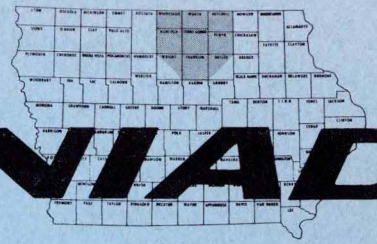


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THE ECONOMIC BASE OF **NIAD**

NIAD

NORTH IOWA AREA DEVELOPMENT

WINNEBAGO	WORTH	MITCHELL
HANCOCK	CERRO GORDO	FLOYD
WRIGHT	FRANKLIN	BUTLER

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THE ECONOMIC BASE OF NIAD

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PREFACE

NIAD is the abbreviated name for North Iowa Area Development, a voluntary association of representatives from a multi-county area organized for social and economic development purposes. NIAD includes all of seven counties—Winnebago, Worth, Mitchell, Hancock, Cerro Gordo, Floyd and Franklin—and the northeast portion of Wright County and the northwest portion of Butler County.

Rapid changes are taking place in NIAD. Technological progress has stimulated farm consolidation. This rapid farm consolidation has permitted the farmer to become more fully employed, but it also has reduced the number of farms and the farm population. The speed at which consolidation has developed and is progressing in NIAD has an impact on Main Street, on school size and location, on training needs and educational demands, and on churches and

church service. Consolidation also has implications for government functions and government districts, and for people's attitudes and abilities. NIAD residents want to understand more fully the causes of the change and the possible courses of action in dealing with the changes. These concerns are sometimes called *problems*; at other times they are called *progress*. Whether problems or consequences of progress, NIAD residents feel confident they can deal with the changing situation if they have sufficient information.

This economic base study attempts to provide answers about the forces of change in NIAD. The study was requested by the NIAD executive committee and conducted by the Iowa State University Cooperative Extension Service. It is hoped this report will assist the NIAD committees in achieving their stated objectives.

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THE ECONOMIC BASE OF NIAD

The *economic base* of an area consists of those activities which provide the basic employment and income on which the rest of the local economy depends. An *economic base study* identifies the basic sources of employment and income and provides an understanding of the source and level of all employment and income within the study area. The primary objective of an economic base study is to develop information which will help an area solve local problems, make better decisions about matters which will enlarge economic opportunities for its citizens, improve their welfare, and make it possible for them to increase their contributions to national growth.

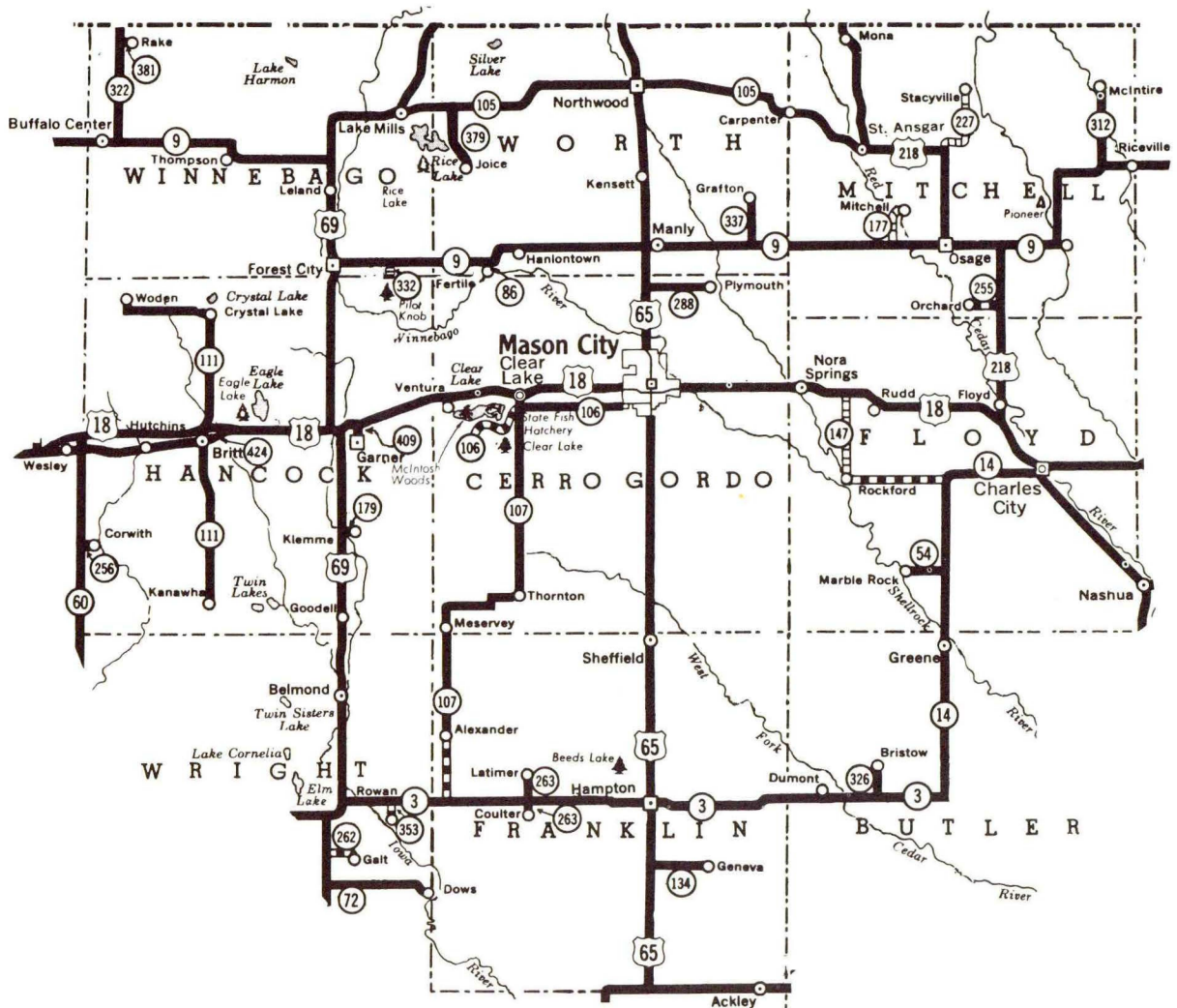
One of the first requirements of an economic base study is a defined area. The area used in an economic base study can be the city limits or trade area of a

town, a county, or a multi-county unit. In this particular economic base study, the area selected is the NIAD area. Figure 1 shows the area and the towns and counties included. There are 59 towns, all or parts of nine counties, and 11,600 farms in the area, representing 151,000 people in 1960.

This area is considered because it represents the *functional economic area*. People residing in the area tend to identify themselves with one or more centers in the area for most of their economic and social activity.*

* This area was identified as a functional economic area by three separate studies: The Arthur D. Little report to the Development Commission, the Iowa State Department of Public Instruction report in connection with House Resolution 6, 59th General Assembly, and area delineation studies by the Department of Economics and Sociology, Iowa State University.

Figure 1. MAP OF THE NIAD AREA SHOWING U. S. AND STATE HIGHWAYS



WHAT THE ECONOMIC BASE STUDY SHOWS

After the area to be covered in the study is carefully defined, the economic base study divides the local economy into two segments: (1) firms and individuals serving markets outside the area (export activity), and (2) firms and individuals serving markets within the area (domestic activity).

The goods and services which the area sells outside its boundaries are *exports* (not to be confused with exports as meaning sales to foreign nations).

In the NIAD area, the major export activity is farming. Most of the products produced in the NIAD farming industry are export products as far as the area is concerned. Consequently, the employment in farming is considered nearly 100 percent export.

Manufactured products sold out of the area also are classified as exports. A local construction company performing work outside the area is classified as export. A medical hospital or clinic attracting patients from beyond the area is engaged in export activity, insofar as the percentage of business done outside the area. Recreational centers, such as Clear Lake, attract tourists and vacationers from beyond the NIAD area. To this extent, recreation is export activity. Using the same logic, motels and hotels that do business with people living outside the area are engaged in export activity with nonresidents (see fig. 2).

The remaining goods and services go to the local market. *Local* is defined as the geographic region being studied, or, in this study, the NIAD area. Economic activity within the local sector is *domestic activity*.

The differences between the two sectors, export and domestic, stem primarily from the sources of demand. The source of demand for goods and services in the export market originates from outside the NIAD area. On the other hand, the demand for goods and services produced for domestic activity originates primarily within the area (see fig. 3).

Export markets are the *prime mover* of the local economy. If employment serving the export market rises or falls, employment serving the local market is presumed to move in the same direction. When the factory (export) closes, retail merchants (local) feel the impact, in that laid-off factory workers have less to spend. Because of this prime mover role, export employment is sometimes called *basic*. Employment which serves the local market is considered adaptive and is sometimes called *nonbasic*.

In economic base analysis, each firm in the area is placed in either the export or domestic category or divided between the two. Employment in plants that deal in both markets is divided into export and domestic classifications according to the percentage of business performed in each sector.

If export employment is the prime mover, how much domestic employment will be created if export employment increases? The simplest assumption is that, in the long run, the proportion of export and domestic jobs will remain about the same. Hence, an increase in the number of basic jobs will eventually produce a proportionate increase in domestic jobs.

For example, in an area with a total employment of 10,000, suppose that export employment is 5,000

and domestic employment is also 5,000. What happens to total employment if a new plant opens in the area and increases export employment by 40 jobs? In the long run, domestic employment will also rise by 40. If for every four export jobs, four domestic jobs are created, total employment will rise by 80—the 40 export jobs plus the additional 40 domestic jobs created to supply the increased demand resulting from the new export workers.

FORECASTING

An important use of the base study is for *forecasting*. When the area's economic forces are understood, it is easier to project how these and other forces will affect the area in the future. First, the growth or decline of employment in export industries is forecast. Then, associated domestic employment growth or decline can be determined. These projections can help greatly in forecasting changes in population, income, land use and tax base. Forecasts of trends in these fields in turn can be used to meet a wide range of public and private needs of the area, such as planning and zoning, capital budgeting, taxation, public spending, housing, transportation, electricity and gas, telephone and other utility services, as well as needs for many other services.

BENEFITS OF THE BASE STUDY *

The general information provided by an economic base study is valuable to businessmen, civic leaders, government officials, planners, educators and development groups. The following are examples of specific benefits. (1) Economic base studies provide an understanding of current sources of income and employment. *Example:* In some areas, seemingly small industries might be revealed as a major source of basic employment. (2) These studies can pinpoint weaknesses in the area's economy. *Example:* Most of the export employment may be tied to a single industry. (3) As an aid to economic education, economic base studies are extremely worthwhile. *Example:* Base studies made available to high schools are useful in teaching economics. Students can understand general economic principles more easily if they are related to a familiar situation in their area. (4) Information resulting from economic base studies assists in making governmental decisions. *Example:* Since the "business climate" depends largely on the attractiveness of the area to export concerns, government officials need to know whether present local taxes are relatively heavier on export industry than on locally oriented industries.

Periodic base studies can enable an area to evaluate its progress towards certain broad public goals. These would include (1) increasing total income and employment, (2) increasing per capita income, (3) obtaining reasonable cyclical stability, and (4) maintaining healthy prospects for future growth.

Per capita income provides a measure of the average citizen's well-being. Base studies carried on

* Adapted from "The Community Economic Base Study," Charles M. Tiebout, Supplementary Paper No. 16, published by the Committee for Economic Development, December 1962.

