



U. S. TRAVEL DATA CENTER 1100 Connecticut Ave. N.W. Washington, D.C. 20036 (202) 293-1040

THE ECONOMIC IMPACT OF TRAVEL
ON
IOWA COUNTIES - 1976

Estimates prepared by the
U.S. Travel Data Center
for the
Iowa Development Commission
Travel Development Division
June, 1978

INTRODUCTION

U.S. travelers spent nearly \$944 million in Iowa during 1976. This expenditure, after allowance for federal, state and local sales and excise taxes, produced gross receipts for businesses in Iowa of nearly \$885 million for the year.

In serving the traveler, Iowa business firms employed workers and paid wages and salaries. This economic activity in turn generated revenue for state and local governments in Iowa. In fact, the residents, business firms and governmental units of all 99 counties in Iowa benefited from travel during 1976.

This report presents estimates of travel expenditures by U.S. residents traveling in Iowa. This includes the trip activity of both state residents and out-of-state visitors. Estimates of travel expenditures, and the employment, payroll (wage and salary income) and tax revenue generated by these expenditures in Iowa are included in the tables at the end of this report.

The estimates were produced by the U.S. Travel Data Center through the County Travel Economic Impact Model under special contract with the Iowa Development Commission, Travel Development Division. The County Travel Economic Impact Model is an extension of the Travel Economic Impact Model (TEIM) initially developed in 1975 for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and counties. The TEIM has been revised over the years to incorporate new information on travel expenditures and their effect on state and local economies and has produced estimates for all states for 1972, 1975 and 1976. It is anticipated that the Model will continue to be improved in future years to provide even more reliable and timely data on travel activity and its impact.

The TEIM is based upon annual national travel surveys conducted by the U.S. Bureau of the Census and the U.S. Travel Data Center, and expenditure data developed by the Bureau of the Census, the Data Center, various federal agencies and national travel organizations each year. A complete description of the TEIM and the county extension is provided in: Fréchtling, Douglas C., et. al., Travel Economic Impact Model: Final Economic Analysis Methodology, U.S. Travel Data Center, Washington, D.C., 108 pp.

The estimates provided in this report represent the expenditures of U.S. residents traveling away from home overnight, or on day trips to places 100 miles or more away from home during 1976. Travel to commute to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school, are all excluded by the model. Also excluded

are travel expenditures by foreign visitors in Iowa. The exclusions are required by the limitations of the data available at the current time. Consequently, the attached estimates underestimate the impact of all visitors on Iowa's economy somewhat.

The estimates contained in the attached tables are based upon a generally conservative methodology. Since additional data relating to travel and its economic impact in 1976 may become available in future years, the U.S. Travel Data Center reserves the right to revise these estimates in the future.

TRAVEL EXPENDITURES

Travelers in Iowa spent \$943.9 million during 1976. This includes spending on auto and public transportation, lodging, food, entertainment and recreation, and incidental purchases. This amount ranks Iowa thirty-fifth among all fifty states and the District of Columbia during 1976. Moreover, travel expenditures in the state accounted for 0.9 percent of the total amount spent by U.S. residents.

The average travel expenditures per Iowa county was \$9.5 million in 1976. This is 73 percent less than the average expenditure per county of \$35.2 million for all 3,076 counties and independent cities in the U.S. during the year.

Polk County, including Des Moines, ranks first on travel expenditures with a total of nearly \$232 million. Black Hawk County, including Waterloo, ranks second with over \$60 million in 1976.

There are 12 counties in all that garnered \$20 million or more from these travelers in 1976, according to the Model estimates. While widely scattered throughout Iowa, the major concentration is in the eastern part of the state: including Black Hawk, Dubuque, Linn, Scott, Johnson, and Des Moines counties.

The Model indicates that every one of Iowa's 99 counties received some economic benefit from travel and tourism. Wayne County experienced the least impact, with travel expenditures of \$269 thousand. Worth and Adams counties each received less than \$400 thousand.

