



2018
**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:

Job Creation 64,000	Median Household Income \$60,000	Population 100,000	Investment \$800,000,000
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Quarterly Action Dashboard (InfoAction & HR Action Reporting, primarily quantitative)
 Inform & validate lagging data with this "real time" data

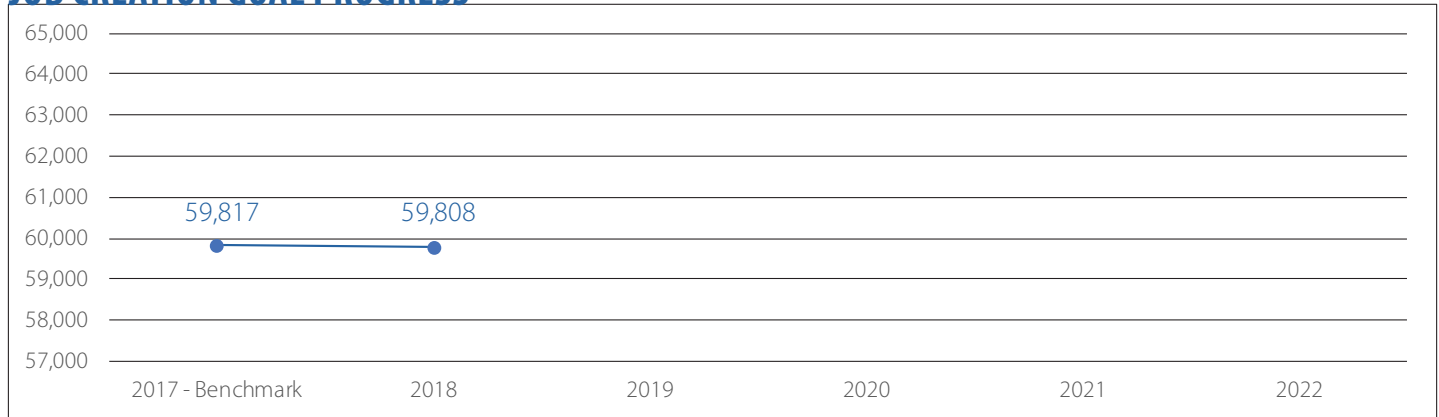
Education/ Occupational Data <ul style="list-style-type: none"> • Number of Businesses • Top Occupational Openings • Industry Composition • Skills Gap Analysis • # of Degrees Granted • Certified School Enrollment • % Students Proficient Reading & Math 	Median Household Income <ul style="list-style-type: none"> • % of Jobs by Wage Level • Salary Trend • % Paying More Than 35% on Mortgage/Rent • % Eligible for Free/Reduced Lunch • Poverty Level • SNAP recipients • Average Income of In- and Out-migration 	Population <ul style="list-style-type: none"> • Migration Flow • Cost of Living Composite • Retail - Total Taxable Sales • Vehicle Ownership 	Investment <ul style="list-style-type: none"> • Housing Units • Median property value • Mortgage Status • Rental Vacancy Rate • Median Rent • Home & Property Sales
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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

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

% Small Businesses: 67% of all establishments have 10 employees or less

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

Dubuque MSA/Dubuque County

Source: U.S. Census Bureau, 2016 County Business Patterns Survey

TOP 10 INDUSTRIES BY VOLUME OF JOBS 2013 & 2018

INDUSTRY	2013 JOBS	2018 JOBS	# CHANGE	% CHANGE
Manufacturing	8,953	9,509	556	6%
Health Care and Social Assistance	8,436	9,130	694	8%
Retail Trade	7,110	7,098	(12)	0%
Government	5,036	5,065	29	1%
Accommodation and Food Services	4,472	4,560	88	2%
Finance and Insurance	3,644	4,486	842	23%
Other Services (except Public Administration)	3,351	3,661	310	9%
Wholesale Trade	3,220	3,061	(159)	(5%)
Construction	3,037	3,051	14	0%
Educational Services	3,065	2,986	(79)	(3%)