Figure 2

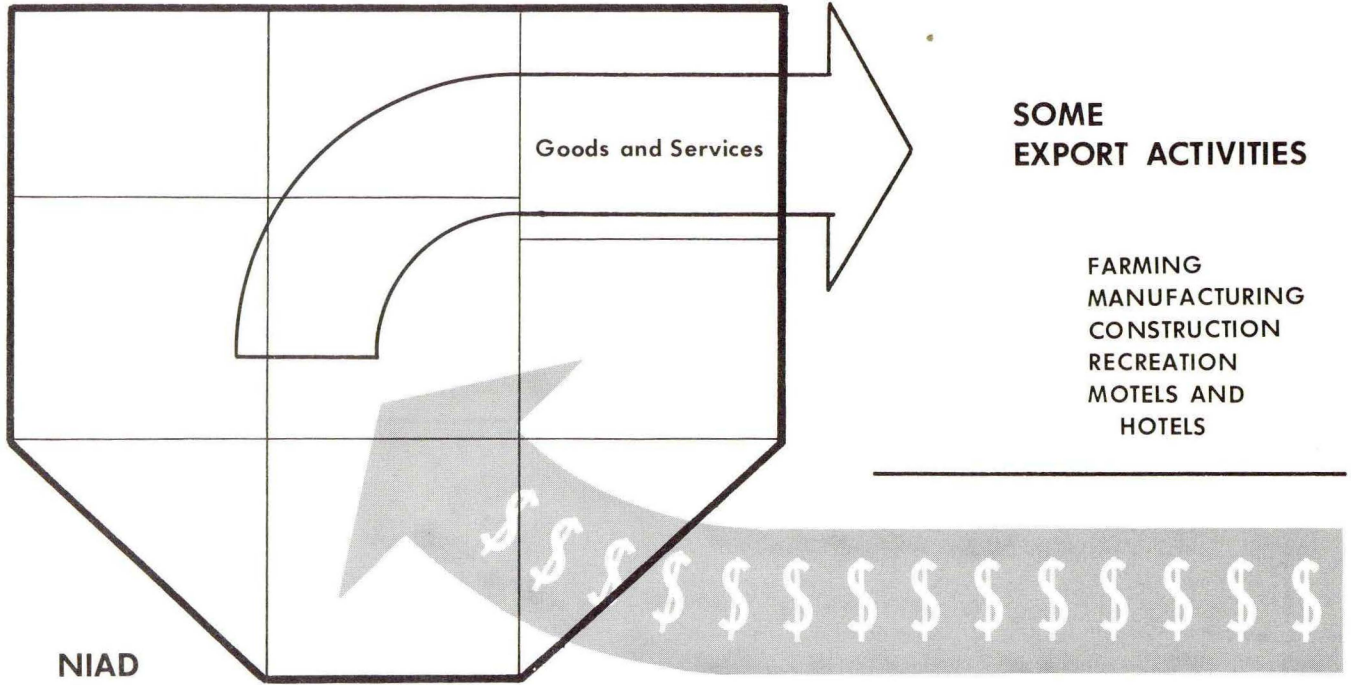
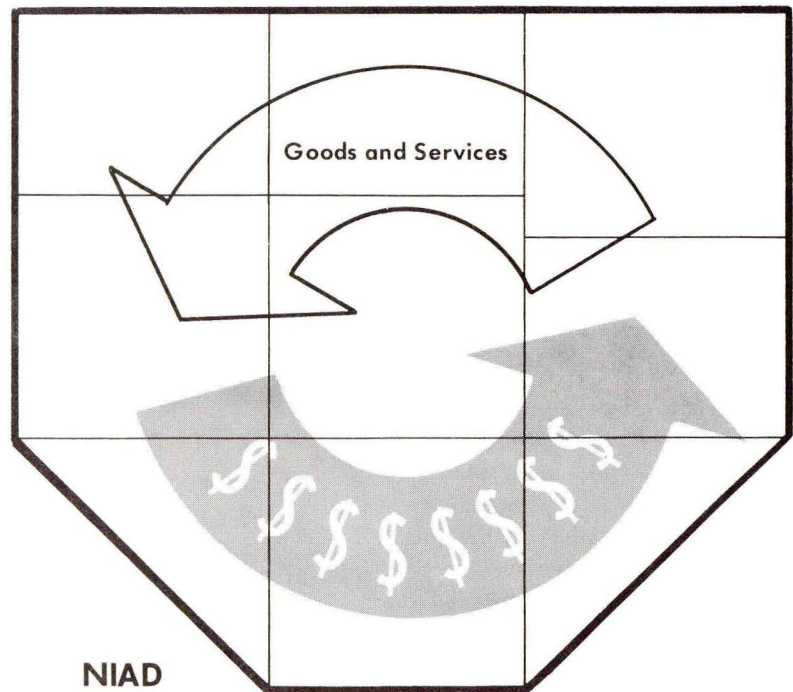


Figure 3

SOME DOMESTIC ACTIVITIES

- RETAIL AND WHOLESALE BUSINESS
- MEDICAL SERVICES
- SCHOOLS
- CHURCHES
- REPAIR SERVICES
- LOCAL GOVERNMENT



over periods of time will measure changes in per capita income and help to unearth the reasons for these changes. Cyclical stability implies that employment and income in an area are not subject to extreme swings over a business cycle. A base study points to the industrial mix of export industries. If this mix of industries is highly sensitive to cyclical fluctuations, then encouragement of more stable industries is suggested as an appropriate policy objective.

A base study is valuable to business firms located outside the area and those located within the area. Outside firms looking for information on local market potential will find useful information in the area base study. The economic base study might indicate that a

continuous flow of high-quality labor will be available, thereby justifying the establishment of a branch plant. The economic base study will reveal a number of economic and social factors to a firm considering the area as a location.

For firms already established in an area, a base study helps trace the local sources of demand for their products and services. It indicates a relation of the fortunes of the firm for other parts of a local economy. Even local firms selling largely in regional and national markets will find the base study valuable because it describes the factors in the local economy which influence their costs.

Table 1. NIAD EMPLOYMENT DATA.

Type employment*	Employment 1950	Employment 1960
Agriculture	20,314	15,926
Construction	3,362	3,168
Manufacturing	7,346	8,110
Transportation, communication and public utilities	3,614	3,243
Wholesale and retail	10,968	11,294
Finance, insurance and real estate	1,208	1,561
Business and repair service	1,497	1,140
Professional and related	4,282	6,262
Public administration	1,409	1,470
Entertainment and recreation	416	339
Personal services	2,406	2,724
Total	56,822	55,237

*See Appendix for definitions of these classifications.

	1950	1960	1975
Total population	150,445	151,492	146,868
Total employment	56,822	55,237	53,213
Total export employment	31,962	28,287	25,125
Total domestic employment	24,860	26,950	28,088
Ratio domestic/export	.778	.953	1.118

EXPORT-DOMESTIC EMPLOYMENT IN NIAD*

Export and domestic employment data for NIAD are given in table 1. All 245 manufacturing firms in NIAD were surveyed to compile the manufacturing information shown in table 1. In addition, a sample of the construction firms, hotel, motel and recreational industries were surveyed to support information already available. Other data were obtained from the 1960 population census, government agencies and commissions, and numerous other sources.

* This analysis will discuss NIAD totals only; data for individual counties are in the Appendix.

The most significant economic information revealed in table 1 is the decline in agricultural employment between 1950 and 1960. The decrease of 4,388 jobs (97 percent estimated to be export) is most certainly one of the primary forces affecting the economy of NIAD. Export employment in NIAD decreased from 31,962 in 1950 to 28,287 in 1960, a net loss of 3,675 jobs that are directly related to export or basic activity. This decrease took place in spite of an increase of 764 manufacturing jobs.

If only nonfarm export employment is considered, there was a slight increase between 1950 and 1960.

Change 1950 - 60	Estimated Change 1960 - 75	Estimated** Employment 1975	Export Employment 1950	Export Employment 1960	Percent Export Employment 1960	Estimated Export Employment 1975
-4,388	-5,403	10,523	19,706	15,449	97	10,208
- 194	- 402	2,766	1,681	1,584	50	1,383
764	2,737	10,847	5,950	6,569	81	8,786
- 371	- 75	3,168	2,313	2,076	64	2,028
326	15	11,309	1,316	1,355	12	1,357
353	219	1,780	0	0	0	0
- 357	- 115	1,025	75	57	5	51
1,980	120	6,382	514	1,751	12	766
61	182	1,652	0	0	0	0
- 77	109	448	46	37	11	49
318	589	3,313	361	409	15	497
-1,585	-2,024	53,213	31,962	28,287		25,125

Percent change 1960-75

- 3.1
- 3.7
-11.2
4.2

**Based on a study conducted for Iowa College—Community Research Center, May 1963, by Wilbur Maki, Iowa State University, "Projections of the Economy and Population of the Fort Dodge, Iowa Area, 1954-74."

EXPORT EMPLOYMENT — THE PRIME MOVER

The employment and population data for 1950 and 1960 indicate a significant decline in export employment, a decline in total employment and very little change in total population. However, domestic employment showed an increase between 1950 and 1960. If export employment is considered the prime mover, then it would be expected that domestic employment would follow the same trends shown by export employment—other things being equal.

Obviously, other things were *not* equal in NIAD between 1950 and 1960. If the decline in export employment was caused by a decrease in the demand for the goods and services produced for export, total export income would be depressed, and there would be an associated decline in the demand for domestic goods and services. However, there was *not* a decrease in the demand for NIAD's export goods and services. On the contrary, there was an increase in sales of both manufactured and farm products produced in the area.

Therefore, the export employment decline (primarily in farming) was due to advancing technology and increased capital per worker, resulting in greatly increased productivity per worker. More goods and services were exported from NIAD in 1960 than in 1950. There was an increase in total income from export industries between 1950 and 1960.

NIAD has experienced two major economic changes, and the consequences of these changes appear in different ways.

The first change was a major decline in export employment. The second change was a significant increase in income.

The impacts of these two major changes will be discussed in more detail later in this report. However, one of the results of less export employment and more income is a changing ratio between export and domestic workers. In 1950, 10 export workers provided the demand for nearly 8 domestic workers. In 1960, 10 export workers apparently created a demand for nearly 10 domestic workers.

How much of this change reflects a permanent ratio change will be determined over time. In the short run, there are some possible explanations for the changing ratio.

1. The per worker productivity of the export worker increased more rapidly than did the per worker productivity of the domestic worker. This would tend to cause a permanent ratio change.

2. Both the total income for the area and the average income per family increased approximately 20 percent on a constant-dollar basis.

This increase represents an actual increase in purchasing power after the effects of inflation have been removed. With rising incomes, there has been an increased tendency to consult a physician, to have frequent eye examinations, to seek more dental care, legal advice and nursing care for the aged, and to demand more of all other personal and professional services.

The number of professional and charitable organizations hiring full-time employees has increased.

There is a high "income elasticity"* for some professional services, including secondary and higher education; the increased quantity and quality of educational offerings in secondary schools has caused a substantial increase in professional service categories. The consequence of increased incomes is reflected in the growing personal-service employment—which has increased in spite of a decrease in the number of paid household workers.

3. When export employment changes, particularly in the downward direction, there can be a lag of several years before domestic employment follows. If the export employment decreases, the retailer dealing with products of low income elasticity might serve fewer customers and do less business. An increase in "underemployment" may follow rather than loss of jobs. The gradual increase in underemployment could continue for many years before some jobs are eliminated.

4. Associated with increased farm size is the tendency of farmers to increase purchases of inputs like gasoline, feed, seed, fertilizer, and services such as grinding and spraying. This leads to an increase in demand for nonfarm domestic jobs.

5. Throughout the nation, there has been a substantial increase in employment related to local, state and federal government. During the past years, the employment increase has been more in local and state government than in federal. The NIAD area showed an increase of 88 government-related jobs between 1950 and 1960. The change in the number of jobs related to state, local and federal government could proceed either up or down independent of the export employment in the area. The jobs connected with state, local and federal government are not considered export jobs in this study, since it is assumed that the taxes contributed in support of these jobs in the NIAD area equal or exceed salary payments for these jobs from state and federal sources. However, government employment is not typically domestic either, because the jobs are not directly related to export activity.

6. Because of changing incomes and changing tastes, the ratio between export employment and domestic employment could be changing over time in spite of "adjustment lags." The ratio for 1950 indicates that the loss or gain of 10 basic export jobs would bring about a decrease or increase of 8 domestic jobs. In 1960, the ratio had changed to 10 export jobs for every 10 domestic jobs. If the change continues through 1975, 10 workers in export economic activity will create a demand for more than 11 workers in domestic activity.

While recognizing that the ratio between export and domestic employment is in fact changing, there is evidence that a relationship still exists. For example, total employment between 1950 and 1960 actually decreased by nearly 1,600 jobs. The existence of a relationship between the number of jobs and the total population cannot be denied, since nearly every family, unless independently wealthy, must have an

* If much of an "income increase" is spent on some items or services, these items or services are said to have a high income elasticity.

economic means of support. However, the percentage of people beyond 65 who are retired and dependent on a nonworking means of support has greatly increased. The percentage of children under 14 has also

increased. The "dependency ratio" in the area has increased during 1950-60. Consequently, total employment increased only slightly—less than .7 percent.

THE MAJOR CHANGE IN NIAD - AGRICULTURE

In terms of both employment and value of product, farming is the largest export industry in the NIAD area. In 1960, farming provided about 29 percent of total employment and about 55 percent of export employment. The next most significant export employment was in manufacturing, which made up approximately 15 percent of total employment and close to 23 percent of export employment.

Of the total "value added" * income earned in the NIAD area in 1960, 28 percent was earned in farming.

Consequently, farming is an extremely significant activity in NIAD for two reasons. First, it contributes a large share of the economic activity of the total area both in terms of employment and income. Second, farming is nearly 100 percent export activity for the NIAD area and a prime mover of the economy.

There are many reasons for concluding that the changes taking place in farming in NIAD have been the cause of the most significant impacts on the area (particularly since World War II). It is necessary to look at these changes in detail in order to understand

some of the population and employment changes in NIAD in the past decade and in order to fully comprehend possible future changes and potential future impacts.

A TYPICAL FARM

A high percentage of the farms in the NIAD area would classify as "hog-beef fattening farms." This type of farm is more prevalent in the southern and western parts of NIAD than in the northeast. The data for this type of farm are shown in table 2. The changes illustrated in table 2 are not an average for all farms, but do represent similar changes taking place throughout the farming industry. The only difference between a hog-beef fattening farm and another type of farm would be a matter of degree.

In the 15-year period represented in table 2, farms increased in size by nearly 20 percent, and the livestock operation also increased substantially with practically no change in the number of hours worked annually. Although there was no change in the number of hours worked, there was a slight increase in the amount of labor provided by the operator and his family, with about a 20 percent decrease in the amount of hired labor.

* Value added income is computed by subtracting cost of materials purchased from other firms or farms from the sales of a firm or farm.

Table 2. CHARACTERISTICS OF TYPICAL HOG-BEEF FATTENING FARM* IN NIAD.