Adams and Wayne counties both host major connecting routes thru the state, Route 34 and Route 65, respectively. These might be targets for more travel promotion and development to bring them up to the level of their neighbors. Worth County is also a potential target as it hosts Interstate 35 from Minneapolis to Mason City, Ames and Des Moines. Other counties showing promise for further travel promotion and development are in five distinct

route patterns: Monona and Harrison counties hosting Interstate 29 between Sioux City and Council Bluffs; Cass, Adair, Madison and Dallas counties hosting Interstate 80 between Council Bluffs and Des Moines; Warren, Clark, Decatur and again Madison hosting Interstate 35 between Des Moines and Kansas City, Missouri; Franklin, Wright and Hamilton counties hosting Interstate 35 between the Minneapolis/Mason City corridor to Des Moines; and Jasper, Poweshiek, Iowa and Cedar counties along the Interstate 80 Des Moines/Iowa City/Davenport corridor.

The above conclusions are based solely upon the distribution of travel spending among Iowa counties produced by the Model for 1976. They should be viewed as provisional, requiring further study and analysis.

TRAVEL-GENERATED WAGE AND SALARY INCOME

Travel expenditures become business receipts which in turn are used to pay wages and salaries to employees. In 1976, the Model estimates that nearly \$187 million in payroll income was generated by travel expenditures in the state. On the average, every dollar spent by the traveler generated 20 cents of wage and salary income. This income accounted for 1.5 percent of total non-agricultural labor and proprietors income during 1976, considerably less than the 2.5 percent U.S. average.

The county distribution of travel-generated payroll follows that for travel expenditures rather closely. In Polk County travel generated over \$49 million in wage and salary income. Black Hawk County was second with nearly \$13.3 million, followed by Linn, Scott and Woodbury with more than \$9 million each. The average travel-generated payroll per county was \$1.9 million during 1976.

At the other end of the scale, seven counties indicate travel-generated payroll of less than one hundred thousand dollars, with Wayne County showing the smallest total at \$46 thousand dollars. However, it should be emphasized that workers in every county in the state benefited from travel spending to some degree.

TRAVEL-GENERATED EMPLOYMENT

Travel spending in Iowa directly generated more than 43 thousand jobs during 1976, or 4.3 percent of total non-agricultural payroll employment in the state. This is somewhat less than the national average of 5.1 percent. On the average, it took nearly \$21,689 in travel expenditures in the state to directly generate one job. This is less than the national average of \$26,840, which indicates that travel-generated expenditures in Iowa are more efficient in job creation than in the nation as a whole.

Polk County led all others in travel-generated jobs at 10,548. Black Hawk, Linn and Scott followed at 2,678 jobs, 2,492 jobs and 2,477 jobs, respectively. Seven more counties, Woodbury, Johnson, Dubuque, Story, Cerro, Gordo, Dickinson and Pottawattamie are estimated to have over one thousand travel-generated jobs within their borders.

On the other hand, Wayne County shows only 11 jobs generated by travel expenditures, and forty-six others show fewer than 100 jobs. The average number of travel-generated jobs was 440 per county in 1976.

TRAVEL-GENERATED TAX RECEIPTS

Travel activity in Iowa returned \$42.2 million to the state in 1976 tax revenue, according to the Model. This accounted for about 3.5 percent of all state tax revenue for fiscal 1976. On the average, each dollar spent by a traveler in Iowa directly generated 4.5 cents in state tax revenue, substantially below the average of 6.4 cents in state tax revenue during fiscal 1976 for all states.

An average of \$426 thousand per county in state tax revenue was generated by travel during 1976.

Following the pattern of expenditures, more state tax revenue was generated in Polk County (\$10.4 million) than any other county. Black Hawk County showed \$2.7 million generated by travel, while Linn and Scott counties indicated about \$2.4 million each in state tax revenue from travel.

