



2020  
**Economic Indicators  
Report**

Economic, Social, and Educational changes in our region affecting  
Greater Dubuque 2022 Goals of Job Creation, Median Household Income,  
Population, and Construction Investment.



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# GREATER DUBUQUE 2022

## GOALS BREAKDOWN

### TO BE ACHIEVED BY JUNE 30, 2022:

<b>Job Creation</b> 64,000	<b>Median Household Income</b> \$60,000	<b>Population</b> 100,000	<b>Investment</b> \$800,000,000
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Quarterly & Annual Action Dashboards\*  
(InfoAction & HR Action Reporting, primarily quantitative)

<b>Education/ Occupational Data</b> <ul style="list-style-type: none"> <li>• Number of Businesses</li> <li>• Top &amp; Fastest-growing Occupations</li> <li>• Top &amp; Fastest-growing Industries</li> <li>• Skills Gap Analysis*</li> <li>• Higher Education Enrollments &amp; Completions</li> <li>• Certified K-12 Enrollment</li> <li>• K-12 Reading &amp; Math Proficiency</li> </ul>	<b>Median Household Income</b> <ul style="list-style-type: none"> <li>• Salary Trends</li> <li>• % Paying More Than 35% on Mortgage/Rent</li> <li>• % K-12 Students Eligible for Free/Reduced Lunch</li> <li>• Poverty Indicators</li> <li>• SNAP Recipients</li> <li>• Average Household Income for In- and Out-migration</li> <li>• Data for Dubuque's True North Census Tracts 1 &amp; 5</li> </ul>	<b>Population</b> <ul style="list-style-type: none"> <li>• Migration Flow</li> <li>• Cost of Living Composite</li> <li>• Retail - Total Taxable Sales</li> <li>• Vehicle Ownership</li> </ul>	<b>Investment</b> <ul style="list-style-type: none"> <li>• Housing Units</li> <li>• Median Property Value</li> <li>• Mortgage Status</li> <li>• Rental Vacancy Rate</li> <li>• Median Rent</li> <li>• Home &amp; Property Sales</li> </ul>
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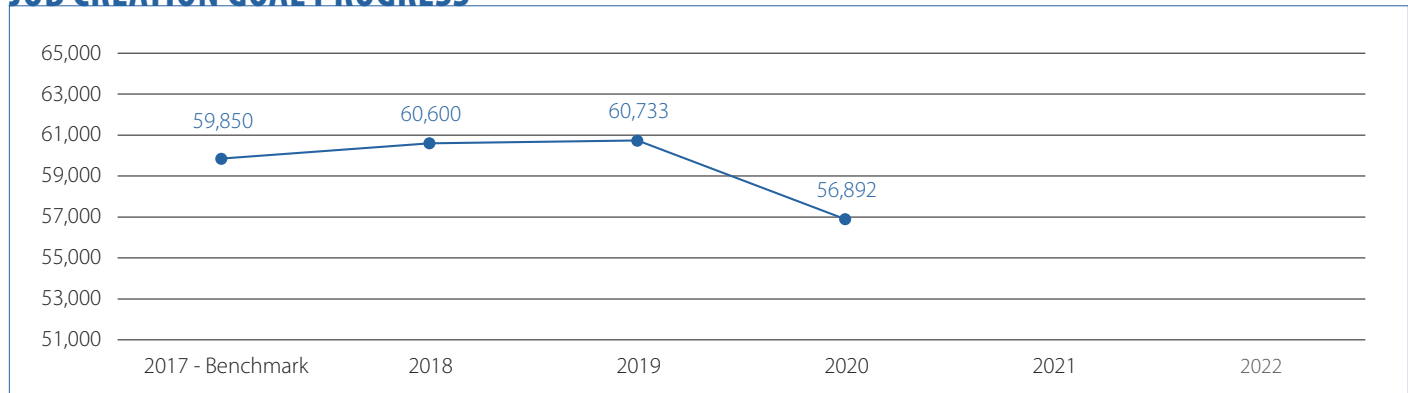
\*Available reports can be found at [www.greaterdubuque.org/data](http://www.greaterdubuque.org/data)

Note: The Dubuque Metropolitan Statistical Area (MSA) and Dubuque County are the same area for analysis.

# JOB CREATION

GOAL: 64,000 in Dubuque Metropolitan Statistical Area (MSA)/Dubuque County

## JOB CREATION GOAL PROGRESS



## NUMBER OF BUSINESSES

2018: 2,782 2017: 2,797 2016: 2,759 2015: 2,762 2014: 2,779

Number of Employees	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+	Total
Businesses within the Dubuque MSA (2014)	1,350	560	391	283	98	63	24	6	4	2,779
Businesses within the Dubuque MSA (2015)	1,350	517	412	286	99	62	24	11	1	2,762
Businesses within the Dubuque MSA (2016)	1,324	511	422	302	95	69	27	6	3	2,759
Businesses within the Dubuque MSA (2017)	1,358	544	397	298	97	67	29	4	3	2,797
Businesses within the Dubuque MSA (2018)	1,351	535	397	291	102	70	27	5	4	2,782

% Small Businesses: 68% of all establishments have 9 employees or less

**OVERALL TREND: UNCHANGED (2010 Census: 2,738 businesses)**

Dubuque MSA/Dubuque County

Source: U.S. Census Bureau, 2018 County Business Patterns Survey

## TOP 10 INDUSTRIES BY VOLUME OF JOBS 2015 & 2020

INDUSTRY	2015 JOBS	2019 JOBS	# CHANGE	% CHANGE
Manufacturing	9,464	9,912	449	5%
Health Care and Social Assistance	8,747	9,036	290	3%
Retail Trade	7,118	6,571	(546)	(8%)
Government	5,095	5,061	(34)	(1%)
Finance and Insurance	4,127	4,706	579	14%
Accommodation and Food Services	4,652	4,015	(637)	(14%)
Other Services (except Public Administration)	4,248	3,259	(989)	(23%)
Construction	3,110	3,222	112	4%
Wholesale Trade	3,126	3,147	21	1%
Educational Services	3,247	2,984	(263)	(8%)