	1947-49 Average	1962	Percent change
Acres in farm	192	227	+ 18.2
Livestock			
Cattle (head)	38	85	+ 124.0
Pigs raised	156	196	+ 25.6
Labor used (hours)	4,420	4,400	0
Operator and family	3,710	3,830	+ 3.2
Hired	710	570	- 19.7
Total farm capital	\$46,930	\$94,570	+ 101.5
Total cash receipts	\$19,630	\$31,924	+ 62.6
Total cash expenditures	\$ 9,816	\$23,803	+ 142.5
Net farm income	\$ 9,860	\$10,183	+ 3.3
Purchasing power of income (1947-49 dollars)	\$ 9,860	\$ 8,486	- 14.0
Production per farm (index)	77	110	+ 42.8
Production per hour of labor (index)	71	102	+ 43.6

Source: USDA Information Bulletin 230

*These figures are not intended to portray averages for all NIAD farms.

One of the striking changes taking place in NIAD agriculture is the increase in capital per farm. An average of about \$95,000 total capital was invested in land, livestock, equipment and machinery on hog-beef farms in 1962. The increase of over 100 percent in a 15-year period is a remarkable change.

With increases in size of farm and livestock operation, cash receipts (unadjusted for inflation) increased by about 63 percent while cash expenditures were increasing nearly 150 percent. These figures indicate the extent of the cost-price squeeze on NIAD agriculture within this period.

The net income per farm increased only slightly in spite of the expanded operation, and when adjusted for inflation (placed on a purchasing power equivalent to 1947-49 dollars) the actual purchasing ability of this income decreased by 14 percent per farm.

However, even though expanded operations accomplished no income increase, the decreases in income would have been much greater if the changes had not occurred.

Increases of production per farm and production per hour of labor of nearly 45 percent show the great increase in the ability of one farmer to farm more land and produce a greater output.

The data in table 2 give a brief picture of the kind and amount of change that has taken place in 15 years in NIAD agriculture. The changes in the cash grain farms in the area (55 percent production increase) would be even more striking, but the changes in the dairy farms would be less pronounced.

A \$200 MILLION INDUSTRY

Between 1949 and 1959, the value of farm products sold in NIAD made a substantial (36.7 percent)

increase (fig. 4). When the value of farm products sold is adjusted for the change in the level of farm prices received, NIAD agriculture experienced an increase in production of over \$65 million between 1949 and 1959, on the basis of 1959 farm prices. This increase is only slightly lower than total retail sales in Cerro Gordo County in 1959. NIAD agriculture is approaching a \$200 million industry and growing steadily.

The rapid increase in gross sales, the increasing local expenditures and the increasing productivity per farm have resulted in improved farm living in NIAD. Figure 5 gives the level of living index of farm operators in 1950 and 1959. Not only has the NIAD area shown significant increases during the period, but NIAD farmers also enjoy a level of living higher than almost any other area in Iowa.

There is only one significant element of decline in NIAD agriculture—employment. Earlier, stress was placed on farm employment decline as one of the most significant changes taking place in the entire NIAD area.

LARGER FARMS, FEWER FARMERS

NIAD agriculture exhibited rapid farm consolidation trends in the decade between 1949 and 1959. As farms were consolidated, farm numbers decreased. Farm employment decreased even more than farm numbers. As a farmer consolidated a neighboring farm with his own, he farmed the additional land without extra labor. Consequently, with consolidations, farm families left agriculture.

There was a decrease of nearly 2,100 farms in NIAD between 1949 and 1959. Butler and Hancock counties showed the lowest rate of consolidation, Mitchell the highest (table 3).



Table 3. COMMERCIAL FARMS IN NIAD.

	1949	1959	Change	Percent change
Butler*	642	565	- 77	- 12.0
Cerro Gordo	1,851	1,572	- 279	- 15.1
Floyd	1,727	1,458	- 269	- 15.6
Franklin	2,090	1,766	- 324	- 15.5
Hancock	1,971	1,706	- 265	- 13.4
Mitchell	1,631	1,325	- 306	- 18.8
Winnebago	1,553	1,332	- 221	- 14.2
Worth	1,471	1,239	- 232	- 15.8
Wright*	752	626	- 126	- 16.8
NIAD	13,688	11,589	- 2,099	- 15.3
Iowa	187,717	154,334	- 33,383	- 17.8
U. S.	3,706,412	2,412,917	- 1,293,495	- 34.9

Source: Agriculture census.

*Includes only Butler and Wright farms within NIAD.

Figure 4. VALUE* OF FARM PRODUCTS SOLD IN NIAD

1959		\$177 MILLION
1949		\$112 MILLION
NIAD	percent increase	36.7
Iowa	percent increase	35
		\$65 MILLION
		Adjusted increase

Source: Agriculture Census

*Adjusted for changed index of farm prices received, 1949 = 256, 1959 = 233.

Figure 5. FARM OPERATOR LEVEL OF LIVING INDEX*, IOWA COUNTIES
U. S. COUNTY AVERAGE IN 1959 = 100

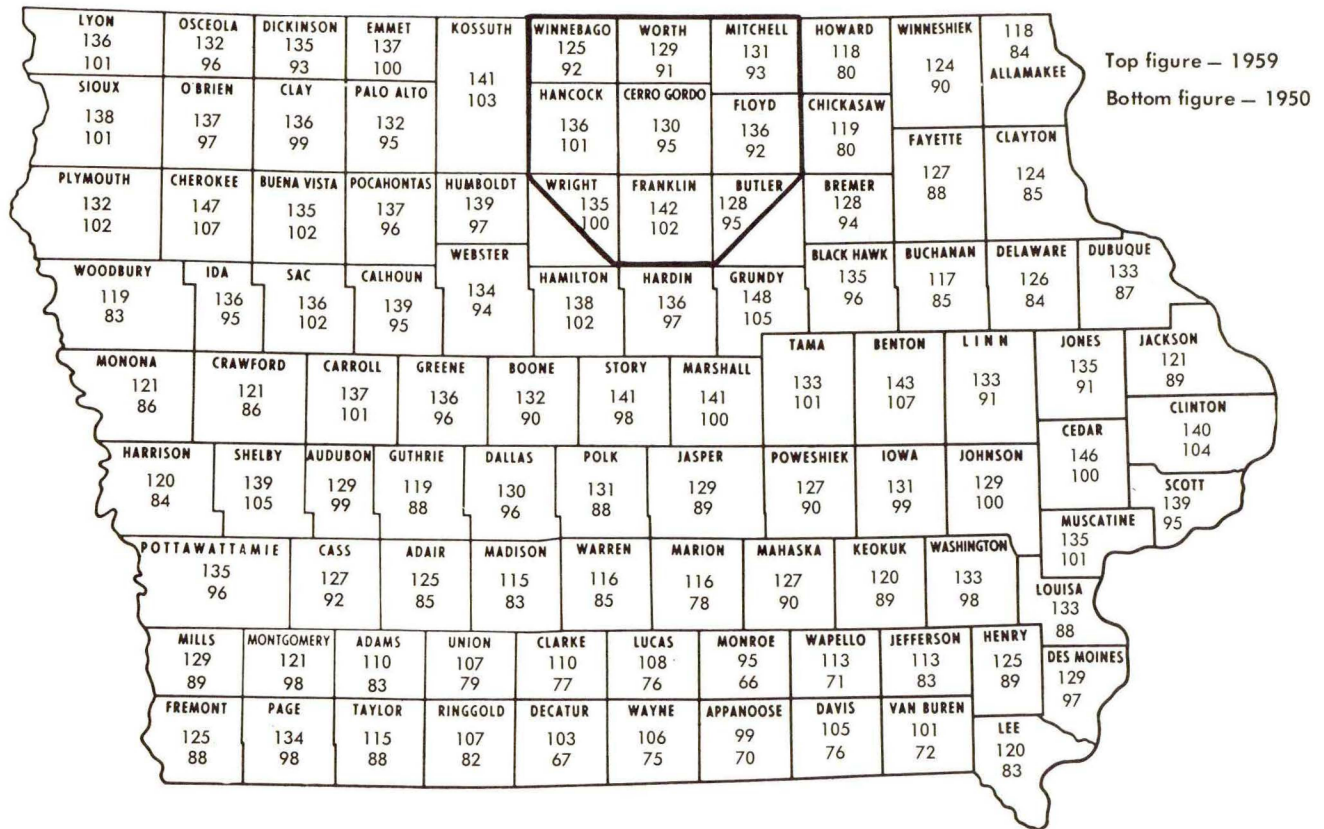


Table 4. COMMERCIAL FARMS IN NIAD CLASSIFIED BY VALUE OF PRODUCTS SOLD.

	Farms selling \$10,000 or more				Farms selling \$5,000 to \$10,000				Farms selling under \$5,000			
	1949	1959	Change	Percent change	1949	1959	Change	Percent change	1949	1959	Change	Percent change
Butler*	147	280	133	90.4	272	215	- 57	-21.0	223	70	- 153	-68.6
Cerro Gordo	662	887	225	34.0	721	445	- 276	-38.3	468	240	- 228	-48.7
Floyd	393	843	450	114.5	656	350	- 306	-46.6	678	265	- 413	-60.9
Franklin	811	1,146	335	41.3	758	450	- 308	-40.6	521	170	- 351	-67.4
Hancock	694	1,061	367	52.9	846	475	- 371	-43.9	431	170	- 261	-60.6
Mitchell	462	720	258	55.8	681	410	- 271	-39.8	488	195	- 293	-60.0
Winnebago	377	682	305	80.9	771	410	- 361	-46.8	405	240	- 165	-40.7
Worth	377	569	192	50.9	597	430	- 167	-28.0	497	240	- 257	-51.7
Wright*	282	400	118	41.8	318	154	- 164	-51.6	152	72	- 80	-52.6
NIAD	4,205	6,588	2,383	56.7	5,620	3,339	-2,281	-22.8	3,863	1,662	-2,201	-57.0

Source: Agriculture census.

*Includes only Butler and Wright farms within NIAD.

The change in farm numbers in NIAD is not as rapid as in some other areas of the state, particularly in the south and southwest. Almost 12.8 percent of the 15.3 percent change in NIAD farm numbers came between 1954 and 1959. While area farms were decreasing by 12.8 percent, the Iowa decrease was 13.1 percent.

The decrease in farm numbers has meant a corresponding increase in farm size, since total farm acreage has remained about the same. The average size in total acres of the commercial farm in NIAD by county in 1959 was: Butler, 183; Cerro Gordo, 219; Floyd, 202; Franklin, 202; Hancock, 203; Mitchell, 209; Winnebago, 183; Worth, 206; Wright, 224 (state average, 213).

The change in farm numbers and farm employment has had its impact on the rural population. Although there has been a significant increase in the number of nonfarm workers living in rural areas, the rural population between 1950 and 1960 decreased more than 7 percent, resulting in many vacant farm houses and abandoned farmsteads.

FAMILY FARMS THRIVING

The decrease in farm numbers is often assumed to be general and associated with comments such as, "What is happening to the family farm?". Table 4 shows that very small farms are decreasing in

number. Actually, the number of farms selling \$10,000 or more value of farm products increased greatly between 1949 and 1959. The NIAD area experienced a 56.7 percent increase in the number of farms selling products worth \$10,000 or more. This increase came primarily through the route of combining two smaller farms into one larger one. There was a 22.8 percent decrease in the number of farms selling between \$5,000 and \$10,000 worth of products and a 57 percent decrease in the number of farms selling \$5,000 worth of products or less, thus reducing by half the number of small farms in the NIAD area in the 10-year period. The reduction in the number of small farms has been particularly large in Franklin and Butler counties.

A farm with \$10,000 annual gross sales has a net income of approximately \$4,500. It may be argued that \$10,000 gross sales is necessary to adequately support a farm family. If this is an acceptable argument, the number of family farms in NIAD has been increasing during the years of rapid change. But, even though NIAD had more large farms with higher incomes in 1959 than in 1949, there were still only about 57 percent of the farms earning \$10,000 or more a year. About 14 percent of the farms sold less than \$5,000 worth of products and approximately 29 percent had between \$5,000 and \$10,000 in sales.

OTHER CHANGES IN THE NIAD ECONOMIC BASE

POPULATION CHANGES

NIAD's population has been essentially stationary since 1940 (see fig. 6). While United States population was increasing 18.5 percent between 1950 and 1960, Iowa population increased 5.2 percent and NIAD population increased less than 1 percent. In 1960, NIAD contained 6.3 percent of Iowa's 2,757,000 people (note table 6).

With the exception of Cerro Gordo County, all the counties in NIAD appear to have passed their population peak (see table 5). Mitchell County had its highest population on record in 1900. Cerro Gordo was highest in 1960, showing an 8.3 percent increase in the last decade. Floyd County remained essentially the same in 1960 as in 1950, which was its year of peak population. All other counties reached their peak population in 1940 or earlier. Although the big decrease came in the farm population, there was also a decrease in some of the towns. Fifty-seven percent of the towns under 1,500 in NIAD decreased in population in the 1950-60 decade (table 7), most of the towns 1,500 and over grew larger.