Adams and Wayne counties generated only \$12 thousand each in state revenue from travel. Forty-five other counties produced less than \$100 thousand in travel-generated state tax revenues.

A total of nearly \$3.6 million in local tax revenue was generated by travel during 1976. Iowa's cities, towns and counties received about 0.4 cents for every dollar spent by travelers, significantly below the eight-tenths of a cent national average. Iowa's local tax structure is less effective in generating local tax revenue from traveler expenditures than the average state. Moreover, travelers in Iowa generate less local tax-revenue in absolute terms than in the average state.

Furthermore, Iowa's local governments rely less on travel than the average state. During 1976, travel-generated local tax revenue accounted for 1.0 percent of all local tax revenue in Iowa, against 2.1 percent for the nation as a whole.

Polk County led all others in travel-generated local tax revenue at \$941 thousand. Black Hawk County followed with \$254

thousand while nine other counties indicated more than \$100 thousand. At the other end of the spectrum, local governments in 55 counties are estimated to have received less than ten thousand dollars from travel in 1976.

The average travel-generated local tax revenue per county in 1976 was \$36,010.

THE TABLES

Attached is a set of three tables listing the results of the County Travel Economic Impact Model for 1976. Table 1 lists the impact estimates alphabetically by county. Table 2 lists the same estimates in order of travel expenditures, running from the county with the greatest amount of travel spending to the county with the least. Table 3 provides the percent share for each county of the state total for each impact estimate.

GLOSSARY OF TERMS

Automobile Transportation Expenditure. This category includes a pro-rata share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs.

Automobile Transportation Industry. Automotive dealers and gasoline service stations (SIC 55).

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Entertainment/Recreation Industry. Amusement and recreation services (SIC 79) and motion picture theatres (783).

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Food Service Industry. Eating and drinking places (SIC 58).

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Incidental Purchase Industry. General merchandise stores (SIC 53) and miscellaneous retail establishments (59).

Lodging Expenditure. Traveler spending on commercial accommodations; own cabin, vacation home, second home, etc.; and camper hookup and space rental.

Lodging Industry. This industry includes hotels, motels, and tourist courts (SIC 701), camps and trailer parks (703), general building contractors -- residential buildings (152) and operative builders (1531).

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicabs or limousine service between airports and central cities.

Public Transportation Industry. Air transportation (SIC 45), Taxicab companies (411), Intercity highway passenger transportation (413), National Railroad Passenger Corporation (Amtrak), and water transportation (44 except 441).

Tourism. Generally avoided in this study, this term can be used to refer to pleasure or personal travel, a subset of travel.

Travel. The act of taking a "trip" (qq.v.).

Travel Arrangement Industry. This includes travel agencies, tour operators, and other services in arranging passenger transportation, and is covered under SIC 4722.

Traveler. A person on a "trip" (qq.v.).

Travel Expenditure. The exchange of money or the promise of money for a good or service while traveling, including any advance purchase of public transportation tickets, lodging or other items normally considered incident to travel, but which may be purchased in advance of the trip. In addition, certain of the "fixed" or capital costs of owning a motor vehicle (including campers, motor homes, etc.) or a vacation or second home are included as associated with taking a trip. Generally, expenditures are assumed to take place at the point where the good or service is bought while traveling. The two exceptions to this rule are that the fixed costs of operating a motor vehicle while on a trip are allocated to the traveler's area of residence, and the "imputed rent" of spending nights in the traveler's own vacation home are allocated to the area visited.

Travel-generated Employment. The number of jobs attributable to travel expenditures in an area. These estimates of employment follow the "establishment payroll survey definition" rather than the "household survey definition." Consequently the TEIM estimates are more closely related to number of jobs than to number of employees. For a detailed description of the household and establishment survey differences, see Green, Gloria P., "Comparing Employment Estimates from Household and Payroll Surveys," Monthly Labor Review, Vol. 92, No. 12 (December, 1969).