Dubuque MSA/Dubuque County

Source: EMSI (QCEW Employees, Non-QCEW Employees, & Self-employed)

## FASTEST GROWING INDUSTRIES BY % JOB INCREASE 2015 & 2020

INDUSTRY	2015 JOBS	2020 JOBS	# CHANGE	% CHANGE
Transportation and Warehousing	2,392	2,867	475	20%
Information	921	1,073	152	16%
Finance and Insurance	4,127	4,706	579	14%
Manufacturing	9,464	9,912	449	5%
Construction	3,110	3,222	112	4%
Health Care and Social Assistance	8,747	9,036	290	3%
Management of Companies and Enterprises	795	811	17	2%
Arts, Entertainment, and Recreation	1,495	1,519	24	2%
Wholesale Trade	3,126	3,147	21	1%
Government	5,095	5,061	(34)	(1%)

Dubuque MSA/Dubuque County

Source: EMSI (QCEW Employees, Non-QCEW Employees, & Self-employed)

## TOP 10 JOBS BY VOLUME 2015 & 2020

OCCUPATION	2015	2020
Retail Salespersons	2,091	2,045
Customer Service Representatives	1,112	1,708
Fast Food and Counter Workers	1,714	1,514
Stockers and Order Fillers	730	1,421
Registered Nurses	1,429	1,404
Office Clerks, General	1,396	1,266
Cashiers	1,666	1,096
Heavy and Tractor-Trailer Truck Drivers	1,197	1,094
Home Health and Personal Care Aides	839	1,002
Nursing Assistants	853	966

Dubuque MSA/Dubuque County

Source: EMSI (QCEW Employees, Non-QCEW Employees, & Self-employed)

## FASTEST GROWING OCCUPATIONS BY % INCREASE 2015 & 2020

OCCUPATION	# CHANGE	% CHANGE
Substitute Teachers, Short-Term	223	139%
Medical Secretaries and Administrative Assistants	139	96%
Stockers and Order Fillers	691	95%
Mechanical Engineers	276	89%
Customer Service Representatives	596	54%
Light Truck Drivers	138	33%
Elementary School Teachers, Except Special Education	148	31%
Home Health and Personal Care Aides	164	20%
Laborers and Freight, Stock, and Material Movers, Hand	134	19%
Nursing Assistants	113	13%

Dubuque MSA/Dubuque County

Source: EMSI (QCEW Employees, Non-QCEW Employees, & Self-employed)

## HIGHER EDUCATION GRADUATES

2011	2016	2017	2018	2019
4,881	5,663	5,444	5,406	5,299

Source: EMSI (IPEDS)

## HIGHER EDUCATION ENROLLMENT

	Undergraduate & Graduate	Continuing Education, Adult Education, Certificate/Licensure	Massage & Cosmetology	Total
2014-2015	30,456	33,462	301	64,309
2016-2017	29,424	26,208	362	55,994
2017-2018*	28,624	29,005	316	57,945
2018-2019*	28,577	26,968	243	55,788

\*Previous data included ALL major completions, including second majors. 2017-2018 and subsequent reporting will only include first majors to eliminate duplication.

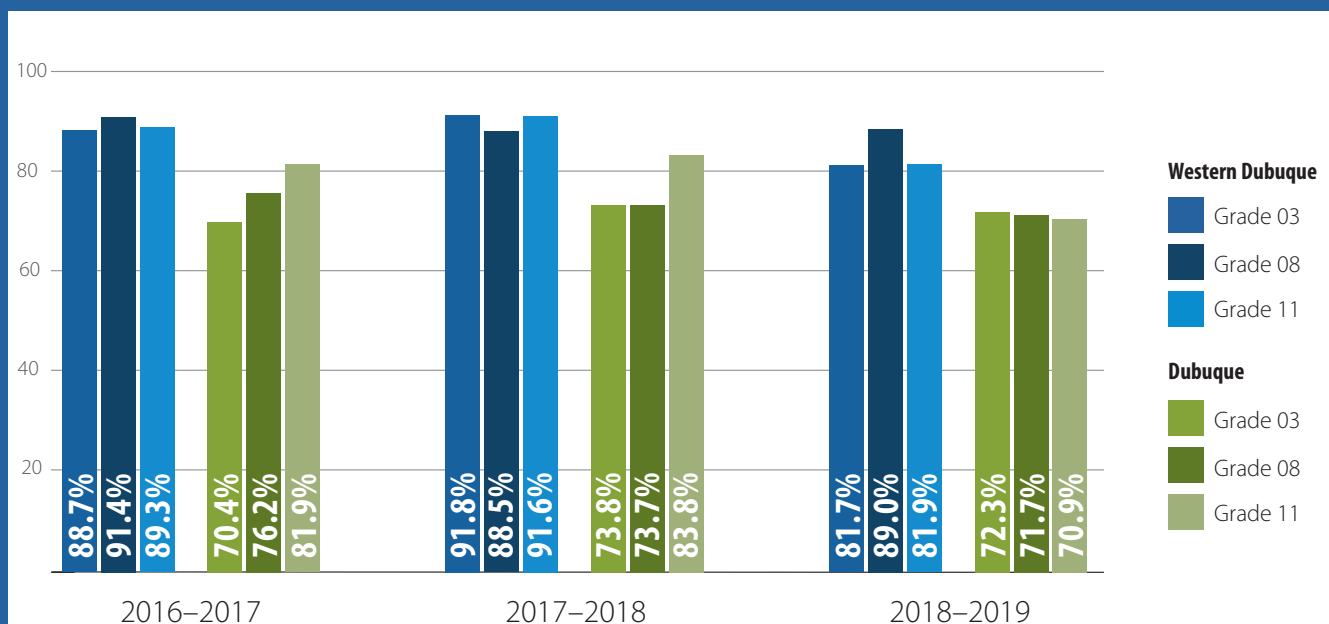
Source: EMSI (IPEDS)