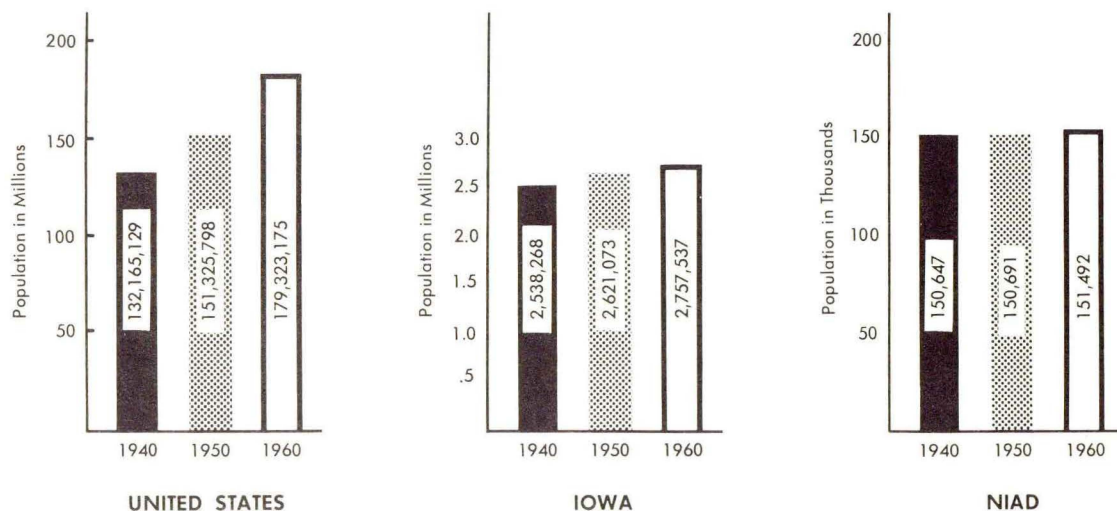
Migration helps determine the population of an area. Migration for the NIAD area for the 1950-60 period can be determined by taking the 1950 population, adding the births, subtracting the deaths, and comparing this figure with the actual population

in 1960. This process tells us the amount of out-migration or immigration in the area in the 10-year period. All of the counties in NIAD experienced out-migration between 1950 and 1960 (see table 8). The county with the highest percentage, loss due to migration was Hancock County (18.3 percent). The lowest percentage loss was in Cerro Gordo County (7.1 percent). When an area experiences outmigration, the migrants usually are not distributed equally over the population. Usually a large number of migrants are of farm origin and a particularly large number of them are between the ages of 20 and 40. A total of 19,241 people left NIAD between 1950 and 1960, a 12.8 percent loss due to outmigration. This compared with an 8.7 percent loss in the state of Iowa during the same period.

In NIAD, there were 6,500 more people under 20 in 1960 than in 1950, but there were 9,373 fewer between the ages of 20 and 39, while an increase of 4,115 was taking place among those 60 and over. Most of the increase in age group 0 to 9 (2,360) took place in Cerro Gordo County. The percent of the NIAD population over 60 is 16.9, compared with 16.4 percent for Iowa and 13.2 percent for the United States. Iowa leads the nation in percent of population over 65 years of age. *

*A complete report of the population change in NIAD may be found in "Population Report for NIAD," Daryl Hobbs, Iowa State University Extension Service.

Figure 6. POPULATION TRENDS



Source: Population Census

Table 5. NIAD POPULATION CHANGE BY COUNTY

	1880	1900	1920	1930	1940	1950	1960
Butler*	14,293	17,955	17,845	17,617	17,986**	17,394	17,467
Cerro Gordo	11,461	20,672	34,675	38,476	43,845	46,053	49,894**
Floyd	14,677	17,754	18,860	19,524	21,169	21,505**	21,102
Franklin	10,249	14,996	15,807	16,382**	16,379	16,268	15,472
Hancock	3,453	13,752	14,723	14,802	15,402**	15,077	14,604
Mitchell	14,363	14,916**	13,921	14,065	14,121	13,945	14,043
Winnebago	4,917	12,725	13,489	13,143	13,972**	13,450	13,099
Worth	7,953	10,887	11,630**	11,164	11,449	11,068	10,259
Wright*	5,062	18,227	20,348**	20,216	20,038	19,652	19,447
NIAD	86,428	141,884	161,298	165,389	174,361	174,412	175,387**
Percent state							
total	5.3	6.4	6.7	6.7	6.9	6.7	6.3

Source: Population census.

*All of Butler and Wright counties are included, therefore these totals do not equal NIAD population.

**Decade of peak population

Table 6. NIAD POPULATION AS PERCENT OF STATE TOTAL.

	1900	1960
Butler*	.8	.6
Cerro Gordo	.9	1.8
Floyd	.8	.8
Franklin	.7	.5
Hancock	.6	.5
Mitchell	.7	.5
Winnebago	.6	.5
Worth	.5	.4
Wright*	.8	.7
NIAD	6.4	6.3

Source: Population census.

*Includes all Butler and Wright population.

Table 7. POPULATION CHANGE BY SIZE OF TOWN IN NIAD.

Size of town	Increased	Decreased
1960	1950-60	1950-60
Under 500	14	21
500-999	4	6
1,000-1,499	4	2
1,500-2,499	5	0
2,500-4,999	4	0
Over 5,000	1	1
	32	30

Source: Population census

Table 8. OUTMIGRATION IN NIAD BY COUNTY.

	Population 1950	Population 1960	Percent change 1950-60	Change 1950-60	Natural increase 1950-60	Potential** population 1960	Net change migration	Percent net migration 1950-60
Butler*	5,218	5,240	+ 0.4%	+ 22	600	5,818	- 578	- 11.1
Cerro Gordo	46,053	49,894	+ 8.3%	+ 3,841	7,103	53,156	- 3,262	- 7.1
Floyd	21,505	21,102	- 1.9%	- 403	2,628	24,133	- 3,031	- 14.1
Franklin	16,268	15,472	- 4.9 %	- 796	1,889	18,157	- 2,685	- 16.5
Hancock	15,077	14,604	- 3.1 %	- 473	2,280	17,357	- 2,753	- 18.3
Mitchell	13,945	14,043	+ 0.7%	+ 98	2,082	16,027	- 1,984	- 14.2
Winnebago	13,450	13,099	- 2.6%	- 351	1,630	15,080	- 1,981	- 14.7
Worth	11,068	10,259	- 7.3%	- 809	1,041	12,109	- 1,850	- 16.7
Wright*	7,861	7,779	- 1.0%	- 82	1,035	8,896	- 1,117	- 14.2
NIAD	150,445	151,492	+ 0.6%	+ 1,047	20,288	170,773	- 19,241	- 12.8
State	2,621,073	2,757,537	+ 5.2%	+ 136,464	365,071	2,986,144	- 228,607	- 8.7

Source: Population census

*Includes only Butler and Wright migration within NIAD.

**What population would have been without migration.

INCOME

Income is often used as a measure of economic progress. Income is usually viewed in two ways:

1. Total or aggregate income. The income from all sources for a given area, such as NIAD, is observed and changes in income, in absolute or in percentage terms, are noted and compared with other areas. If no major changes in the price level occur, increases in total income for an area can happen as a result of two kinds of change—or some combination of the two. These changes are (1) more resources used in the area and (2) improved productivity of the existing resources.

2. Per unit income. It is possible for the total area income and the average income per worker, per family or per capita to change in the opposite direction or in varying degrees. The change in income per worker, or per family, is usually considered a good barometer of the economic situation.

Between 1950 and 1960, both total and per family NIAD income increased, indicating that economic progress was made.

It is quite possible that more capital was used in the production of goods and services in 1960 than in

1950, but it is apparent that fewer workers were available to share the returns from labor and management. Whether or not more total resources were used in 1960 than in 1950 is difficult to determine. It does seem apparent that the return per worker was substantially improved with a decrease of 1,585 jobs and an income increase on a constant-dollar basis of 20 percent.

There are several possible reasons for the income increase in NIAD in spite of a decrease in employment:

1. There was a substantial increase in the number employed in the professional services. The per worker incomes in the professions are usually higher than the per worker average income for the area.

2. The substantial outmigration might have tended to eliminate existing underemployment—particularly in farming.

3. There is evidence an increase in output per worker has occurred. This is apparent in farming and is indicated in construction, manufacturing and some services (as illustrated by the supermarket).

4. The trend to more wives working and an increase in the number of workers with two jobs are also possible reasons for the increase in family income.

Table 9. NIAD TOTAL INCOME AND AVERAGE FAMILY INCOME.

	1949**	1959	Change	Percent change	Average-per family 1959
Thousands of dollars					
Butler*	5,481	6,927	+ 1,445	+ 26.4	\$4,076
Cerro Gordo	61,656	84,949	+ 23,292	+ 37.8	5,517
Floyd	27,130	32,378	+ 5,248	+ 19.3	4,910
Franklin	22,635	22,617	- 18	- 0.1	4,141
Hancock	21,313	17,521 ±	- 3,792	- 17.8	3,869
Mitchell	13,760	18,273	+ 4,512	+ 32.8	4,258
Winnebago	15,542	19,106	+ 3,564	+ 22.9	4,308
Worth	12,172	13,956	+ 1,784	+14.7	4,166
Wright*	10,062	11,942	+ 1,880	+ 18.7	4,712
NIAD	189,751	227,669	+ 37,915	+ 20.3	4,440
Iowa	---	---	---	---	5,069

Source: Population census

*Includes only Butler and Wright income within NIAD.

**Adjusted to 1959 dollars.

± 1959 farm incomes in Hancock County were unusually low due to hail and drouth; also some adverse effect in Franklin County.

Figure 7. NIAD FAMILY INCOME DISTRIBUTION

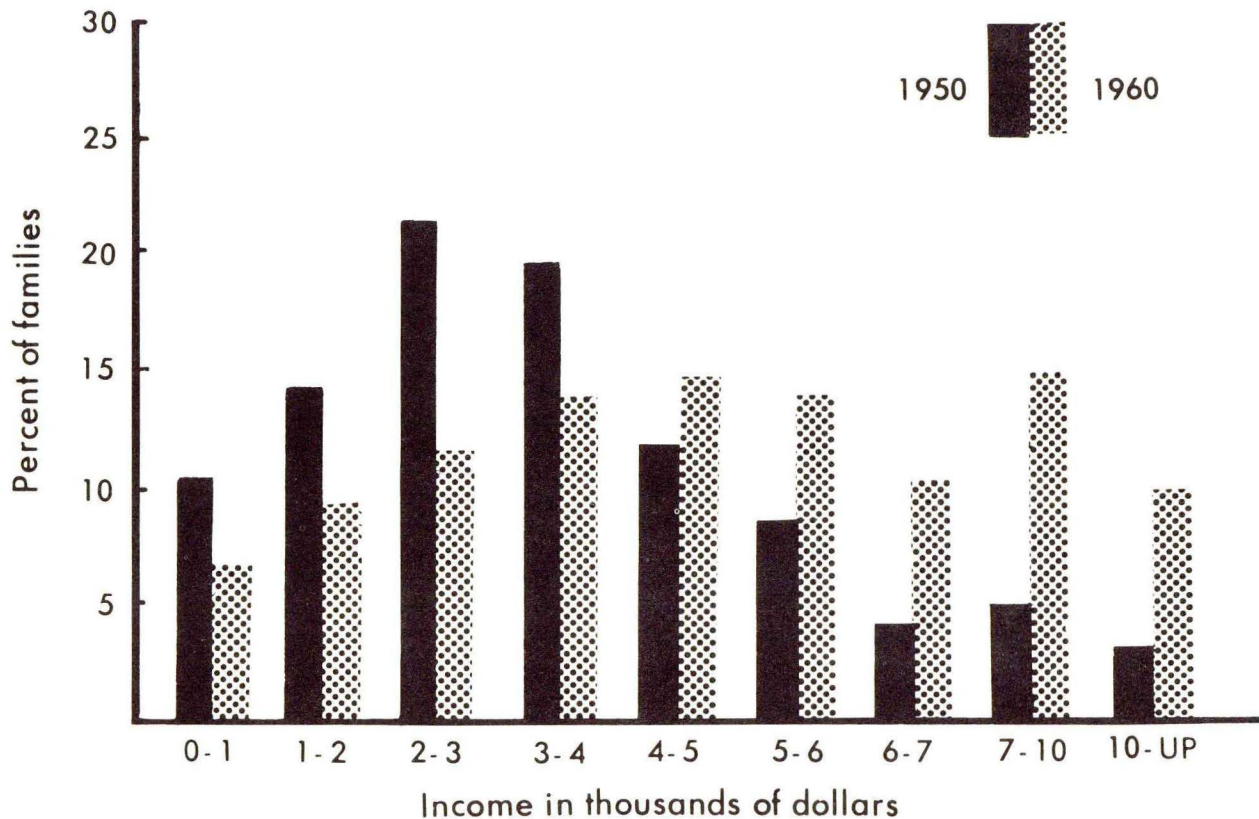


Table 10. ESTIMATION OF NIAD GROSS AREA PRODUCT.

Production sectors	Employees	Product	Gross product	Gross product
	1960	per employee 1954	1954 *	1960
	Millions of Dollars			
Livestock	7,877	\$3,405	27	41
Crops and other	6,444	6,920	44	55
Manufacturing	7,534	5,835	43	51
Regulated industries*	2,829	8,095	23	29
Other services	26,113	5,575	146	146
NIAD	50,797		283	322

Prepared by Marvin Julius, associate, Department of Economics and Sociology, Iowa State University.

*Includes transportation, communication and utilities.