Travel-generated Payroll. This is the payroll, or wage and salary income, attributable to travel expenditures in an area. Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave

pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit nor other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc.

Travel-generated Tax Receipts. These are federal, state and local tax revenues attributable to travel in an area. For a given state or locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government. This tax revenue is attributable to the level of government actually collecting the receipts, and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, and gasoline and airways taxes.

State. These receipts include corporate income taxes, individual income taxes, general sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual income taxes, sales and gross receipts taxes, and property taxes.

Travel-generated Wage and Salary Income. The same as "travel-generated payroll".

Trip. A trip occurs, for the purpose of the Model, every time one or more persons goes to a place 100 miles or more away from home in one day, or is out-of-town one or more nights, and returns to his origin. Specifically excluded from this definition are: (1) travel as part of an operating crew on a train, plane, bus, truck or ship; (2) commuting to a place of work; (3) student trips to school or those taken while in school. Also excluded is foreign travel activity in the U.S.

1976 IOWA
U. S. TRAVEL DATA CENTER
COUNTY TRAVEL ECONOMIC IMPACT MODEL (CTEIM)
RANKING OF COUNTIES BY EXPENDITURE LEVELS

<u>County</u>	<u>Total Travel Expenditures (Thousands)</u>	<u>Travel Generated Payroll (Thousands)</u>	<u>Travel Generated Employment (Jobs)</u>	<u>State Tax Receipts (Thousands)</u>	<u>Local Tax Receipts (Thousands)</u>
State Total	943,869	186,647	43,519	42,200	3,565
Polk	232,638	49,736	10,592	10,403	950
Black Hawk	60,730	13,419	2,689	2,715	256
Linn	53,181	10,044	2,503	2,379	192
Scott	52,835	9,932	2,488	2,364	190
Woodbury	41,638	9,831	1,777	1,863	188
Johnson	37,280	7,141	1,815	1,668	136
Dubuque	35,238	6,625	1,657	1,575	126
Story	31,900	6,094	1,546	1,428	116
Cerro Gordo	31,466	5,930	1,508	1,407	113
Dickinson	31,211	5,901	1,523	1,396	113
Pottawattamie	30,396	5,625	1,385	1,360	107
Des Moines	20,597	3,956	983	921	76
Lee	18,440	3,446	878	825	66
Jasper	16,682	3,103	791	746	60
Webster	16,332	3,049	768	730	59
Clinton	15,211	2,821	705	680	54
Winneshiek	9,691	1,837	471	434	36
Wapello	9,472	1,755	442	424	34
Iowa	7,886	1,480	380	352	29
Clayton	7,616	1,422	364	340	28
Muscatine	7,542	1,419	351	338	28
Marshall	6,666	1,191	293	299	23
Clay	6,526	1,232	308	292	23
Montgomery	6,442	1,200	306	288	23
Dallas	5,614	1,032	258	251	20

<u>County</u>	<u>Total Travel Expenditures (Thousands)</u>	<u>Travel Generated Payroll (Thousands)</u>	<u>Travel Generated Employment (Jobs)</u>	<u>State Tax Receipts (Thousands)</u>	<u>Local Tax Receipts (Thousands)</u>
Hardin	5,228	966	241	234	18
Fayette	5,176	957	239	231	18
Boone	4,984	926	232	223	18
Buchanan	4,935	910	231	221	17
Cass	4,307	810	203	193	15
Buena Vista	4,044	755	189	181	14
Emmet	3,828	715	178	171	14
Kossuth	3,619	651	161	162	12
Crawford	3,568	658	165	159	12
Mahaska	3,393	632	157	152	12
Madison	3,319	610	154	149	12
Cedar	3,165	578	146	141	11
Fremont	3,145	614	156	141	12
Marion	3,044	573	141	137	11
Jackson	2,978	547	136	134	10
Chickasaw	2,900	532	135	129	10
Henry	2,882	521	128	129	10
Page	2,819	508	126	126	10
Delaware	2,751	507	129	122	10
Guthrie	2,640	489	125	118	9
Warren	2,635	461	112	117	9
Allamakee	2,613	473	119	116	9
Clarke	2,611	480	122	116	9
Poweshiek	2,447	457	110	109	9
Ida	2,431	451	115	108	9
Floyd	2,397	452	110	107	9
Carroll	2,311	425	102	103	8
Harrison	2,224	398	99	99	8
Union	2,136	386	96	95	7
Shelby	2,125	389	96	95	7
Plymouth	2,085	369	86	93	7
Jefferson	2,079	381	91	93	7
Cherokee	2,075	384	93	92	7
Washington	2,052	357	86	91	7
Humboldt	2,049	367	90	91	7