## K-12 DUBUQUE AND WEST DUBUQUE CERTIFIED ENROLLMENT

	Dubuque	Western Dubuque	Holy Family/Dubuque Lutheran	Private Schools in West Dubuque
2016-2017	10,555	3,149	1,614	1,362
2017-2018	10,506	3,099	1,592	1,369
2018-2019	10,430	3,094	1,563	1,281
2019-2020	10,489	3,130	1,545	1,242

Source: State of Iowa Department of Education

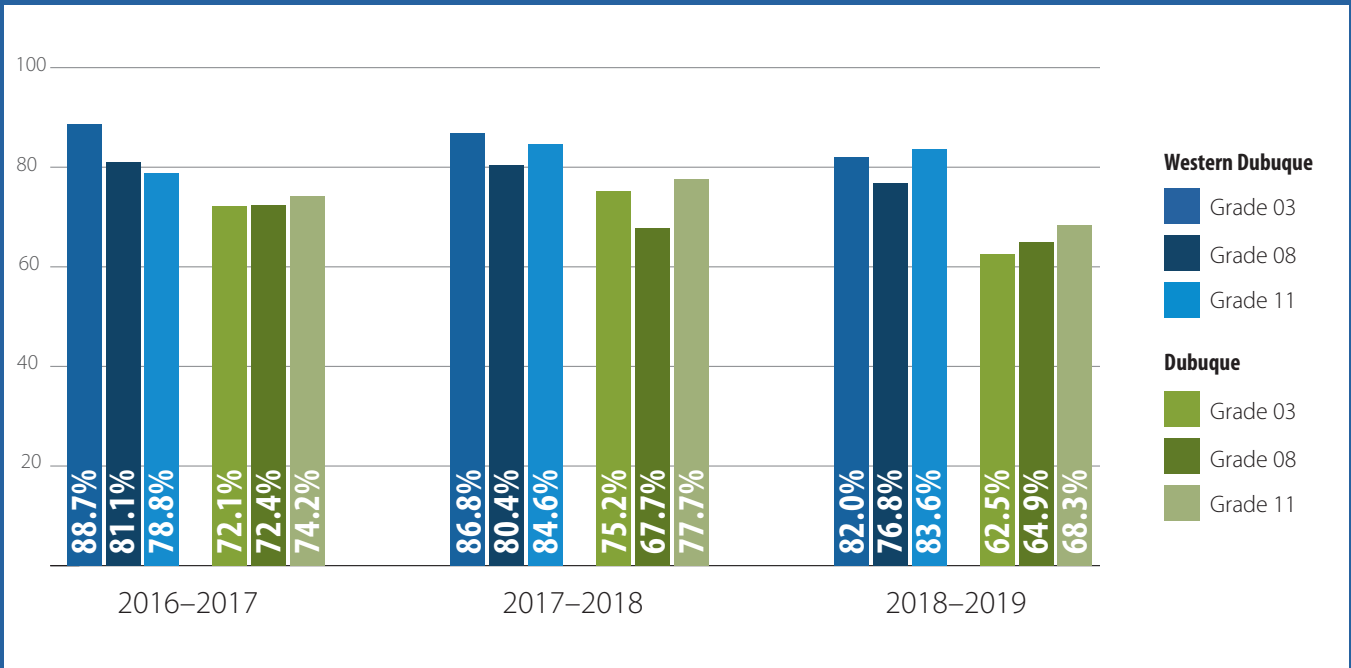
## MATH PROFICIENCY



The Iowa Statewide Assessment of Student Progress was waived in Spring 2020 due to COVID-19

Source: State of Iowa Department of Education

## ENGLISH LANGUAGE ARTS PROFICIENCY



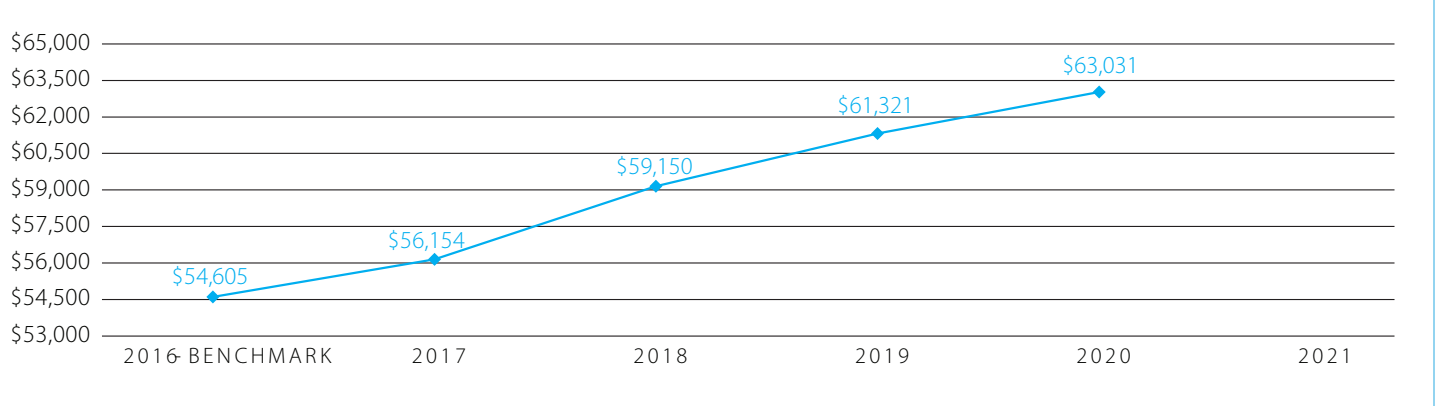
The Iowa Statewide Assessment of Student Progress was waived in Spring 2020 due to COVID-19