Table 9 shows that NIAD total income in 1959 was over \$227 million. This represents an increase on a constant-dollar basis of 20.3 percent from 1949. Hancock County had a decrease in income because of adverse weather and low farm incomes in 1959. Cerro Gordo County had the largest absolute and largest percentage increase in income. This is associated with a significant increase in manufacturing and professional employment.

Average family incomes increased approximately 20 percent in the NIAD area between 1949 and 1959. Table 9 gives the average family income for each county in the area for 1959 with comparisons for NIAD and the entire state.

In addition to an income increase, there has been an improvement in the distribution of incomes. Between 1950 and 1960, there was a big decrease in the number of families in the low income brackets.

Figure 7 shows that 66 percent of all families earned less than \$4,000 in 1950, but only 40 percent were in this category in 1960.

GROSS AREA PRODUCT

Gross national product is the dollar value of all goods and services produced in the nation. A comparable "gross area product" for the NIAD area was computed and is shown in table 10 as \$322 million in 1960. The gross area product is further divided to show the relative importance of the various producing sectors. The data indicate that the service industries are the largest contributors to NIAD gross area product. Gross area product is expected to be larger than total area income, since depreciation and capital formation are included in the gross product figure.

Table 11. NIAD RETAIL SALES.

	1958	1962**	Percent change
	Thousand dollars		
Butler*	4,694	4,699	+ 0.11
Cerro Gordo	78,871	78,073	- 1.01
Floyd	21,041	21,468	+ 2.03
Franklin	16,173	16,705	+ 3.28
Hancock	13,649	13,982	+ 2.44
Mitchell	14,468	14,268	- 1.38
Winnebago	14,179	14,466	+ 2.02
Worth	7,945	7,886	- 0.75
Wright*	8,439	9,120	+ 8.07
NIAD	179,459	180,667	+ 0.7
State	3,233,111	3,347,205	+ 3.5
Nation	200,400,000	228,100,000	+ 13.8

Sources: Iowa State Tax Commission and Survey of Current Business, February 1964.

*Includes only Butler and Wright sales within NIAD.

** Adjusted for inflation to 1958 dollars.

(See Appendix for retail sales by county)

Table 12. NIAD AGRICULTURAL AND URBAN WEALTH.

	Agricultural assets	Agricultural liabilities	Net agriculture	Urban property	Miscellaneous agricultural and urban assets	Grand total wealth
Million dollars						
Butler*	130.1	18.4	111.7	32.0	40.9	184.6
Cerro Gordo	137.7	19.9	117.8	223.9	109.2	450.9
Floyd	112.0	16.2	95.8	50.3	50.7	196.8
Franklin	158.9	22.9	136.0	38.0	34.4	208.4
Hancock	149.0	21.6	127.4	31.0	35.8	194.2
Mitchell	100.1	14.1	86.0	25.7	38.6	150.3
Winnebago	100.1	14.6	85.5	34.4	33.2	153.1
Worth	93.9	13.6	80.3	24.2	22.3	126.8
Wright*	165.0	24.2	140.8	58.5	52.6	251.9

Source: "Private Wealth of Iowans by Counties," William G. Murray, Iowa Farm Science, March 1964.

*Includes all Butler and Wright wealth.

RETAIL SALES

Table 11 shows a summary of the retail sales changes between 1958 and 1962. The striking feature of the retail sales story is the lack of area change from 1958 to 1962. Retail sales for the area were almost exactly the same in 1962 as in 1958, while state retail sales increased by 3.5 percent and retail sales for the nation rose by 13.8 percent. It seems apparent that increasing area income is being used to purchase additional services, but for some unknown reason the income increase does not appear to have greatly affected retail sales. Additional county data on retail sales can be found in the Appendix.

WEALTH

The NIAD area is particularly noted for its agricultural wealth, especially when national comparisons are made. The area also compares well on a national basis when "wealth per capita" is considered. A report on rural and urban wealth for the counties in the area is given in table 12. Cerro Gordo County, because of its greater wealth in urban property, has the largest grand total wealth.

FEDERAL AND STATE SPENDING

Federal and state economic activities have an important influence on an area's economic base. Some areas depend heavily on defense contracts, military bases, etc., for their export activity. In NIAD, the manufacturers in the area report that 3 percent of their sales are to federal or state governments.

The percentages of manufacturing employment dependent on sales to state and federal governments by county in 1960 ranged from about 23 percent in Butler and 12 percent in Hancock down to less than 4 percent in Franklin, Cerro Gordo, Floyd, Winnebago, Wright and Mitchell and none at all in Worth. In manufacturing, federal and state purchases from NIAD are quite small. Federal involvement in agricultural production is more pronounced. Table 13 shows some of the federal purchases related to agricultural production.

The data in table 13 do not consider NIAD price support activity. On May 31, 1963, about 47 million bushels of corn were under support. About 18 million

bushels were delivered to CCC in 1963, and about 24 million bushels were resealed from the counties in NIAD.

Road building provides another important source of state and federal funds for NIAD. The construction costs of secondary and farm-to-market roads in NIAD counties in 1962 were \$3,394,075, according to the Iowa Highway Commission. Primary road funds disbursed in NIAD in 1962 amounted to \$5,182,451.

Purchases and construction by the state and federal governments in NIAD are important parts of the economic activity, although the amount of state and federal economic activity in NIAD is not as great as in some other areas of Iowa or in other areas of the United States.

In fact, many of the counties in NIAD pay more into the State of Iowa treasury in the form of taxes than is received from state fund activity. Table 14 shows the relation of contributions to payments. Butler, Hancock, Worth and Wright received more in payments from the state than was paid into the state in the form of taxes. Cerro Gordo, Floyd, Franklin, Mitchell and Winnebago all paid more in taxes than was received in the various forms of state aid and expenditure.

Table 13. FARM PROGRAM PAYMENTS TO NIAD, 1963.

	Conservation reserve	ACP Thousand dollars	Feed grain program
Butler*	59	80	1,506
Cerro Gordo	103	67	1,941
Floyd	83	77	1,657
Franklin	49	86	1,985
Hancock	58	47	1,744
Mitchell	63	67	1,344
Winnebago	54	55	1,497
Worth	34	62	1,262
Wright*	25	58	1,821
NIAD	528	599	14,757

Source: Iowa ASC State Committee, Fred R. McLain, Chairman

*Includes all Butler and Wright payments.

**Table 14. STATE CONTRIBUTIONS AND PAYMENTS IN NIAD,
FISCAL 1961-62.**

	Contributions	Payments
	Thousand dollars	
Butler*	1,585	1,864
Cerro Gordo	5,729	2,871
Floyd	2,088	1,420
Franklin	1,569	1,428
Hancock	1,417	2,034
Mitchell	1,315	935
Winnebago	1,288	878
Worth	911	930
Wright*	2,029	2,286
NIAD	17,931	14,646

Source: Iowa State Tax Commission

*Includes all Butler and Wright payments.

**Table 16. NIAD FARMERS WORKING 100 DAYS OR MORE
OFF FARMS.**

	1950	1960	Change	Percent change
	Butler*	210	223	+ 13
Cerro Gordo	204	269	+ 65	+ 31.9
Floyd	206	269	+ 63	+ 30.6
Franklin	157	154	- 3	- 1.9
Hancock	115	151	+ 36	+ 31.3
Mitchell	161	157	- 4	+ 2.5
Winnebago	99	130	+ 31	+ 31.3
Worth	112	138	+ 26	+ 23.2
Wright*	123	142	+ 19	+ 15.4
NIAD	1,387	1,633	+ 246	+ 17.7

Source: Agriculture census

*Includes all Butler and Wright farmers working 100 days or more off farms.

**Table 15. NIAD WORKERS WORKING OUTSIDE OF COUNTY
OF RESIDENCE**

	1960	Percent of total
Butler*	767	13.1
Cerro Gordo	702	3.8
Floyd	446	5.7
Franklin	383	6.6
Hancock	384	7.3
Mitchell	293	6.0
Winnebago	286	6.0
Worth	433	11.6
Wright*	422	6.3
NIAD	4,116	7.4

Source: Population census

*Includes all Butler and Wright workers working outside county.

Table 17. NIAD WOMEN IN LABOR FORCE.

	1950	1960	Change	Percent change
	Butler*	1,397	1,334	- 63
Cerro Gordo	4,976	5,987	+ 1,011	+ 20.3
Floyd	2,059	2,330	+ 271	+ 13.2
Franklin	1,159	1,516	+ 357	+ 30.8
Hancock	831	1,297	+ 466	+ 56.1
Mitchell	985	1,331	+ 346	+ 35.1
Winnebago	903	1,340	+ 437	+ 48.4
Worth	496	872	+ 376	+ 75.8
Wright*	1,318	1,619	+ 301	+ 22.8
NIAD	14,124	17,626	+ 3,502	+ 24.8

Source: Population census

*Includes all Butler and Wright women in labor force.

FACTORS RELATING TO NIAD'S BASE

CHANGING EMPLOYMENT PATTERNS

Table 15 shows that over 4,000 workers in the NIAD area do not live in the county in which they work. This growing trend to drive 50 to 60 miles daily to work tends to support the need for an area concept and tends to prove the economic interrelationships of all communities in the area. Butler and Worth counties both have over 10 percent of their working force working outside of their respective counties. Both of these counties have relatively few manufacturing jobs in relation to total employment. Cerro Gordo, the county with the highest number of manufacturing jobs in relation to total employment, has the lowest percentage of workers working outside the county.

This trend to work outside the county of residence is expected to increase and is associated with the national trend of increasing mobility and flexibility of the nation's working force.

Another employment change in NIAD involves farmers working off the farm. The number of farmers working 100 days or more off the farm increased nearly 20 percent between 1950 and 1960 (see table 15). The counties with a relatively low increase in the number of farmers working off the farm—Franklin, Butler and Mitchell—all had rapid decreases

in the number of farms with less than \$5,000 in gross sales in the 10-year period between 1950 and 1960. The counties which had a high percentage increase in the number of farmers working 100 days or more off the farm—Cerro Gordo, Floyd, Winnebago and Worth—are the counties that have the highest number of farms selling less than \$5,000 of gross products annually.

It appears that rapid farm enlargement, especially through the consolidation of the smaller farms, is associated with a smaller increase in the number of farmers taking off-farm work.

NIAD has an increasing number of women in the labor force. Table 17 shows that nearly 25 percent more women were employed in 1960 than in 1950 while male employment in all NIAD counties decreased. The increasing number of women in the labor force is partly responsible for the increasing family income, since many of the women add a second income for the family when they take a job. Butler was the only county in the NIAD area which had fewer women working in 1960 than in 1950.

The increase in number of women in the labor force is a trend which is not unique to NIAD but is observable throughout the nation. It is a trend which is expected to continue.

Table 18. NIAD HIGH SCHOOL DISTRICTS ENROLLMENT TRENDS.

	1959-60			1963-64		
	Elementary	High school	Total	Elementary	High school	Total
Mason City	5,104	1,462	6,566	5,511	1,949	7,460
Charles City	2,048	708	2,756	2,034	881	2,915
Clear Lake	1,415	429	1,844	1,458	541	1,999
Osage	1,112	377	1,489	1,175	516	1,691
Hampton	1,007	298	1,305	1,178	497	1,675
Forest City-Leland	871	304	1,175	1,010	429	1,439
Rudd- Rockford- MR	866	303	1,169	794	343	1,137
Belmond	815	286	1,101	927	392	1,319
Northwood- Kensett	772	307	1,079	729	300	1,029
Britt	752	248	1,000	727	259	986
Garner- Hayfield	734	251	985	739	274	1,013
Lake Mills	673	259	932	846	336	1,182
North Central (Manly)	660	272	932	624	265	889
Nashua	688	210	898	634	278	912
Greene	507	221	728	509	238	747
Ackley	508	211	719	626	266	892
Buffalo Center	521	161	682	515	231	746
Nora Springs- Rock Falls	485	169	654	511	197	708
St. Ansgar	442	148	590	721	338	1,059
Rockwell- Swaledale	409	168	577	398	172	570
Riceville	350	216	566	705	312	1,017
Dows	408	152	560	360	155	515
Sheffield	401	141	542	503	178	681
Ventura	384	132	516	361	152	513
Corwith- Wesley	372	130	502	369	127	496
Thompson	358	132	490	335	138	473
Woden- Crystal Lake	324	117	441	263	116	379
Klemme	322	108	430	296	111	407
Kanawha	280	133	413	255	149	404
Franklin (CAL)	272	133	405	343	198	541
Dumont	282	110	392	291	112	403
Thornton (Meservey)	188	69	257	331	149	480
Rake	175	75	250	150	76	226
Hansell	183	61	244	--	--	--
Fertile	171	66	237	--	--	--
Carpenter	136	96	232	--	--	--
Meservey	171	61	232	--	--	--
Alexander	159	63	222	--	--	--
Grafton	167	51	218	--	--	--
Geneva	136	51	187	--	--	--
Joice	136	45	181	--	--	--
Colwell	120	42	162	--	--	--
Rowan	102	43	145	--	--	--
Chapin	101	27	128	--	--	--
Little Cedar	99	28	127	--	--	--
McIntire	76	37	113	--	--	--
TOTAL	26,262	9,111	35,373	26,228	10,675	36,903

Source: Iowa State Department of Public Instruction.