Dubuque MSA/Dubuque County

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

FASTEST GROWING INDUSTRIES BY % JOB INCREASE 2013 & 2018

INDUSTRY	2013 JOBS	2018 JOBS	# CHANGE	% CHANGE
Finance and Insurance	3,644	4,486	842	23%
Management of Companies and Enterprises	595	717	122	21%
Transportation and Warehousing	1,996	2,354	358	18%
Other Services (except Public Administration)	3,351	3,661	310	9%
Health Care and Social Assistance	8,436	9,130	694	8%
Manufacturing	8,953	9,509	556	6%
Real Estate and Rental and Leasing	541	556	15	3%
Accommodation and Food Services	4,472	4,560	88	2%
Government	5,036	5,065	29	1%
Construction	3,037	3,051	14	0%

Dubuque MSA/Dubuque County

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

TOP 10 JOBS BY VOLUME 2013 & 2018

OCCUPATION	2013	2018
Retail Salespersons	1,910	1,787
Cashiers	1,643	1,644
Registered Nurses	1,316	1,501
Combined Food Preparation and Serving Workers, Including Fast Food	1,387	1,490
Office Clerks, General	1,397	1,356
Assemblers and Fabricators, All Other, Including Team Assemblers	1,274	1,302
Heavy and Tractor-Trailer Truck Drivers	1,083	1,219
Customer Service Representatives	1,096	1,189
General and Operations Managers	882	940
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	982	919

Dubuque MSA/Dubuque County

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

FASTEST GROWING OCCUPATIONS BY % INCREASE 2013 & 2018

OCCUPATION	# CHANGE	% CHANGE
Computer Occupations, All Other	45	66%
Claims Adjusters, Examiners, and Investigators	84	61%
Personal Care Aides	212	57%
Insurance Claims and Policy Processing Clerks	47	49%
Clergy	54	36%
Mobile Heavy Equipment Mechanics, Except Engines	40	34%
Human Resources Specialists	67	33%
Insurance Sales Agents	138	33%
Managers, All Other	59	33%
Industrial Truck and Tractor Operators	84	22%

Dubuque MSA/Dubuque County

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

HIGHER EDUCATION GRADUATES

2011	2016	2017
4,881	5,518	5,274

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	27,096	26,208	362	53,666

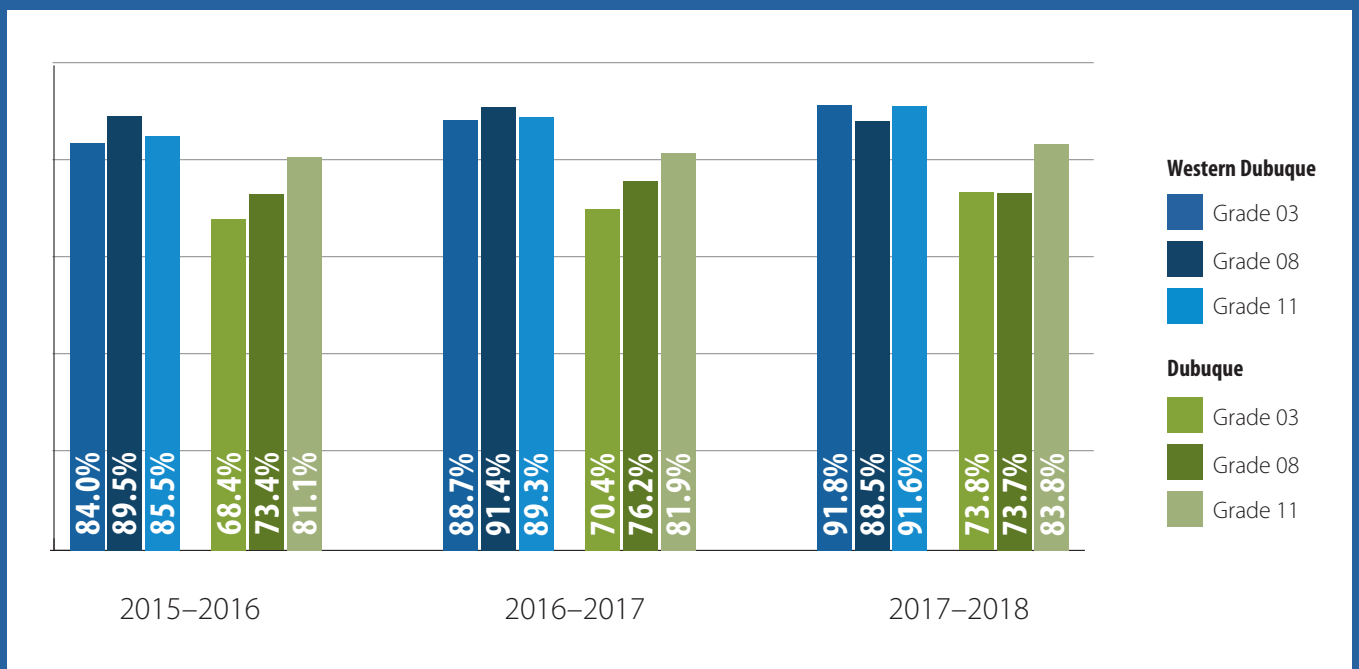
Source: EMSI (IPEDS)