<u>County</u>	<u>Total Travel Expenditures (Thousands)</u>	<u>Travel Generated Payroll (Thousands)</u>	<u>Travel Generated Employment (Jobs)</u>	<u>State Tax Receipts (Thousands)</u>	<u>Local Tax Receipts (Thousands)</u>
Tama	1,825	332	80	81	6
Monona	1,796	320	78	80	6
Sioux	1,746	302	66	78	6
Audubon	1,719	326	79	77	6
Bremer	1,646	299	70	73	6
Wright	1,625	281	67	72	5
Jones	1,624	274	63	72	5
Pocahontas	1,615	292	72	72	6
Appanoose	1,587	290	71	71	5
O'Brien	1,514	264	62	67	5
Adair	1,492	262	64	66	5
Sac	1,412	244	58	63	5
Calhoun	1,411	237	55	63	4
Greene	1,367	247	60	61	5
Hamilton	1,326	226	53	59	4
Decatur	1,308	237	59	58	4
Monroe	1,261	226	56	56	4
Hancock	1,229	218	53	55	4
Mills	1,200	267	59	53	5
Benton	1,158	191	43	52	4
Louisa	1,119	192	45	50	4
Palo Alto	1,056	185	45	47	4
Winnebago	1,023	197	44	46	4
Keokuk	1,021	174	41	45	3
Lucas	1,005	177	43	45	3
Grundy	975	167	39	43	3
Ringgold	901	161	39	40	3
Howard	869	157	39	39	3
Van Buren	856	155	39	38	3
Davis	846	143	34	38	3

<u>County</u>	<u>Total Travel Expenditures (Thousands)</u>	<u>Travel Generated Payroll (Thousands)</u>	<u>Travel Generated Employment (Jobs)</u>	<u>State Tax Receipts (Thousands)</u>	<u>Local Tax Receipts (Thousands)</u>
Mitchell	710	121	29	32	2
Lyon	688	119	29	31	2
Taylor	528	94	23	24	2
Butler	438	68	15	20	1
Osceola	416	69	15	18	1
Franklin	410	61	12	18	1
Worth	380	68	17	17	1
Adams	272	47	12	12	1
Wayne	270	47	11	12	1

1976 IOWA
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COUNTY TRAVEL ECONOMIC IMPACT MODEL (CTEIM)

<u>County</u>	<u>Total Travel Expenditures (Thousands)</u>	<u>Travel Generated Payroll (Thousands)</u>	<u>Travel Generated Employment (Jobs)</u>	<u>State Tax Receipts (Thousands)</u>	<u>Local Tax Receipts (Thousands)</u>
Adair	1,492	262	64	66	5
Adams	272	47	12	12	1
Allamakee	2,613	473	119	116	9
Appanoose	1,587	290	71	71	5
Audubon	1,719	326	79	77	6
Benton	1,158	191	43	52	4
Black Hawk	60,730	13,419	2,689	2,715	256
Boone	4,984	926	232	223	18
Bremer	1,646	299	70	73	6
Buchanan	4,935	910	231	221	17
Buena Vista	4,044	755	189	181	14
Butler	438	68	15	20	1
Calhoun	1,411	237	55	63	4
Carroll	2,311	425	102	103	8
Cass	4,307	810	203	193	15
Cedar	3,165	578	146	141	11
Cerro Gordo	31,466	5,930	1,508	1,407	113
Cherokee	2,075	384	93	92	7
Chickasaw	2,900	532	135	129	10
Clarke	2,611	480	122	116	9
Clay	6,526	1,232	308	292	23
Clayton	7,616	1,422	364	340	28
Clinton	15,211	2,821	705	680	54
Crawford	3,568	658	165	159	12