Source: State of Iowa Department of Education

# MEDIAN HOUSEHOLD INCOME

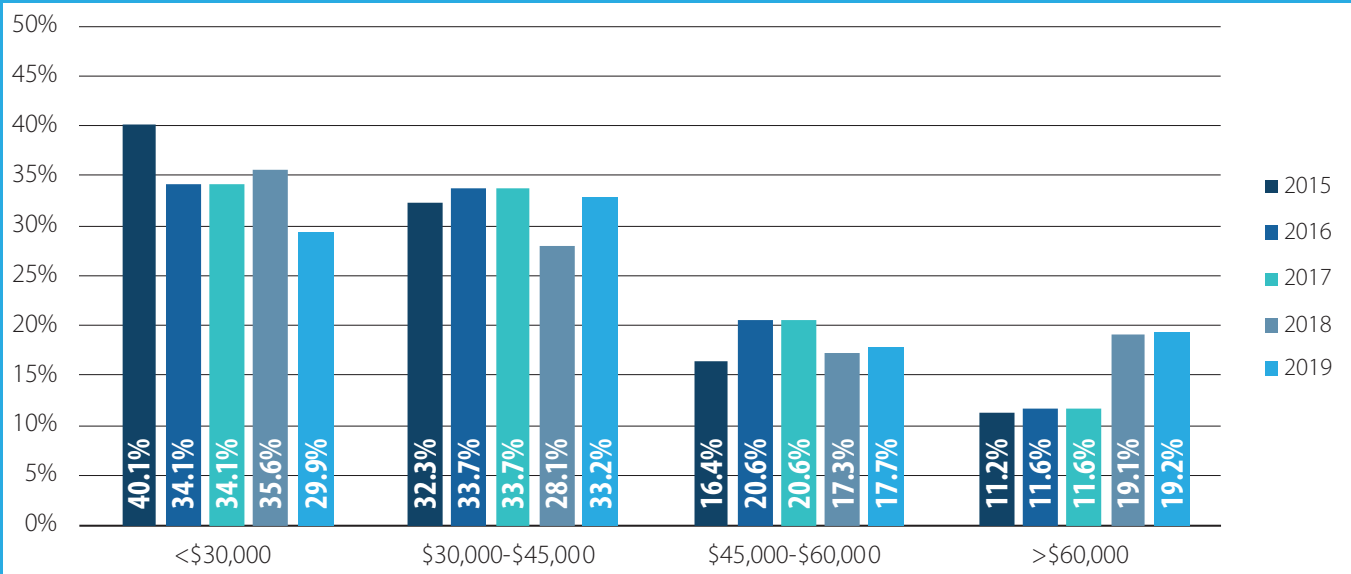
## GOAL: \$60,000

### MEDIAN HOUSEHOLD INCOME GOAL PROGRESS





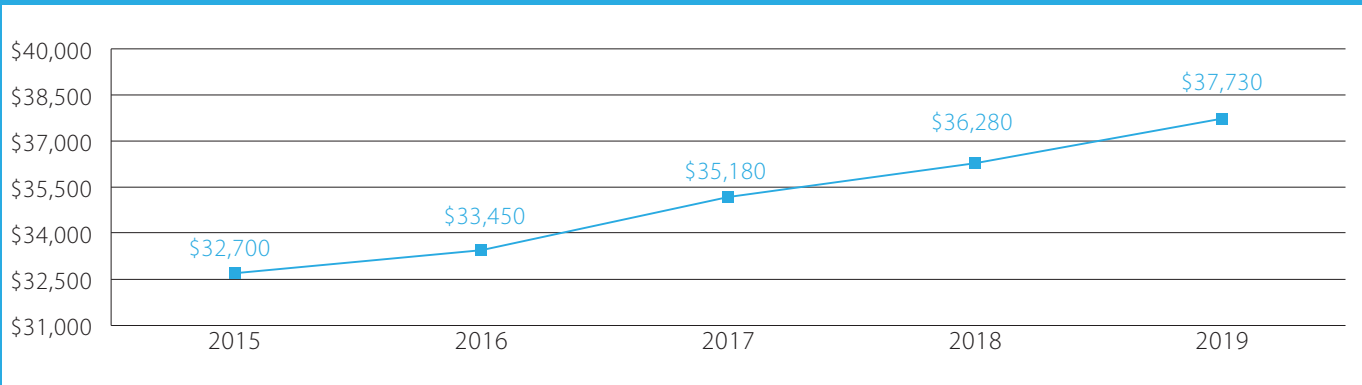
## SALARY TREND 2015–2019: % OF JOBS IN MARKET BY WAGE LEVEL