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	1,582	1,365

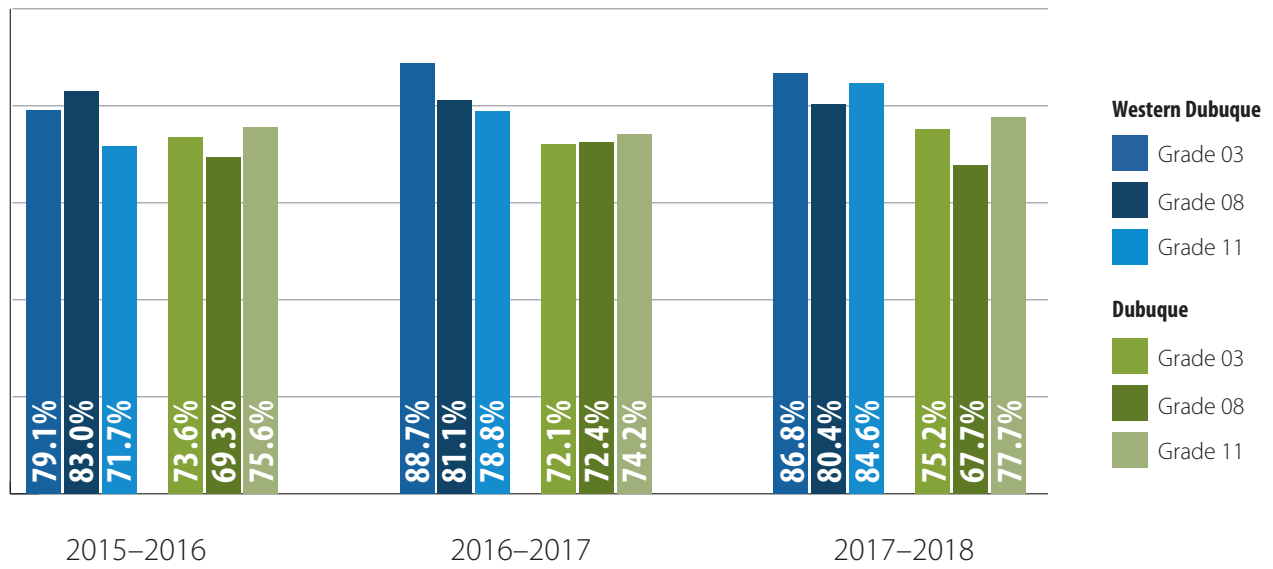
Source: State of Iowa Department of Education