<u>County</u>	<u>Total Travel Expenditures (Thousands)</u>	<u>Travel Generated Payroll (Thousands)</u>	<u>Travel Generated Employment (Jobs)</u>	<u>State Tax Receipts (Thousands)</u>	<u>Local Tax Receipts (Thousands)</u>
Dallas	5,614	1,032	258	251	20
Davis	846	143	34	38	3
Decatur	1,308	237	59	58	4
Delaware	2,751	507	129	122	10
Des Moines	20,597	3,956	983	921	76
Dickinson	31,211	5,901	1,523	1,396	113
Dubuque	35,238	6,625	1,657	1,575	126
Emmet	3,828	715	178	171	14
Fayette	5,176	957	239	231	18
Floyd	2,397	452	110	107	9
Franklin	410	61	12	18	1
Fremont	3,145	614	156	141	12
Greene	1,367	247	60	61	5
Grundy	975	167	39	43	3
Guthrie	2,640	489	125	118	9
Hamilton	1,326	226	53	59	4
Hancock	1,229	218	53	55	4
Hardin	5,228	966	241	234	18
Harrison	2,224	398	99	99	8
Henry	2,882	521	128	129	10
Howard	869	157	39	39	3
Humboldt	2,049	367	90	91	7
Ida	2,431	451	115	108	9
Iowa	7,886	1,480	380	352	29
Jackson	2,978	547	136	134	10
Jasper	16,682	3,103	791	746	60
Jefferson	2,079	381	91	93	7
Johnson	37,280	7,141	1,815	1,668	136
Jones	1,624	274	63	72	5

<u>County</u>	<u>Total Travel Expenditures (Thousands)</u>	<u>Travel Generated Payroll (Thousands)</u>	<u>Travel Generated Employment (Jobs)</u>	<u>State Tax Receipts (Thousands)</u>	<u>Local Tax Receipts (Thousands)</u>
Keokuk	1,021	174	41	45	3
Kossuth	3,619	651	161	162	12
Lee	18,440	3,446	878	825	66
Linn	53,181	10,044	2,503	2,379	192
Louisa	1,119	192	45	50	4
Lucas	1,005	177	43	45	3
Lyon	688	119	29	31	2
Madison	3,319	610	154	149	12
Mahaska	3,393	632	157	152	12
Marion	3,044	573	141	137	11
Marshall	6,666	1,191	293	299	23
Mills	1,200	267	59	53	5
Mitchell	710	121	29	32	2
Monona	1,796	320	78	80	6
Monroe	1,261	226	56	56	4
Montgomery	6,442	1,200	306	288	23
Muscatine	7,542	1,419	351	338	28
O'Brien	1,514	264	62	67	5
Osceola	416	69	15	18	1
Page	2,819	508	126	126	10
Palo Alto	1,056	185	45	47	4
Plymouth	2,085	369	86	93	7
Pocahontas	1,615	292	72	72	6
Polk	232,638	49,736	10,592	10,403	950
Pottawattamie	30,396	5,625	1,385	1,360	107
Poweshiek	2,447	457	110	109	9
Ringgold	901	161	39	40	3