CHANGES IN SCHOOLS AND CHURCHES

The changing economic base in NIAD indicates that jobs and workers are moving from predominantly rural areas to the larger cities. This fact is important to institutions, especially schools and churches, and must be considered in planning future programs.

This study does not attempt an analysis of NIAD's institutions. However, a brief look at some school statistics indicates that the changing economic base is having an effect on school structure.

In the school year 1959-60, there were 46 high school districts in NIAD. In 1963-64 the number was reduced to 33, although high school enrollment had increased by more than 1,500 students. In spite of the increase in total enrollment and the decrease in number of high schools, four schools had less high school enrollment in 1963-64 than in 1959-60.

The total elementary school enrollment in NIAD (table 18) was less in 1963-64 than it was in 1959-60. Of the 33 remaining districts, 16 lost elementary

Table 19. DATA FOR NIAD SCHOOLS, 1962.

County School District	Valuation per child	Size rank**	Teaching positions	Cost per student	County School District	Valuation per child	Size rank**	Teaching positions	Cost per student
Butler*					Hancock (cont.)				
Allison-Bristow	\$ 10,940	265	11	\$ 380	Kanawha	\$ 15,331	376	12	\$ 466
Aplington	10,322	279	11	375	Klemme	12,400	371	12	424
Clarksville	5,953	260	9	299	Woden-Crystal Lake	12,746	384	12	504
Dumont	11,071	364	12	349	Mitchell				
Greene	10,597	198	18	343	Carpenter	9,408	n.a.	8	447
New Hartford	6,693	358	9	343	Osage	9,980	69	26	364
Parkersburg	9,254	259	10	345	St. Ansgar-Grafton	10,244	134	14	406
Cerro Gordo					Winnebago				
Clear Lake	8,307	46	24	343	Buffalo Center	9,515	201	12	368
Mason City	8,309	8	84	386	Forest City-Leland	8,457	85	18	343
Meservey	10,009	333	6	505	Lake Mills	10,253	107	19	328
Rockwell-Swaledale	12,610	284	13	439	Rake	11,568	466	10	532
Thornton	10,340	n.a.	8	525	Thompson	11,317	340	13	457
Ventura	16,307	320	14	478	Worth				
Floyd					Fertile	7,780	n.a.	7	508
Charles City	8,529	26	40	375	North Central (Manly)	9,504	150	19	406
Nora Springs-Rock Falls	9,280	211	13	362	Northwood-Kensett	9,817	123	20	381
Rudd-Rockford-					Wright*				
Marble Rock	11,832	109	34	513	Belmond	10,225	95	17	359
Franklin					Clarion	7,935	101	28	366
Alexander	14,907	n.a.	6	499	Dows	13,229	287	11	454
Franklin	17,199	n.a.	13	522	Goldfield	12,268	430	9	418
Hampton	10,078	68	24	392					
Sheffield-Chapin	10,952	230	13	467					
Hancock									
Britt	9,868	132	15	380					
Corwith-Wesley	15,320	332	11	498					
Garner-Hayfield	8,763	126	18	376					

Source: Iowa State Department of Public Instruction

*Includes all Butler and Wright school data.

**This number shows the state rank, by total enrollment, of each high school district. There were 517 approved districts in the state in 1962.

school enrollment in the 5-year period. The changes in school enrollment and the adjustment to these changes are associated with the changes in the economic base of NIAD.

Comparative data for all NIAD school districts are given in table 19. Analyses on a state-wide basis for all Iowa schools indicate that the larger schools have lower per pupil costs and offer a greater variety of subjects. The students in the larger schools score higher on performance tests. There are exceptions in all size categories, however.

The economic base data in NIAD indicate that schools and churches, especially in the rural areas, could lose students and members if the decrease in farm jobs and increasing average age of farm operators continues. Such a trend implies higher-than-average per pupil costs if a specified quality level is to be maintained.

The same factors apply to county government costs. A recent study divided Iowa counties into four groups: (1) metropolitan, (2) urban center, (3) near stable population, and (4) declining population. Most NIAD counties were in the group classified as near stable population. Cerro Gordo was in the "urban center" group and Worth County was in the "declining population" group.

Table 20 indicates the results of this study. It

appears that the lower population counties had much higher per capita costs of county government. The economic base data indicate that NIAD counties face a situation of stable or declining population. Therefore, the situation implies that (1) county government costs could increase on a per capita basis even though services offered remain the same, and (2) rural counties are likely to have higher per capita costs than many of the more urban counties.

Table 20. AVERAGE PER PERSON COSTS OF COUNTY GOVERNMENT.

County group	1920	1940	1960
Metropolitan	\$ 8.60	\$14.53	\$30.52
Urban center	12.07	14.66	37.96
Stable population	14.76	19.40	66.93
Declining population	15.03	21.51	91.05

Source: "Iowa County Governments Face Different Problems," Robert Wessel, Iowa Farm Science, February 1963.

NIAD PROSPECTS FOR THE FUTURE

One of the purposes of conducting an economic base study is to make projections into the future. Projections must always be used within recognized limitations. All projections are educated guesses and will vary in accuracy in accordance with (1) the assumptions underlying the projections, and (2) the thoroughness with which the projections are developed. The projections for NIAD into 1975 shown in table 1 are based on a study done in the Fort Dodge area. The primary assumption underlying these projections for NIAD is that the economy of NIAD is very similar to the six-county area surrounding Fort Dodge.

Accepting the validity of this assumption, the projected employment for the NIAD area indicates continued drastic change in the future. As in the past, the most significant change is expected to be in farm employment. A decrease of 5,430 farm jobs is expected between 1960 and 1975. There would also be a decrease in construction employment and a slight decrease in transportation, communication and public utility employment and a continued decline in business and repair services. An increase of 2,737 manufacturing jobs is expected by 1975. Other significant employment increases will occur in finance, insurance and real estate. There will be a continued increase in professional and related services (but not as much as between 1950 and 1960) and a rather significant increase in personal services.

A predominant change between 1960 and 1975 will be the continued large decline in farm jobs. There remains considerable potential for "per man productivity" increase in NIAD agriculture. There is general agreement that one farm worker could, on the average, handle a larger farm than is now represented by the average farm in NIAD. Secondly, there existed a substantial amount of underemployment on many farms in NIAD in 1960. Forty-three percent of the farms had less than \$10,000 gross sales at that time. It is in this class of farms (\$10,000 gross sales and below) that all of the farm number reduction took place between 1950 and 1960. As small farms consolidate with one another or with a larger farm, farm employment will decrease.

The idea that over 5,000 farm jobs will be lost between 1960 and 1975 is an alarming prospect to many residents of NIAD. However, it should be recognized that the decrease in farm jobs doesn't necessarily mean that farmers are going to be forced off their farms because of financial failure. Undoubtedly some young and middle-aged farmers will leave because their farms will be combined with another farm or farms.

The reduction in farm employment *could take place entirely through retirement*, if workers retire at the age of 65. Over 6,000 farm workers in NIAD will reach age 65 from 1960 to 1975. Also, much evidence shows that older farmers reside on smaller farms. It is the smaller farms that are being consolidated upon retirement of older individuals. In 1959, the average

age of the farm operator on the 50- to 70- acre farm was over 56. On the 80- to 100- acre farm, the average age was 53, on the 160- acre farm it was 46, and on the 220- to 260- acre farm it was 44. Other evidence indicates that the youngest farmers usually have the largest sales volume.

Because the size of farm operation is increasing, the average farm income in NIAD is expected to increase.

PROSPECTS FOR NEW INDUSTRY

The changes taking place in farming overshadow the changes taking place in industry because the labor force in NIAD in 1960 was 28.2 percent in farming. Iowa had 20.6 percent of the labor force in farming in 1960, while the United States had only 6.6 percent.

Nevertheless, the changes expected to take place in manufacturing will be extremely important to NIAD. NIAD can be proud of its record in securing new industry. According to the 1964 Economic Report to the President, the employment in manufacturing, mining and construction in the United States actually decreased by 2 percent from 1953 to 1963 compared with Iowa's increase of 15.8 percent and NIAD's increase of 5.3 percent. Iowa and NIAD both appear to have an excellent record on a comparison basis. Continued progress in this respect is expected in NIAD between 1960 and 1975.

The projected increase of over 2,700 manufacturing jobs for NIAD in the 15-year period should be considered excellent. However, this increase is not expected to be sufficient to completely offset the substantial employment decrease expected in farming.

It would be in the interest of all residents of NIAD to cooperate in an energetic program for securing new industry and other export employment in an attempt to offset the expected decline in farm employment. This should not be considered an impossibility. One industry with a payroll similar to some of the larger industries now existing in NIAD could offset the expected employment decline.

RISING LEVELS OF LIVING

Incomes increased substantially in NIAD between 1950 and 1960. This is expected to continue between 1960 and 1975. NIAD is strong agriculturally and competitive in many other ways. It is expected that per worker productivity will increase substantially even if there are fewer wage earners in 1975 than in 1960. It is fully expected that the NIAD area will retain its income position for both farm and nonfarm jobs and hold its relatively high rank in terms of average level of living.

Though incomes are expected to rise, the increased income will not be spent in the same manner as it has been in the past. With higher incomes, there is a tendency to purchase more services. The high "income elasticity" of education, recreation, and professional and personal services indicates that a large portion

of the income increases will be spent for these items. There will also be differences in retail sales. Some items (men's suits, for example) will be in greater demand because of income increases. However, some items (such as workshoes) have a relatively low income elasticity and demand will tend to decrease as population decreases, particularly in the farm labor force.

THE FUTURE FOR THE SMALL TOWN

There is a growing concern in the rural areas of the United States for the future of the small town. It is true that most of the small towns of 1,500 population and below lost population between 1950 and 1960. Many of the small towns will also lose population between 1960 and 1975. This trend, however, *does not* mean that small towns are disappearing. What is happening is that the small town's function is changing. Many of the services— drug stores, hardware stores, clothing stores— which have been located in small towns in the past, are tending to move to county seats or larger towns. On the other hand, retail sales of lumber, feeds, fertilizer, seed, gasoline and other agricultural production inputs have increased more rapidly in small towns than in larger towns.

It is expected that small towns will continue to serve as vital "convenience centers" for the important agricultural industry in NIAD, even though a population decrease may occur in some of the smaller towns.

INSTITUTIONAL CHANGES

Some of the schools and churches in the larger communities in NIAD will experience the pressures of increasing population. In specific localities, residential developments, mergers and consolidations will cause population pressures on the institutions. However, in many of the predominantly rural areas, the schools and churches will be faced with the alternatives of (1) living with rising costs and declining clientele, or (2) considering possibilities of merging with the neighboring communities. Between 1960 and 1975, institutional mergers will be a growing concern in NIAD and should be the subject of careful planning throughout the area.

Local government will receive increasing attention in predominantly rural counties. The future of county government will be discussed more frequently in the 15-year period between 1960 and 1975. The basic question emerging will be: "Can a small county which is likely to lose population in the future afford to provide all of the county government services that can be provided in a larger county without experiencing unreasonable per capita government costs?" No satisfactory answer to this question is apparent at present.

PROBLEMS OR PROGRESS?

Outmigration will continue in NIAD. A total of

22,265 people left NIAD between 1950 and 1960. It is expected that even more will leave between 1960 and 1975. Many of the outmigrants will be young people between the ages of 20 and 40.

There will be many good farming opportunities in NIAD in this period but not enough to supply jobs for all the farm youth. There will also be many good nonfarm job opportunities in NIAD during this period, but not enough to supply the demands of all the farm and nonfarm youth. Considerable attention should be given to the necessary training and education of the young people in NIAD to provide them a solid foundation for competing successfully and making a maximum contribution to society regardless of where they may locate. It has often been said it is better to pay for training and education than to pay for unemployment.

One of the crucial problems in NIAD in the 15-year period, 1960-75, will be one of attitude. It is hoped that NIAD can provide enough "good jobs" to enjoy a population increase. However, it should be recognized that if increasing population does not occur this *does not mean failure for NIAD!* An area can be an excellent place to live with high incomes, excellent main streets, good schools, good churches, good roads, good recreational and cultural facilities, and good education, without an increasing population.

It will, however, be necessary for the workers of NIAD to continue to improve their productivity and remain competitive with workers in other areas in the production of goods and services. If this happens, income will stay high.

It will be necessary to make some adjustments in school, church, retail and other services if high-quality services are to be offered to the residents of NIAD at the lowest possible cost. In order to do this, the fullest cooperation throughout the area, without regard to county lines or location of services in particular towns, will be essential. An attitude of success and progress can be achieved if the residents of NIAD face the problems squarely and deal with them cooperatively.

Finally, it should be recognized that the problems in NIAD are not unique to NIAD. Other areas of the United States have faced the problems of economic change and adjustment in even greater degree. NIAD is experiencing great change now, primarily because of the advances that have taken place in farming and the high proportion of farmers to total workers of NIAD.

Change and adjustment are part of economic progress. The progressive area is one that recognizes changes, faces up to them, and makes the necessary adjustments. The more effectively this is done, the more successful the community. Private enterprise has proved to be very effective in a democracy. Private enterprise, however, can work only when good information is available to the decision makers. NIAD residents can make a successful community, enjoy greater satisfaction, and contribute to national growth, by becoming fully informed and making the best decisions available to them.