MATH PROFICIENCY



Source: State of Iowa Department of Education

READING PROFICIENCY

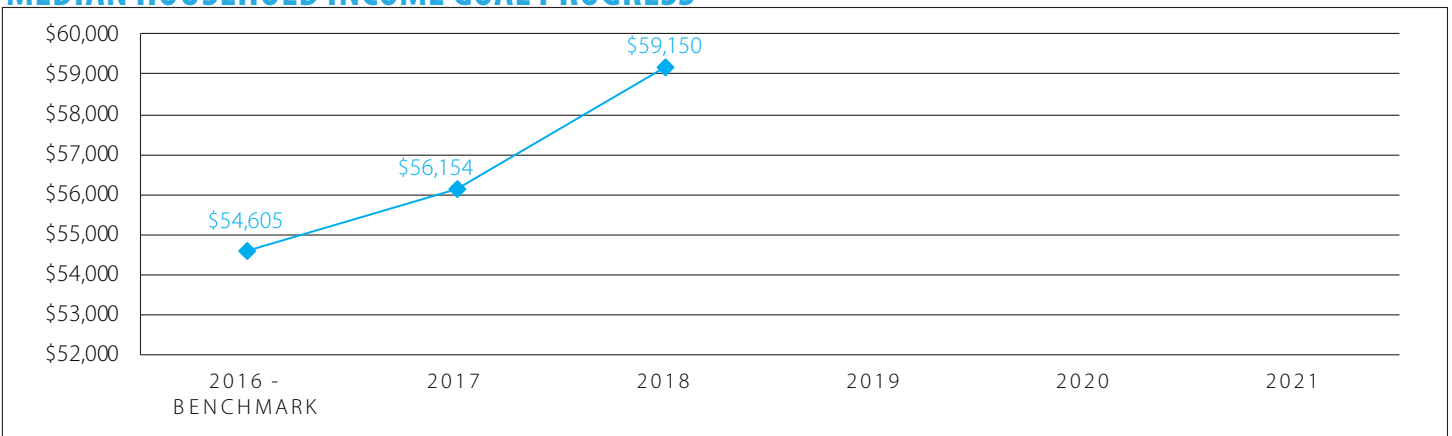


Source: State of Iowa Department of Education

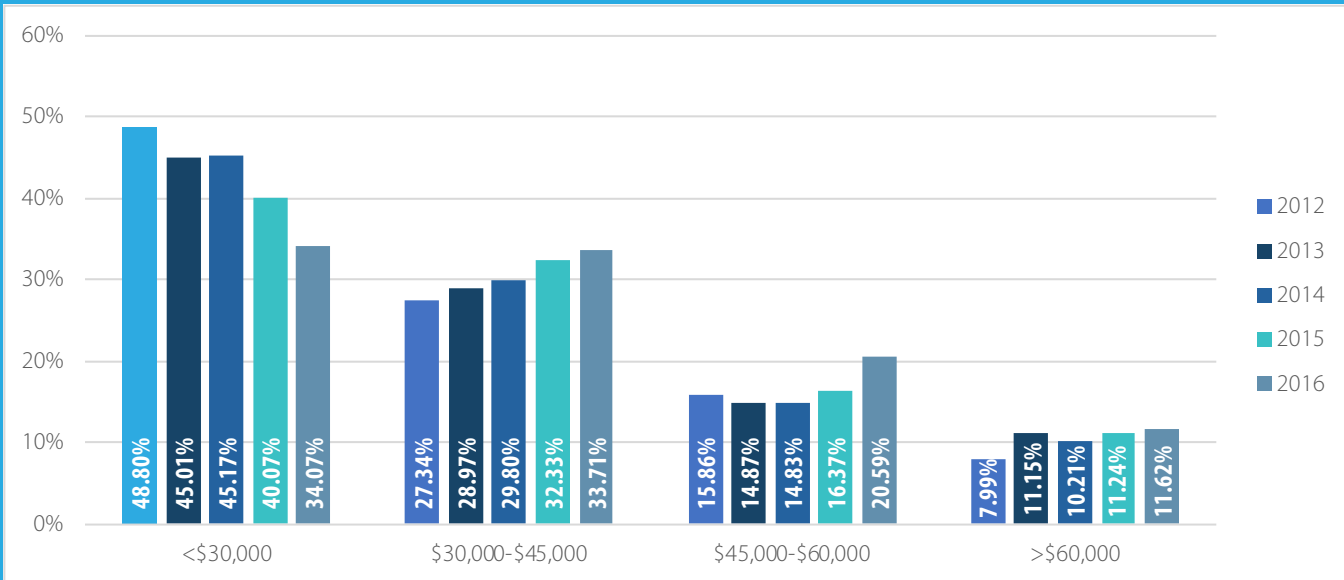