<u>County</u>	<u>Total Travel Expenditures (Thousands)</u>	<u>Travel Generated Payroll (Thousands)</u>	<u>Travel Generated Employment (Jobs)</u>	<u>State Tax Receipts (Thousands)</u>	<u>Local Tax Receipts (Thousands)</u>
Sac	1,412	244	58	63	5
Scott	52,835	9,932	2,488	2,364	190
Shelby	2,125	389	96	95	7
Sioux	1,746	302	66	78	6
Story	31,900	6,094	1,546	1,428	116
Tama	1,825	332	80	81	6
Taylor	528	94	23	24	2
Union	2,136	386	96	95	7
Van Buren	856	155	39	38	3
Wapello	9,472	1,755	442	424	34
Warren	2,635	461	112	117	9
Washington	2,052	357	86	91	7
Wayne	270	47	11	12	1
Webster	16,332	3,049	768	730	59
Winnebago	1,023	197	44	46	4
Winneshiek	9,691	1,837	471	434	36
Woodbury	41,638	9,831	1,777	1,863	188
Worth	380	68	17	17	1
Wright	1,625	281	67	72	5
State Total	943,869	186,647	43,519	42,200	3,565

1976 IOWA
U. S. TRAVEL DATA CENTER
COUNTY TRAVEL ECONOMIC IMPACT MODEL (CTEIM)
PERCENT BREAKDOWN OF CATEGORY BY COUNTY

<u>County</u>	<u>Total Travel Expenditures (Percent)</u>	<u>Travel Generated Payroll (Percent)</u>	<u>Travel Generated Employment (Percent)</u>	<u>State Tax Receipts (Percent)</u>	<u>Local Tax Receipts (Percent)</u>
Adair	.16	.14	.15	.16	.14
Adams	.03	.03	.03	.03	.03
Allamakee	.28	.25	.27	.28	.25
Appanoose	.17	.16	.16	.17	.16
Audubon	.18	.17	.18	.18	.17
Benton	.12	.10	.10	.12	.10
Black Hawk	6.43	7.19	6.18	6.43	7.19
Boone	.53	.50	.53	.53	.50
Bremer	.17	.16	.16	.17	.16
Buchanan	.52	.49	.53	.52	.49
Buena Vista	.43	.40	.43	.43	.40
Butler	.05	.04	.03	.05	.04
Calhoun	.15	.13	.13	.15	.13
Carroll	.24	.23	.23	.24	.23
Cass	.46	.43	.47	.46	.43
Cedar	.34	.31	.33	.34	.31
Cerro Gordo	3.33	3.18	3.47	3.33	3.18
Cherokee	.22	.21	.21	.22	.21
Chickasaw	.31	.29	.31	.31	.29
Clarke	.28	.26	.28	.28	.26
Clay	.69	.66	.71	.69	.66
Clayton	.81	.76	.84	.81	.76
Clinton	1.61	1.51	1.62	1.61	1.51
Crawford	.38	.35	.38	.38	.35

<u>County</u>	<u>Total Travel Expenditures (Percent)</u>	<u>Travel Generated Payroll (Percent)</u>	<u>Travel Generated Employment (Percent)</u>	<u>State Tax Receipts (Percent)</u>	<u>Local Tax Receipts (Percent)</u>
Dallas	.59	.55	.59	.59	.55
Davis	.09	.08	.08	.09	.08
Decatur	.14	.13	.14	.14	.13
Delaware	.29	.27	.29	.29	.27
Des Moines	2.18	2.12	2.26	2.18	2.12
Dickinson	3.31	3.16	3.50	3.31	3.16
Dubuque	3.73	3.55	3.81	3.73	3.55
Emmet	.41	.38	.41	.41	.38
Fayette	.55	.51	.55	.55	.51
Floyd	.25	.24	.25	.25	.24
Franklin	.04	.03	.03	.04	.03
Fremont	.33	.33	.36	.33	.33
Greene	.14	.13	.14	.14	.13
Grundy	.10	.09	.09	.10	.09
Guthrie	.28	.26	.29	.28	.26
Hamilton	.14	.12	.12	.14	.12
Hancock	.13	.12	.12	.13	.12
Hardin	.55	.52	.55	.55	.52
Harrison	.24	.21	.23	.24	.21
Henry	.31	.28	.29	.31	.28
Howard	.09	.08	.09	.09	.08
Humboldt	.22	.20	.21	.22	.20
Ida	.26	.24	.26	.26	.24
Iowa	.84	.79	.87	.84	.79
Jackson	.32	.29	.31	.32	.29
Jasper	1.77	1.66	1.82	1.77	1.66
Jefferson	.22	.20	.21	.22	.20
Johnson	3.95	3.83	4.17	3.95	3.83
Jones	.17	.15	.15	.17	.15