Table A-1. BUTLER COUNTY (NIAD PORTION) EMPLOYMENT DATA

Type employment	Employment 1950	Employment 1960	Change 1950-60	Estimated	Estimated	Percent	Export 1950	Export 1960	Export 1975
				change 1960-75	employment 1975*	export 1960			
Agriculture	1,046	746	-300	-204	542	97	1,015	724	526
Construction	109	102	-7	-12	90	50	54	51	45
Manufacturing	148	194	46	26	220	40	59	78	88
Transportation, communication and public utilities	76	90	14	-21	69	50	38	45	34
Wholesale and retail	293	295	2	13	308	10	29	30	31
Finance, insurance and real estate	29	32	3	9	41	0	0	0	0
Business and repair service	53	32	-21	4	36	0	0	0	0
Professional and related	126	156	30	23	179	10	13	16	18
Public administration	44	44	0	7	51	0	0	0	0
Entertainment and recreation	7	1	-6	6	7	0	0	0	0
Personal services	57	63	6	18	81	15	9	9	12
Total	1,988	1,755	-233	-131	1,624		1,217	953	754

	1950	1960	1975	Percent change 1960-75
Total population	5,218	5,240	4,482	-14.5
Total employment	1,988	1,755	1,624	-7.5
Total export	1,217	953	754	-20.9
Total domestic	771	802	870	8.5
Ratio domestic/export	.6335	.8416	1.1538	

Table A-2. CERRO GORDO COUNTY EMPLOYMENT DATA.

Type employment	Employment 1950	Employment 1960	Change 1950-60	Estimated	Estimated	Percent	Export 1950	Export 1960	Export 1975
				change 1960-75	employment 1975	export 1960			
Agriculture	2,868	2,309	-559	-823	1,486	97	2,782	2,240	1,441
Construction	1,333	1,221	-112	-120	1,101	50	666	610	550
Manufacturing	3,481	3,639	158	1,511	5,150	85	2,959	3,093	4,378
Transportation, communication and public utilities	1,613	1,409	-204	55	1,464	70	1,129	986	1,025
Wholesale and retail	4,593	4,620	27	213	4,833	15	689	693	725
Finance, insurance and real estate	552	702	150	66	768	0	0	0	0
Business and repair service	558	477	-81	-94	383	10	56	48	38
Professional and related	1,622	2,485	863	-180	2,305	15	243	373	346
Public administration	492	526	34	53	579	0	0	0	0
Entertainment and recreation	176	137	-39	53	190	20	35	27	38
Personal services	1,041	1,110	69	368	1,478	15	156	166	222
Total	18,329	18,635	+306	+1,102	19,737		8,715	8,236	8,763

	1950	1960	1975	Percent change 1960-75
Total population	46,053	49,894	54,474	9.2
Total employment	18,329	18,635	19,737	5.9
Total export	8,715	8,236	8,763	6.4
Total domestic	9,614	10,399	10,974	5.5
Ratio domestic/export	1.1032	1.2626	1.2523	

Table A-3. FLOYD COUNTY EMPLOYMENT DATA.

Type employment	Employment 1950	Employment 1960	Change 1950-60	Estimated change 1960-75	Estimated employment 1975	Percent export 1960	Export 1950	Export 1960	Export 1975
Agriculture	2,647	1,849	-798	-478	1,371	97	2,568	1,794	1,330
Construction	297	335	38	-88	247	50	148	168	124
Manufacturing	2,267	2,024	-243	1,154	3,178	80	1,814	1,619	2,542
Transportation, communication and public utilities	323	382	59	-88	294	50	162	191	147
Wholesale and retail	1,371	1,317	-54	136	1,453	10	137	132	145
Finance, insurance and real estate	143	204	61	-4	200	0	0	0	0
Business and repair service	180	123	-57	1	124	10	18	12	12
Professional and related	592	880	288	-32	848	10	59	88	85
Public administration	193	188	-5	41	229	0	0	0	0
Entertainment and recreation	3	37	-36	43	80	12	9	4	10
Personal services	348	426	78	73	499	15	52	64	75
Total	8,434	7,765	-669	+758	8,523		4,967	4,072	4,470

	1950	1960	1975	Percent change 1960-75
Total population	21,505	21,102	23,523	11.5
Total employment	8,434	7,765	8,523	9.8
Total export	4,967	4,072	4,470	9.8
Total domestic	3,467	3,693	4,053	9.7
Ratio domestic/export	.6908	.9069	.9067	

Table A-4. FRANKLIN COUNTY EMPLOYMENT DATA.

Type employment	Employment 1950	Employment 1960	Change 1950-60	Estimated change 1960-75	Estimated employment 1975	Percent export 1960	Export 1950	Export 1960	Export 1975
Agriculture	3,172	2,590	-582	-947	1,643	97	3,077	2,512	1,594
Construction	376	355	-21	-48	307	50	188	178	154
Manufacturing	307	449	142	201	650	85	261	382	552
Transportation, communication and public utilities	288	203	-85	55	258	60	173	122	155
Wholesale and retail	951	1,017	66	-24	993	10	95	102	99
Finance, insurance and real estate	105	115	10	30	145	0	0	0	0
Business and repair service	143	97	-46	0	97	0	0	0	0
Professional and related	413	555	142	27	582	10	41	56	58
Public administration	136	141	5	17	158	0	0	0	0
Entertainment and recreation	26	42	16	-13	29	5	1	2	1
Personal services	224	263	39	52	315	15	34	39	47
Total	6,141	5,827	-314	-650	5,177		3,870	3,393	2,660

	1950	1960	1975	Percent change 1960-75
Total population	16,268	15,472	14,289	-7.6
Total employment	6,141	5,827	5,177	-11.2
Total export	3,870	3,393	2,660	-21.6
Total domestic	2,271	2,434	2,517	3.4
Ratio domestic/export	.5868	.7174	.9462	

Table A-5. HANCOCK COUNTY EMPLOYMENT DATA.

Type employment	Employment 1950	Employment 1960	Change 1950-60	Estimated change 1960-75	Estimated employment 1975*	Percent export 1960	Export 1950	Export 1960	Export 1975
Agriculture	2,828	2,312	- 516	- 847	1,465	97	2,743	2,243	1,421
Construction	309	295	- 14	- 45	250	50	154	148	125
Manufacturing	168	287	119	57	344	60	101	172	206
Transportation, communication and public utilities	246	302	56	- 83	219	60	148	181	131
Wholesale and retail	864	1,013	149	- 119	894	10	86	101	89
Finance, insurance and real estate	84	90	6	24	114	0	0	0	0
Business and repair service	153	106	- 47	- 3	103	0	0	0	0
Professional and related	343	508	165	- 29	479	10	34	51	48
Public administration	147	118	- 29	51	169	0	0	0	0
Entertainment and recreation	31	28	- 3	5	33	5	2	1	2
Personal services	145	198	53	4	202	15	22	30	30
Total	5,318	5,257	- 61	-985	4,272		3,290	2,927	2,052

	1950	1960	1975	Percent change 1960-75
Total population	15,077	14,604	11,791	- 19.3
Total employment	5,318	5,257	4,272	- 18.7
Total export	3,290	2,927	2,052	- 29.9
Total domestic	2,028	2,330	2,220	- 4.7
Ratio domestic/export	.6164	.7960	1.0819	

Table A-6. MITCHELL COUNTY EMPLOYMENT DATA.

Type employment	Employment 1950	Employment 1960	Change 1950-60	Estimated change 1960-75	Estimated employment 1975	Percent export 1960	Export 1950	Export 1960	Export 1975
Agriculture	2,343	1,890	- 453	- 676	1,214	97	2,273	1,833	1,178
Construction	257	275	18	- 63	212	50	128	138	106
Manufacturing	461	355	- 106	321	676	70	323	248	473
Transportation, communication and public utilities	235	211	- 24	1	212	60	141	127	127
Wholesale and retail	874	951	77	- 35	916	10	87	95	92
Finance, insurance and real estate	95	152	57	- 21	131	0	0	0	0
Business and repair service	119	85	- 34	- 4	81	0	0	0	0
Professional and related	362	538	176	+ 14	552	10	36	54	55
Public administration	112	123	11	8	131	0	0	0	0
Entertainment and recreation	35	39	4	- 1	38	0	0	0	0
Personal services	193	236	43	36	272	15	29	35	41
Total	5,086	4,855	- 231	- 420	4,435		3,017	2,530	2,072

	1950	1960	1975	Percent change 1960-75
Total population	13,945	14,043	12,241	- 12.8
Total employment	5,086	4,855	4,435	- 8.7
Total export	3,017	2,530	2,072	- 18.1
Total domestic	2,069	2,325	2,363	1.6
Ratio domestic/export	.6858	.9190	1.1404	

Table A-7. WINNEBAGO COUNTY EMPLOYMENT DATA.

Type employment	Employment 1950	Employment 1960	Change 1950-60	Estimated change 1960-75	Estimated employment 1975	Percent export 1960	Export 1950	Export 1960	Export 1975
Agriculture	2,195	1,631	-564	-494	1,137	97	2,129	1,582	1,103
Construction	316	285	-31	-30	255	50	158	142	128
Manufacturing	201	549	348	43	592	70	141	384	414
Transportation, communication and public utilities	206	169	-37	14	183	60	124	101	110
Wholesale and retail	931	955	24	8	963	10	93	96	96
Finance, insurance and real estate	94	116	22	12	128	0	0	0	0
Business and repair service	124	93	-31	-9	84	0	0	0	0
Professional and related	409	580	171	-9	571	10	41	58	57
Public administration	122	138	16	2	140	0	0	0	0
Entertainment and recreation	30	23	-7	9	32	5	2	1	2
Personal services	182	188	6	65	253	15	27	28	38
Total	4,810	4,727	-83	-389	4,338		2,715	2,392	1,948

	1950	1960	1975	Percent change 1960-75
Total population	13,450	13,099	11,973	-8.6
Total employment	4,810	4,727	4,338	-8.2
Total export	2,715	2,392	1,948	-18.6
Total domestic	2,095	2,335	2,390	2.4
Ratio domestic/export	.7716	.9762	1.2269	

Table A-8. WORTH COUNTY EMPLOYMENT DATA.

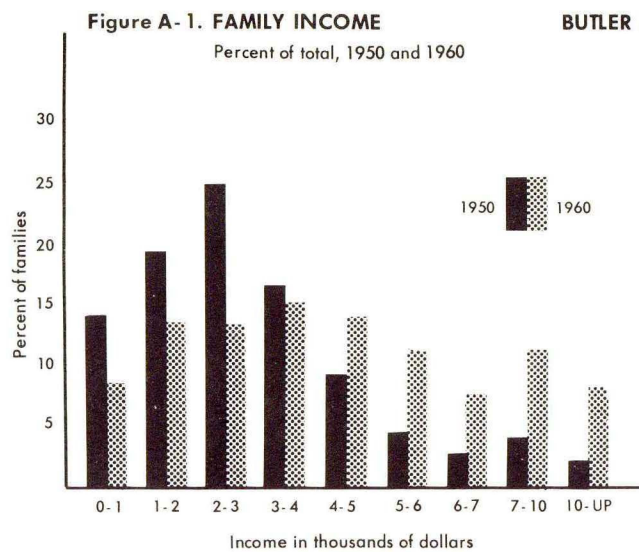
Type employment	Employment 1950	Employment 1960	Change 1950-60	Estimated change 1960-75	Estimated employment 1975	Percent export 1960	Export 1950	Export 1960	Export 1975
Agriculture	2,111	1,740	-371	-647	1,093	97	2,048	1,688	1,060
Construction	201	170	-31	-3	167	50	100	85	84
Manufacturing	149	322	173	31	353	25	37	80	88
Transportation, communication and public utilities	368	226	-142	82	308	60	221	136	185
Wholesale and retail	550	620	70	-37	583	10	55	62	58
Finance, insurance and real estate	54	64	10	12	76	0	0	0	0
Business and repair service	83	68	-15	-10	58	0	0	0	0
Professional and related	223	288	65	32	320	10	22	29	32
Public administration	90	97	7	9	106	0	0	0	0
Entertainment and recreation	15	14	-1	1	15	0	0	0	0
Personal services	101	124	23	21	145	15	15	19	22
Total	3,945	3,733	-212	-509	3,224		2,498	2,099	1,529

	1950	1960	1975	Percent change 1960-75
Total population	11,068	10,259	8,898	-13.3
Total employment	3,945	3,733	3,224	-13.6
Total export	2,498	2,099	1,529	-27.2
Total domestic	1,447	1,634	1,695	3.7
Ratio domestic/export	.5793	.7785	1.1086	

Table A-9. WRIGHT COUNTY (NIAD PORTION) EMPLOYMENT DATA.