MEDIAN HOUSEHOLD INCOME

GOAL: \$60,000

MEDIAN HOUSEHOLD INCOME GOAL PROGRESS



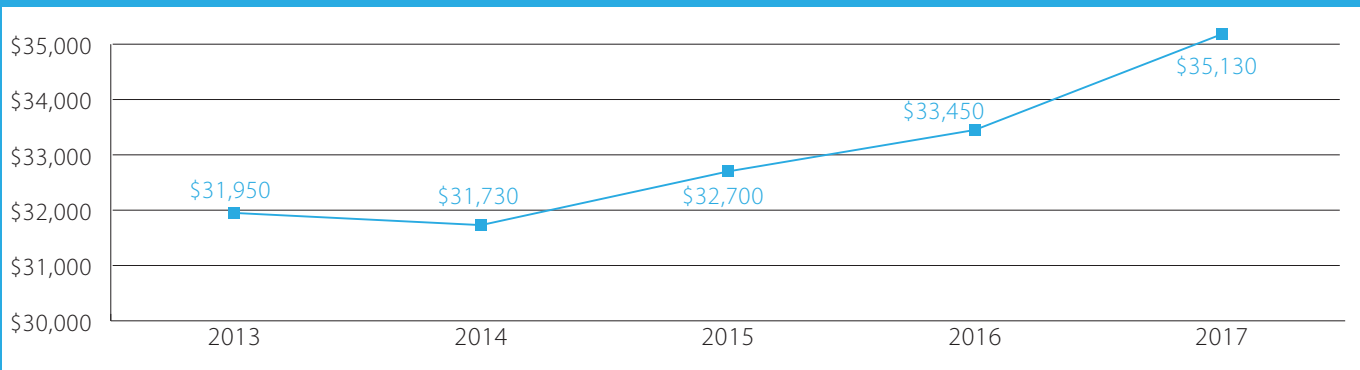
SALARY TREND 2012–2016: % OF JOBS IN MARKET BY WAGE LEVEL