Dubuque MSA/Dubuque County

Source: Bureau of Labor Statistics, Occupational Employment Statistics

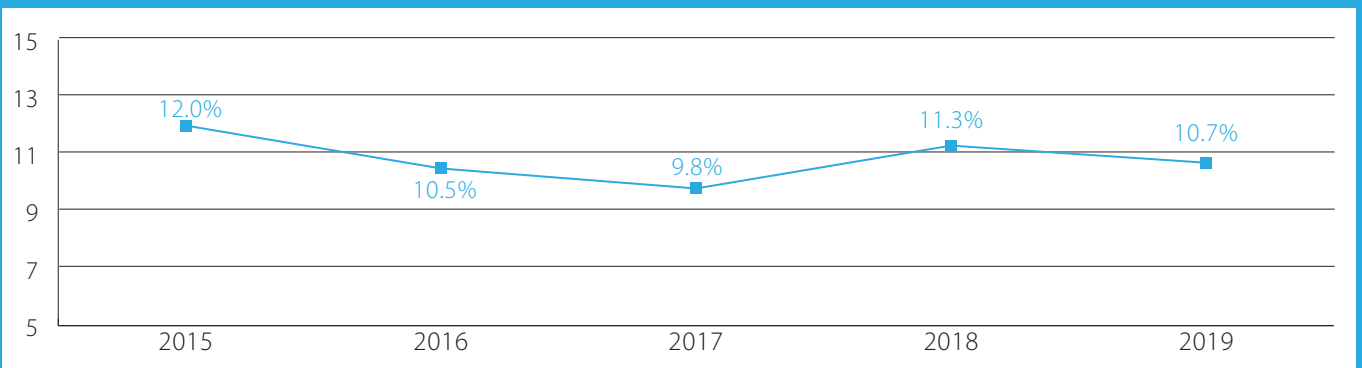
## MEDIAN ANNUAL SALARY 2015–2019



Dubuque MSA/Dubuque County

Source: Bureau of Labor Statistics, Occupational Employment Statistics

## POVERTY RATE 2015–2019



Dubuque MSA/Dubuque County

Source: U.S. Census Bureau, Small Area Income and Poverty Estimates

## POVERTY BY OTHER INDICATORS

AGE	TOTAL NUMBER IN SUBSET		% BELOW POVERTY LEVEL		MARGIN OF ERROR	
	2018	2019	2018	2019	2018	2018
Below 18	21,788	21,741	14.8%	13.9%	+/- 2.1%	+/- 2.2%
18 to 34 years	19,924	19,851	16.9%	17.3%	+/- 2.0%	+/- 2.0%
35 to 64 years	35,571	35,550	7.9%	7.7%	+/- 0.9%	+/- 0.8%
65 years and older	15,655	16,163	9.5%	9.1%	+/- 1.7%	+/- 1.5%
<b>RACE &amp; HISPANIC ORIGIN*</b>						
White/Caucasian alone	86,694	86,632	9.8%	9.2%	+/- 0.9%	+/- 0.7%
Black/African American alone	2,966	3,068	54.0%	54.2%	+/- 12.4%	+/- 11.8%
Asian alone	1,130	1,012	12.5%	15.9%	+/- 8.5%	+/- 10.3%
Two or more races	1,216	1,346	21.5%	19.4%	+/- 8.7%	+/- 9.0%
Hispanic or Latino origin (of any race)	2,113	2,145	27.7%	23.4%	+/- 11.7%	+/- 9.3%
<b>OTHER</b>						
Less than high school graduate	4,596	4,432	21.5%	18.7%	+/- 5.1%	+/- 4.0%
Employed, civilian labor force 16 years+	51,429	51,565	7.4%	7.4%	+/- 0.7%	+/- 0.8%
Female Householder Families with Children	2,337	2,504	43.3%	38.9%	+/- 6.7%	+/- 7.2%

\* Smaller populations have a higher margin of error

Source: American Community Survey 2015-2019 5-year estimates

## FREE AND REDUCED LUNCH PROGRAM PERCENTAGE

District	Year	Total Enrollment	Free Lunch	Reduced Lunch	% eligible for Free/Reduced Lunch
Dubuque	2015-16	10,419	3,244	604	36.93%
Dubuque	2016-17	10,360	3,152	532	35.56%
Dubuque	2017-18	10,293	3,219	584	36.95%
Dubuque	2018-19	10,175	3,743	715	43.8%
Dubuque	2019-20	10,211	3,555	555	40.3%
Western Dubuque	2015-16	3,178	713	276	31.1%
Western Dubuque	2016-17	3,297	742	295	31.45%
Western Dubuque	2017-18	3,276	697	323	31.14%
Western Dubuque	2018-19	3,285	732	313	31.8%
Western Dubuque	2019-20	3,341	736	207	28.2%

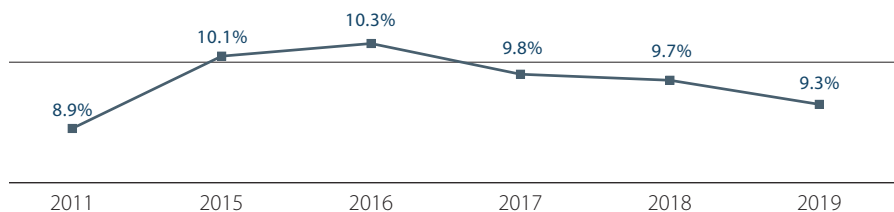
Source: State of Iowa Department of Education

## SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP) PARTICIPANTS

### Percent of Households on cash public assistance or SNAP

**2011:** 3,312  
of 36,984 Total Households

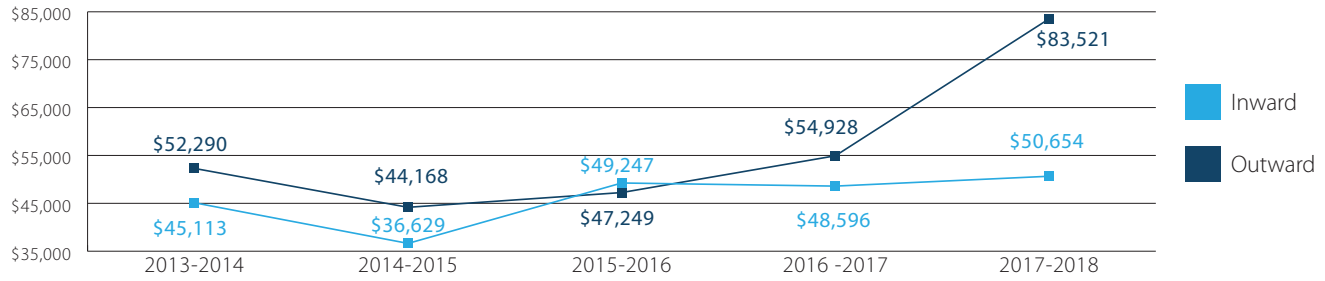
**2019:** 3,535  
of 38,210 Total Households



Dubuque MSA/Dubuque County

Source: American Community Survey 2015-2019 5-year Estimates

## AVERAGE HOUSEHOLD INCOME OF RESIDENTS MOVING IN OR OUT



The 2018-2019 Migration data release has been delayed due to COVID-19.