Type employment	Employment 1950	Employment 1960	Change 1950-60	Estimated change 1960-75	Estimated employment 1975	Percent export 1960	Export 1950	Export 1960	Export 1975
Agriculture	1,104	859	- 245	- 287	572	97	1,071	833	555
Construction	170	132	- 38	9	141	50	85	66	70
Manufacturing	132	281	149	14	295	75	99	211	221
Transportation, communication and public utilities	263	252	- 11	- 13	239	60	158	151	143
Wholesale and retail	543	502	- 41	71	573	10	54	50	57
Finance, insurance and real estate	53	88	35	- 14	74	0	0	0	0
Business and repair service	87	61	- 26	- 1	60	0	0	0	0
Professional and related	199	272	73	12	284	10	20	27	28
Public administration	76	97	21	- 7	90	0	0	0	0
Entertainment and recreation	27	22	- 5	6	28	0	0	0	0
Personal services	117	117	0	50	167	15	18	18	25
Total	2,771	2,683	- 88	- 160	2,523		1,505	1,356	1,099

	1950	1960	1975	Percent change
Total population	7,861	7,779	6,963	- 10.5
Total employment	2,771	2,683	2,523	- 6.0
Total export	1,505	1,356	1,099	- 19.0
Total domestic	1,266	1,327	1,424	7.3
Ratio domestic/export	.8412	.9786	1.2957	



BUTLER COUNTY

Table A-10.* **RETAIL SALES**

Cities and towns	1958 Thousand dollars	1962 Thousand dollars
Allison	2,785	2,960
Clarksville	1,545	1,810
Greene	3,485	3,520
Parkersburg	2,390	2,590
Shell Rock	1,035	875
Rural	4,480	4,325
Nonpermit	35	85
TOTAL	15,755	16,165

Source of tables A-10-18: Iowa Tax Commission.

*Data in tables A-10-18 not adjusted for inflation, therefore not identical to table 11 data.

Figure A-2. FAMILY INCOME

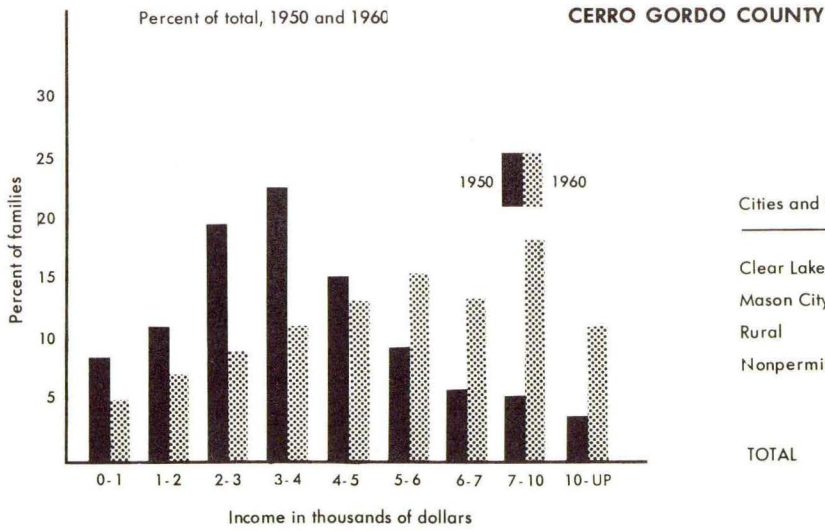


Table A-11. RETAIL SALES

Cities and towns	1958 Thousand dollars	1962 Thousand dollars
Clear Lake	8,355	9,045
Mason City	65,035	65,030
Rural	5,980	6,260
Nonpermit	55	235
TOTAL	79,425	80,570

Figure A-3. FAMILY INCOME

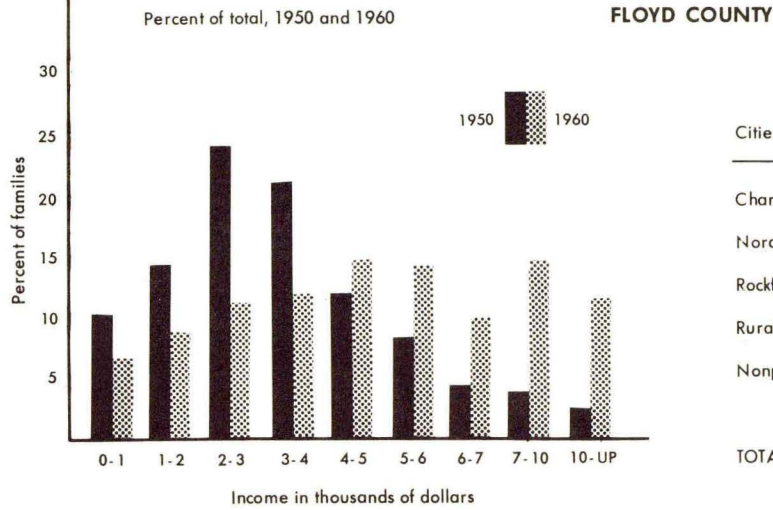


Table A-12. RETAIL SALES

Cities and towns	1958 Thousand dollars	1962 Thousand dollars
Charles City	15,790	16,695
Nora Springs	1,400	1,485
Rockford	1,365	1,600
Rural	2,590	2,295
Nonpermit	45	80
TOTAL	21,190	22,155

Figure A-4. FAMILY INCOME

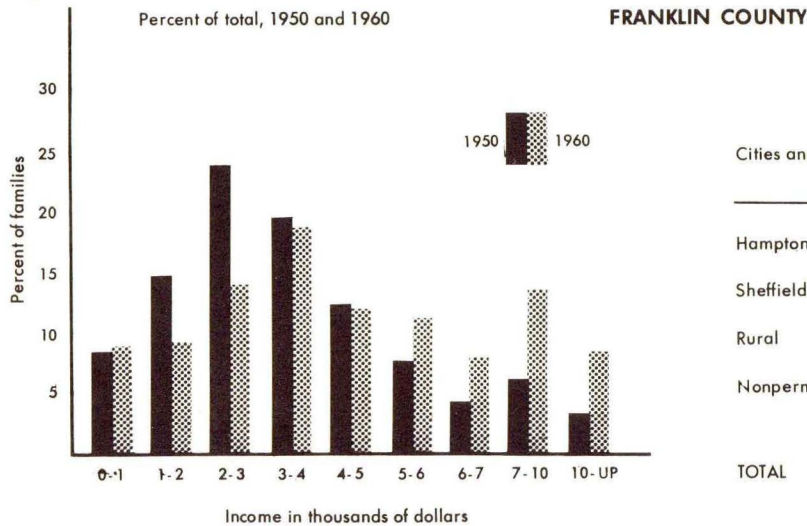


Table A-13. RETAIL SALES

Cities and towns	1958 Thousand dollars	1962 Thousand dollars
Hampton	11,520	12,190
Sheffield	1,705	1,970
Rural	3,035	3,000
Nonpermit	25	80
TOTAL	16,285	17,240

Figure A-5. FAMILY INCOME

HANCOCK COUNTY

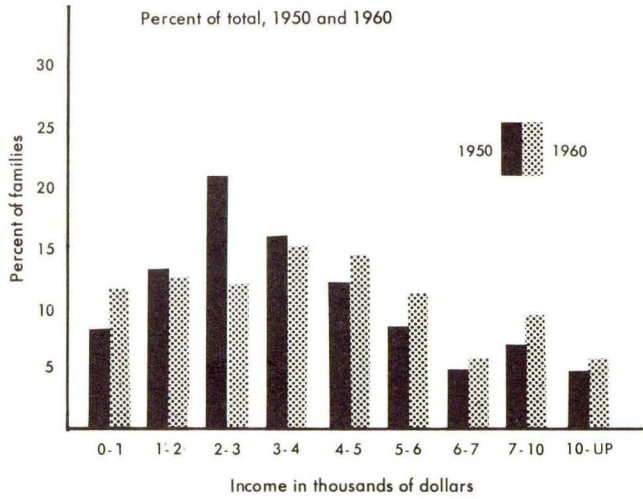


Table A-14. RETAIL SALES

Cities and towns	1958 Thousand dollars	1962 Thousand dollars
Britt	3,850	4,060
Garner	4,605	5,030
Rural	5,220	5,315
Nonpermit	70	25
TOTAL	13,745	14,430

Figure A-6. FAMILY INCOME

MITCHELL COUNTY

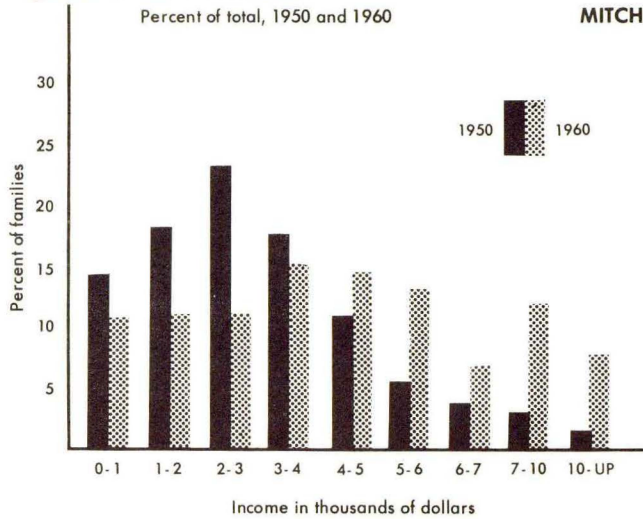


Table A-15. RETAIL SALES

Cities and towns	1958 Thousand dollars	1962 Thousand dollars
Osage	8,660	8,860
Rural	5,900	5,810
Nonpermit	10	55
TOTAL	14,570	14,725

Figure A-7. FAMILY INCOME

WINNEBAGO COUNTY

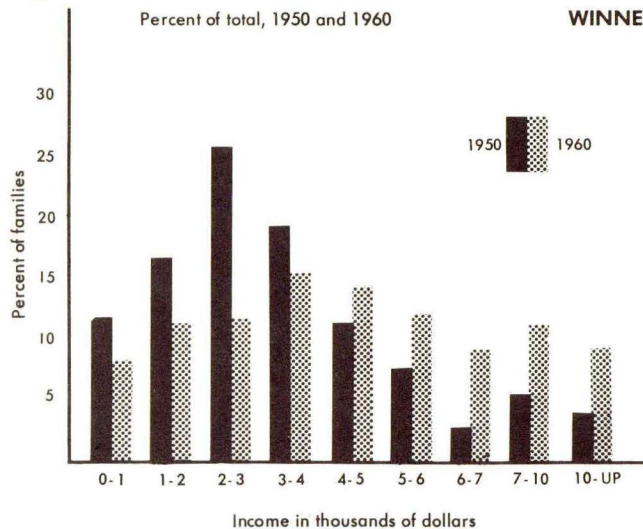


Table A-16. RETAIL SALES

Cities and towns	1958 Thousand dollars	1962 Thousand dollars
Forest City	5,795	5,660
Lake Mills	3,295	3,555
Buffalo Center	—	2,445
Rural	5,165	3,220
Nonpermit	25	50
TOTAL	14,280	14,930

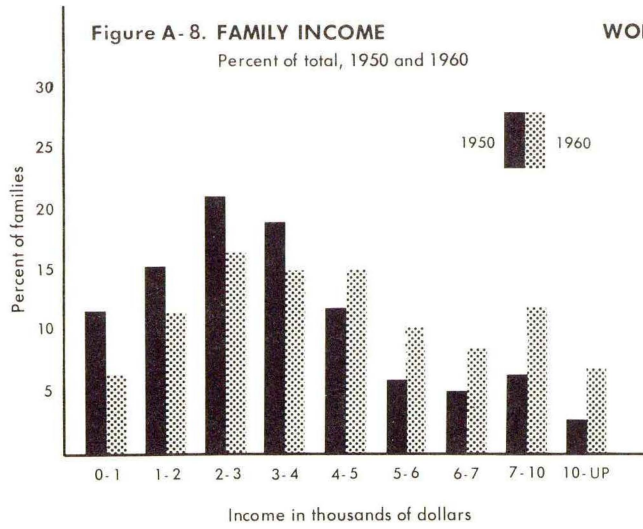


Table A-17. RETAIL SALES
 Worth County

Cities and towns	1958 Thousand dollars	1962 Thousand dollars
Manly	1,565	1,290
Northwood	3,610	4,340
Rural	2,790	2,490
Nonpermit	35	20
TOTAL	8,000	8,140

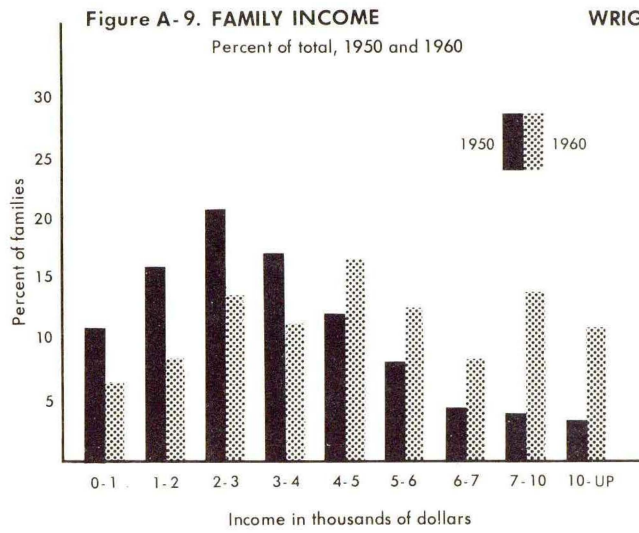


Table A-18. RETAIL SALES
 Wright County

Cities and towns	1958 Thousand dollars	1962 Thousand dollars
Belmond	4,920	5,745
Clarion	6,370	7,070
Eagle Grove	5,745	6,690
Rural	4,180	3,930
Nonpermit	30	95
TOTAL	21,245	23,530

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