<u>County</u>	<u>Total Travel Expenditures (Percent)</u>	<u>Travel Generated Payroll (Percent)</u>	<u>Travel Generated Employment (Percent)</u>	<u>State Tax Receipts (Percent)</u>	<u>Local Tax Receipts (Percent)</u>
Keokuk	.11	.09	.09	.11	.09
Kossuth	.38	.35	.37	.38	.35
Lee	1.95	1.85	2.02	1.95	1.85
Linn	5.63	5.38	5.75	5.63	5.38
Louisa	.12	.10	.10	.12	.10
Lucas	.11	.09	.10	.11	.09
Lyon	.07	.06	.07	.07	.06
Madison	.35	.33	.35	.35	.33
Mahaska	.36	.34	.36	.36	.34
Marion	.32	.31	.32	.32	.31
Marshall	.71	.64	.67	.71	.64
Mills	.13	.14	.14	.13	.14
Mitchell	.08	.07	.07	.08	.07
Monona	.19	.17	.18	.19	.17
Monroe	.13	.12	.13	.13	.12
Montgomery	.68	.64	.70	.68	.64
Muscatine	.80	.76	.81	.80	.76
O'Brien	.16	.14	.14	.16	.14
Osceola	.04	.04	.04	.04	.04
Page	.30	.27	.29	.30	.27
Palo Alto	.11	.10	.10	.11	.10
Plymouth	.22	.20	.20	.22	.20
Pocahontas	.17	.16	.17	.17	.16
Polk	24.64	26.64	24.36	24.64	26.64
Pottawattamie	3.22	3.01	3.18	3.22	3.01
Poweshiek	.26	.24	.25	.26	.24
Ringgold	.10	.09	.09	.10	.09

<u>County</u>	<u>Total Travel Expenditures (Percent)</u>	<u>Travel Generated Payroll (Percent)</u>	<u>Travel Generated Employment (Percent)</u>	<u>State Tax Receipts (Percent)</u>	<u>Local Tax Receipts (Percent)</u>
Sac	.15	.13	.13	.15	.13
Scott	5.60	5.32	5.72	5.60	5.32
Shelby	.23	.21	.22	.23	.21
Sioux	.18	.16	.15	.18	.16
Story	3.38	3.27	3.55	3.38	3.27
Tama	.19	.18	.19	.19	.18
Taylor	.06	.05	.05	.06	.05
Union	.23	.21	.22	.23	.21
Van Buren	.09	.08	.09	.09	.08
Wapello	1.00	.94	1.01	1.00	.94
Warren	.28	.25	.26	.28	.25
Washington	.22	.19	.20	.22	.19
Wayne	.03	.03	.03	.03	.03
Webster	1.73	1.63	1.76	1.73	1.63
Winnebago	.11	.11	.10	.11	.11
Winneshiek	1.03	.98	1.08	1.03	.98
Woodbury	4.41	5.27	4.08	4.41	5.27
Worth	.04	.04	.04	.04	.04
Wright	.17	.15	.15	.17	.15
State Total	100.00	100.00	100.00	100.00	100.00