Source: Internal Revenue Service  
Dubuque MSA/Dubuque County

## PERCENT OF INCOME TOWARDS HOUSING

% with Mortgage and Owner Costs At or Exceeding 35% of Income	14.4%
% with Gross Rent At or Exceeding 35% of Income	36.1%

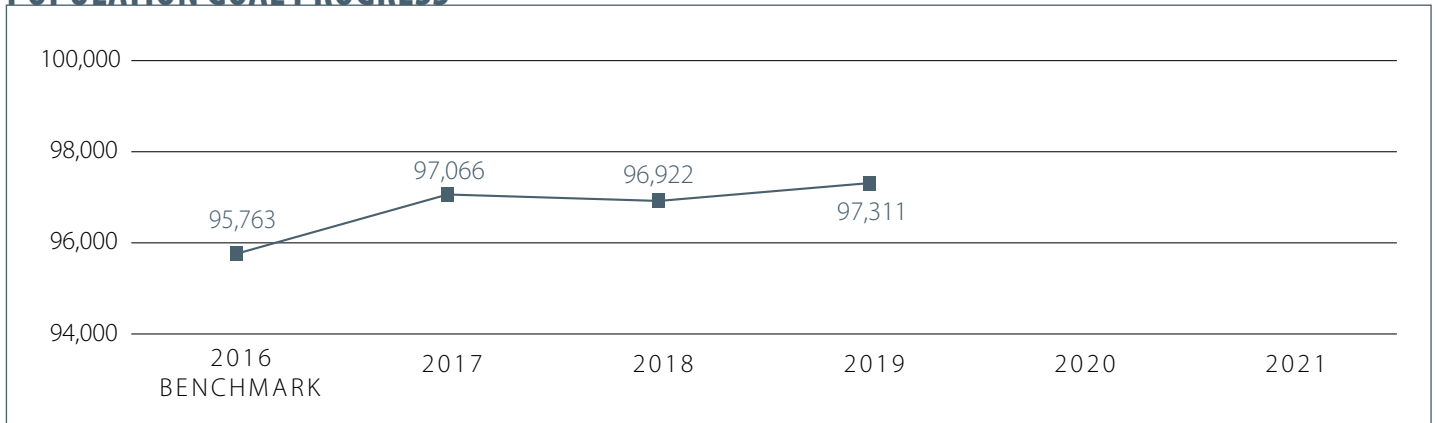
Dubuque MSA/Dubuque County

Source: American Community Survey 2015-2019 5-year Estimates

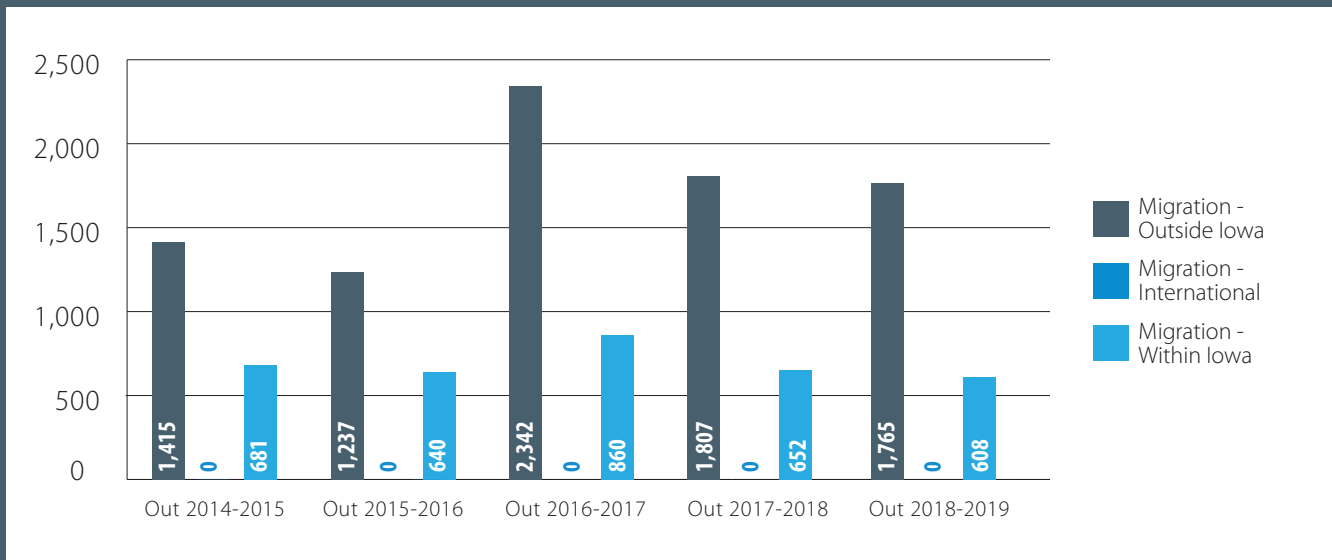
# POPULATION

## GOAL: 100,000

### POPULATION GOAL PROGRESS



## DUBUQUE COUNTY OUTFLOW (ESTIMATED FROM TAX RETURNS)

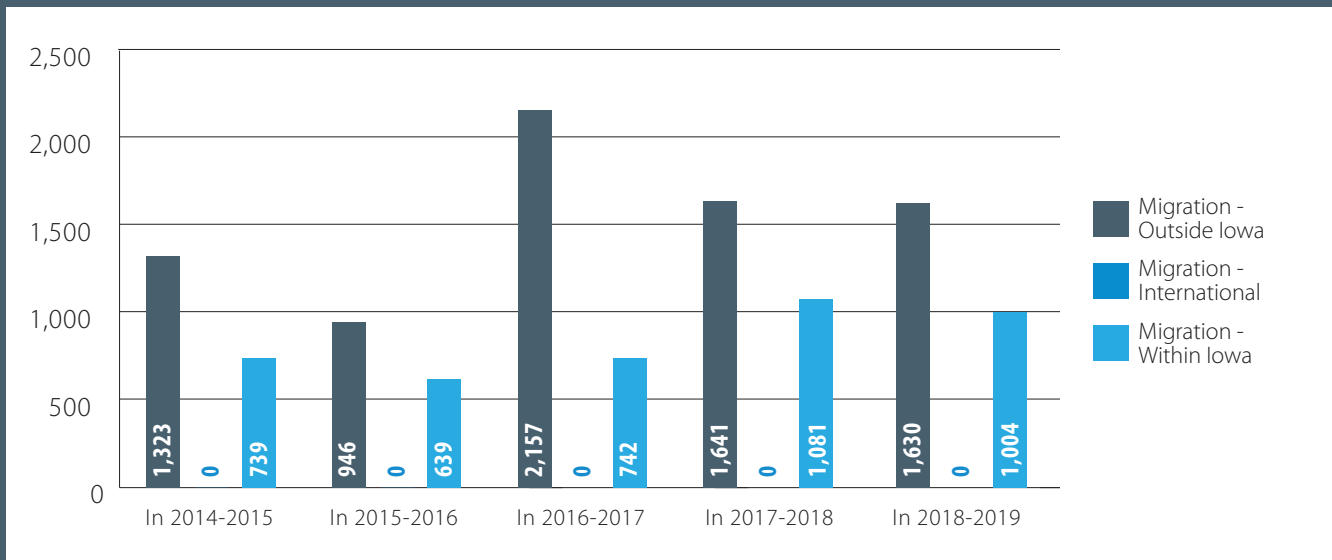


## TOP OUTFLOW LOCATIONS

NUMBER OF RETURNS	COUNTY	STATE
100	Jo Daviess County	IL
83	Linn County	IA
80	Cook County	IL
73	Jackson County	IA
70	Grant County	WI
56	Polk County	IA
56	Dane County	WI
55	Scott County	IA
48	Delaware County	IA