Dubuque MSA/Dubuque County

Source: Bureau of Labor Statistics

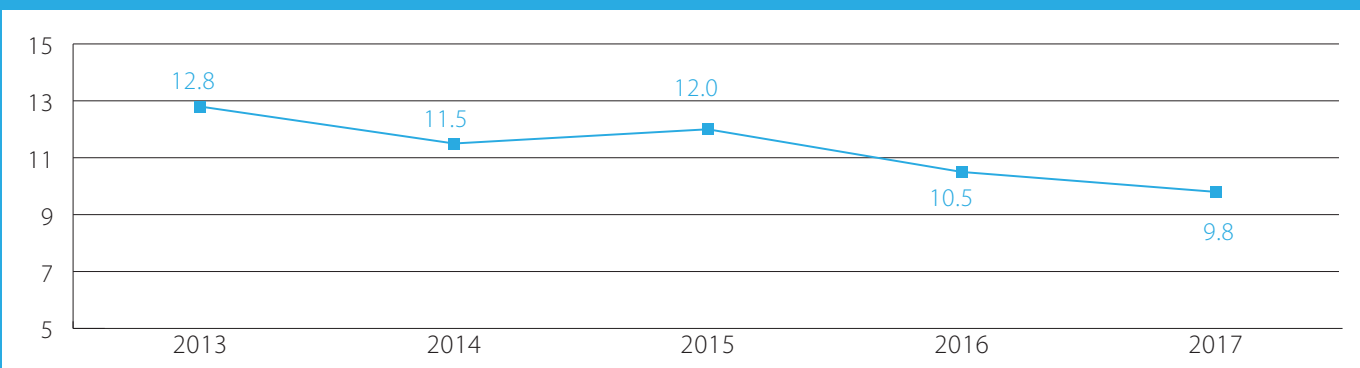
MEDIAN ANNUAL SALARY 2013–2017



Dubuque MSA/Dubuque County

Source: Bureau of Labor Statistics, Occupational Employment Statistics

POVERTY RATE 2013–2017



Dubuque MSA/Dubuque County

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

POVERTY BY OTHER INDICATORS

	TOTAL NUMBER IN SUBSET		% BELOW POVERTY LEVEL		MARGIN OF ERROR	
	2016	2017	2016	2017	2016	2017
AGE						
Below 18	21,935	21,883	17.5%	15.8%	+/- 2.3%	+/- 2.1%
18 to 34 years	19,879	19,882	18.4%	17.9%	+/- 1.8%	+/- 1.9%
35 to 64 years	35,958	35,848	7.5%	7.4%	+/- 0.9%	+/- 0.8%
65 years and older	14,904	15,143	9.4%	9.2%	+/- 1.6%	+/- 1.6%
RACE & HISPANIC ORIGIN*						
White/Caucasian alone	86,888	86,810	10.5%	9.8%	+/- 0.9%	+/- 0.9%
Black/African American alone	2,240	2,437	61.9%	59.2%	+/- 12.1%	+/- 9.9%
Asian alone	1,226	1,200	12.1%	17.0%	+/- 7.4%	+/- 8.2%
Two or more races	1,666	1,477	45.6%	40.8%	+/- 13.3%	+/- 11.4%
Hispanic or Latino origin (of any race)	1,957	1,987	41.0%	32.0%	+/- 10.6%	+/- 11.3%
OTHER						
Less than high school graduate	4,527	4,584	23.2%	23.5%	+/- 3.7%	+/- 4.1%
Employed, civilian labor force 16 years+	49,637	49,714	6.7%	6.4%	+/- 0.7%	+/- 0.7%
Female Householder Families with Children	2,478	2,278	47.9%	47.2%	+/- 6.1%	+/- 7.3%

* Smaller populations have a higher margin of error

Source: American Community Survey 5-year estimates

FREE AND REDUCED LUNCH PROGRAM PERCENTAGE

District	Year	Total Enrollment	Free Lunch	Reduced Lunch	% on Free/Reduced Lunch
Dubuque	2015	10,472	3,213	675	37.13%
Dubuque	2016	10,419	3,244	604	36.93%
Dubuque	2017	10,360	3,152	532	35.56%
Dubuque	2018	10,293	3,219	584	36.95%
Western Dubuque	2015	3,107	610	242	27.4%
Western Dubuque	2016	3,178	713	276	31.1%
Western Dubuque	2017	3,297	742	295	31.45%
Western Dubuque	2018	3,276	697	323	31.14%

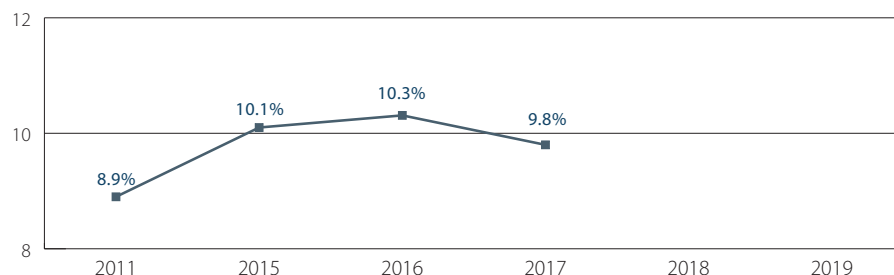
Source: State of Iowa Department of Education

