific Islander Alone</b>	34	0.0%	0.0%
<b>Two or More Race Groups</b>	527	0.7%	0.6%
Jobs by Worker Ethnicity	Count	Share	Share
<b>Not Hispanic or Latino</b>	73,109	96.1%	96.5%
<b>Hispanic or Latino</b>	2,956	3.9%	3.5%
Jobs by Worker Educational Attainment	Count	Share	Share
<b>Less than high school</b>	3,670	4.8%	5.8%
<b>High school or equivalent, no college</b>	14,280	18.8%	22.3%
<b>Some college or Associate degree</b>	17,434	22.9%	25.2%
<b>Bachelor's degree or advanced degree</b>	19,180	25.2%	21.1%
<b>Educational attainment not available (workers aged 29 or younger)</b>	21,501	28.3%	25.6%

**\*\* A primary job is the highest paying job for an individual worker for the year. The count of primary jobs is the same as the count of workers.**

(Source: Local Employment Dynamics, Bureau of Census)



**Exhibit A  
Commercial Banks**

**Johnson County**

Bank of the West  
Bridge Community Bank  
Corridor State Bank  
Exchange State Bank  
Farmers & Merchants SB  
First American Bank  
First Trust & Savings Bank  
Freedom Security Bank  
Hills Bank & Trust Co.  
Liberty Bank FSB (classified as a Savings Institution)  
MidWestOne Bank  
Regions Bank  
Solon State Bank  
Swisher Trust & Savings Bank  
Two Rivers Bank & Trust  
US Bank National Assn.  
Wells Fargo Bank NA  
West Bank

**Amana**

Farmers Savings Bank  
US Bank National Assn.

**Kalona**

Freedom Security Bank  
Hills Bank & Trust Co.

**Tipton**

Citizens Savings Bank  
Community State Bank  
Liberty Trust & Savings Bank  
US Bank National Assn.

**West Liberty**

MidWestOne Bank  
West Liberty State Bank

**West Branch**

Community State Bank  
US Bank National Assn.

Source: FDIC, 2010.