47	Johnson County	IA

Source: Internal Revenue Service

## DUBUQUE COUNTY INFLOW (ESTIMATED FROM TAX RETURNS)

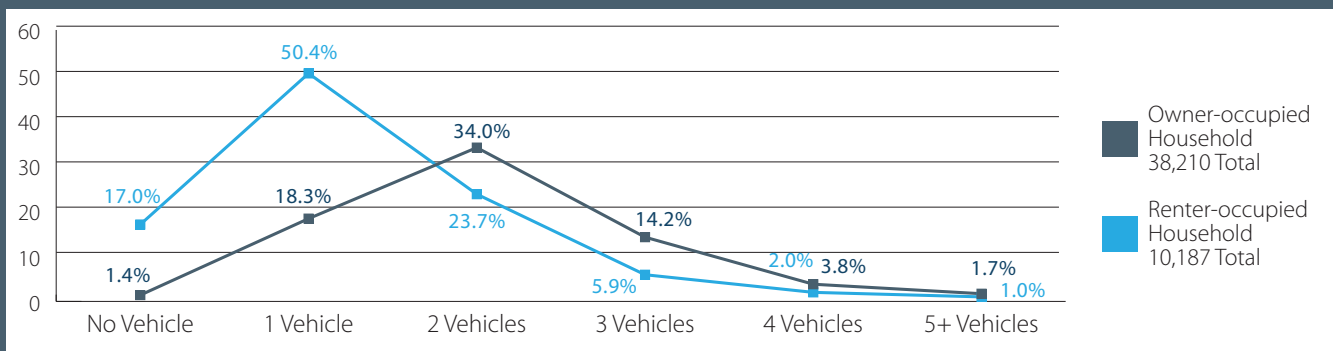


## TOP INFLOW LOCATIONS

NUMBER OF RETURNS	COUNTY	STATE
105	Jo Daviess County	IL
99	Grant County	WI
74	Cook County	IL
62	Linn County	IA
56	Delaware County	IA
50	Black Hawk County	IA
43	Polk County	IA
43	Scott County	IA
39	Clayton County	IA
37	Jones County	IA

Source: Internal Revenue Service

## VEHICLE AVAILABLE BY HOUSEHOLD



Dubuque MSA/Dubuque County

Source: American Community Survey 2015-2019 5-year Estimates

## COST OF LIVING COMPOSITE

This index measures the relative price levels for consumer goods and services. The average of all participating areas equals 100 and each index is read as a percentage of the average for all places.

	2016 INDEX (%WEIGHT)	2017 INDEX (%WEIGHT)	2018 INDEX (%WEIGHT)
<b>Composite (100%)</b>	89.3%	89.2%	90.8%
<b>Grocery</b>	98.3%	96.8%	101.1%
<b>Housing</b>	67.3%	69.4%	72.3%
<b>Utilities</b>	91.1%	88.4%	100.8%
<b>Transportation</b>	88.9%	100.4%	96.8%
<b>Health</b>	91.6%	92.7%	89.3%
<b>Miscellaneous</b>	102.5%	99.1%	98.4%

Dubuque MSA/Dubuque County

Source: Council for Community & Economic Research, 2018 Annual Averages

## RETAIL—TOTAL TAXABLE SALES

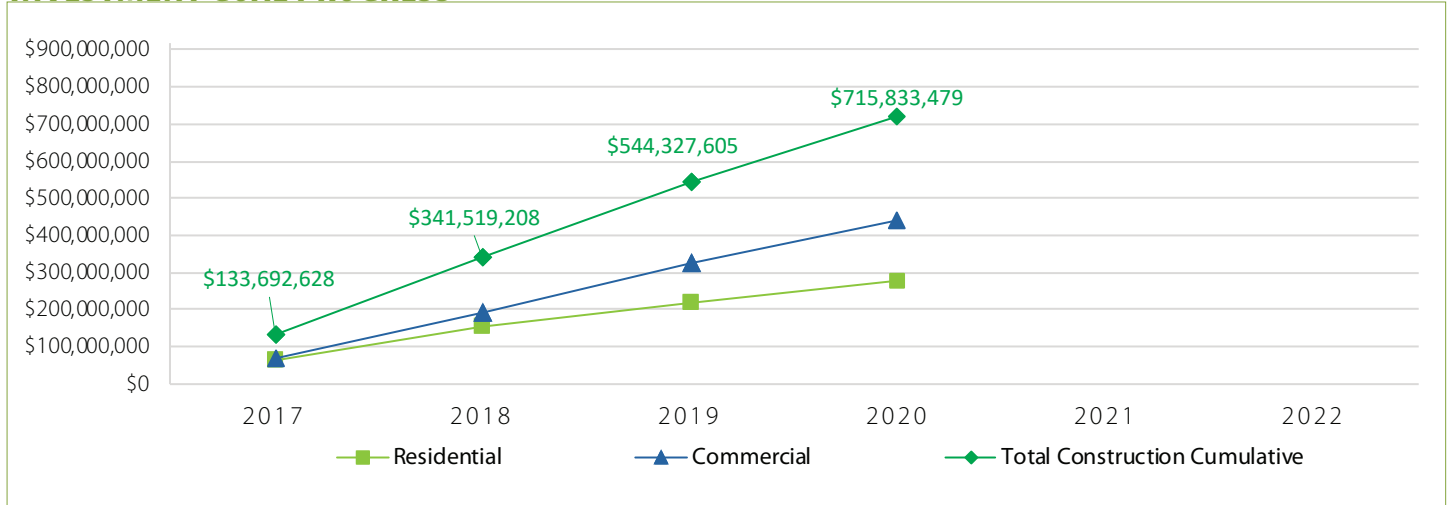
	FY2018	FY2019	% Change
<b>Real total taxable sales</b>	\$1,346,016,256	\$1,353,208,250	0.5%
<b>Number of reporting firms (annualized)</b>	2,713	2,735	0.8%
<b>Population</b>	96,994	97,117	0.1%
<b>Average sales per capita</b>	\$13,877	\$13,934	0.4%
<b>Average sales per firm</b>	\$496,227	\$494,865	-0.3%

Source: Iowa State University, Retail Trade Analysis FY 2019

# INVESTMENT

GOAL: \$800,000,000

## INVESTMENT GOAL PROGRESS



## HOUSING DATA

	2018	2019
<b>Total Housing Units</b>	41,065	41,299
<b>Median Property Value of Owner-Occupied Units</b>	\$160,900	\$166,800
<b>Mortgage Status of Owner-Occupied Units</b>	60.8% Mortgage 39.2% No Mortgage	61.4% Mortgage 38.6% No Mortgage
<b>Rental Vacancy Rate</b>	6.6%	9.2%
<b>Median Rent</b>	\$763	\$783

Source: American Community Survey 2015-2019 5-year Estimates

## HOME & PROPERTY SALES

Residential Home Sales - Dubuque Area: **1,619** (2020), 17% Increase over 2019  
 Commercial/Industrial Sales - Dubuque Area: **19** (2020), 10% Decrease over 2019

Source: East Central Iowa Association of REALTORS 2020 Data

# DUBUQUE'S TRUE NORTH CENSUS TRACTS 1&5

The Dubuque's True North area includes Census Tract 1, Block Groups 1 & 3 and Census Tract 5, Block Groups 1, 2, 3, & 4. Data in this chart is unavailable at the Block Group level. Census Tract 1, Block Group 2 is the only block group included in this data that is not in the Dubuque's True North area.

	COUNTY		TRACTS 1 & 5	
	2018	2019	2018	2019
Employment (Civilian Labor Force)	65.3%	65.2%	60.8%	62.2%
Commuting to work by walking or public transportation	4.4%	4.2%	14.0%	14.6%
Median Household Income	\$61,321	\$63,031	\$32,507	\$35,875
Poverty Level	11.7%	11.4%	31.2%	29.4%
SNAP Participation for past 12 months (households)	9.7%	9.3%	30.3%	31.4%

Source: American Community Survey 2015-2019 5-year Estimates



# SOURCES & UPDATE CYCLES

<b>Source</b>	<b>Used for</b>	<b>When Updated</b>
U.S. Census Estimates	# of businesses	Annually (April)
EMSI - QCEW, non-QCEW, self-employed	Job growth, top jobs by industry	Quarterly
EMSI - IPEDS	Higher education graduates and enrollment	Annually
State of Iowa Department of Education	Math & Reading proficiency, Free/Reduced lunch	Annually
Bureau of Labor Statistics	Salary trends	Annually
Internal Revenue Service	Income of inward/outward migration, Outflow & Inflow data	Annually (November)
American Community Survey	Housing Data, Poverty, Income	Annually (December)
Iowa State University	Retail data	Annually (March)
East Central Iowa Association of REALTORS	Housing Data	Annually (January)



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