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP) PARTICIPANTS

Percent of Households on cash public assistance or SNAP

2011: 3,312
of 36,984 Total Households

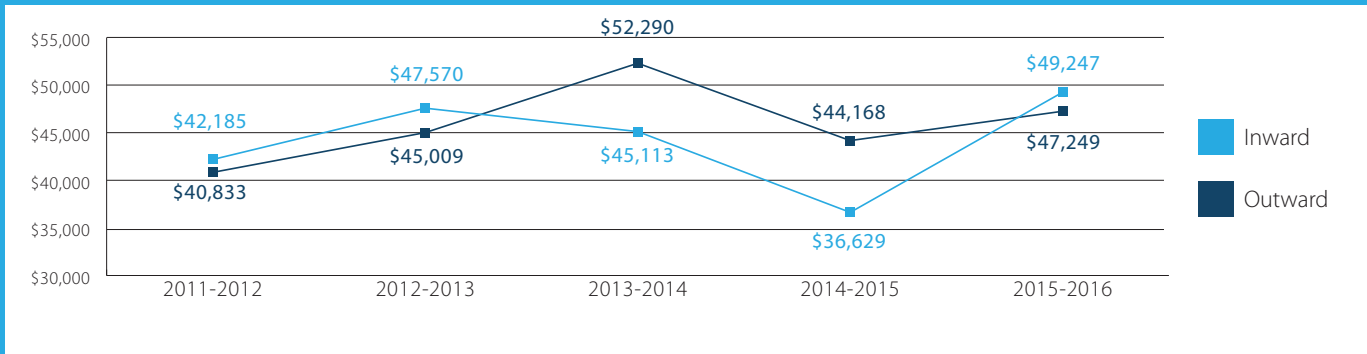
2017: 3,743
of 38,076 Total Households



Dubuque MSA/Dubuque County

Source: American Community Survey 2013-2017 5-year Estimates

AVERAGE HOUSEHOLD INCOME OF RESIDENTS MOVING IN OR OUT



Dubuque MSA/Dubuque County

Source: Internal Revenue Service

PERCENT OF INCOME TOWARDS HOUSING

% with Mortgage and Owner Costs At or Exceeding 35% of Income	13.7%
% with Gross Rent At or Exceeding 35% of Income	37.2%

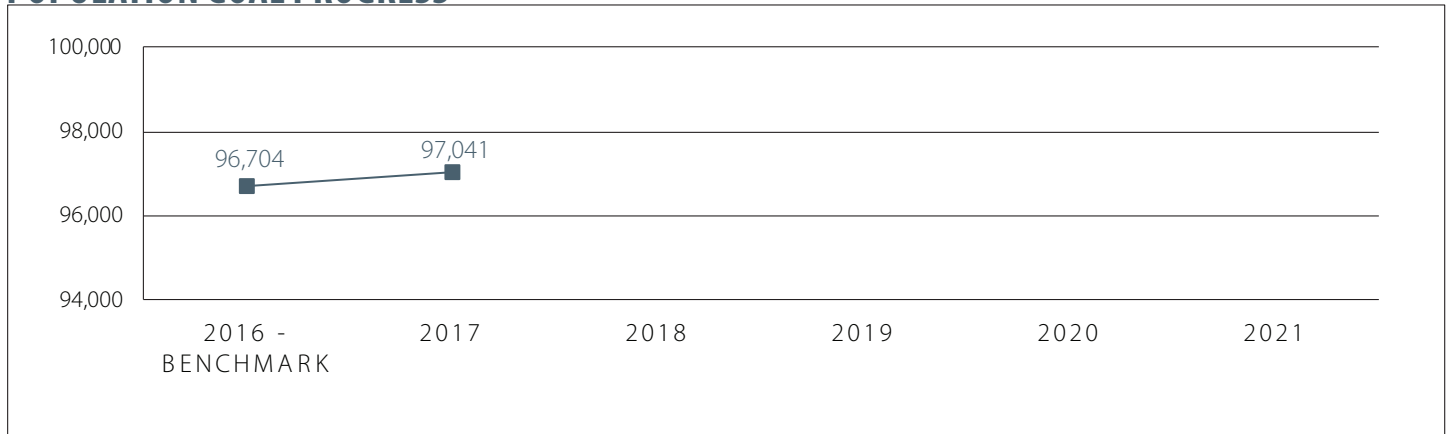
Dubuque MSA/Dubuque County

Source: American Community Survey 2013-2017 5-year Estimates

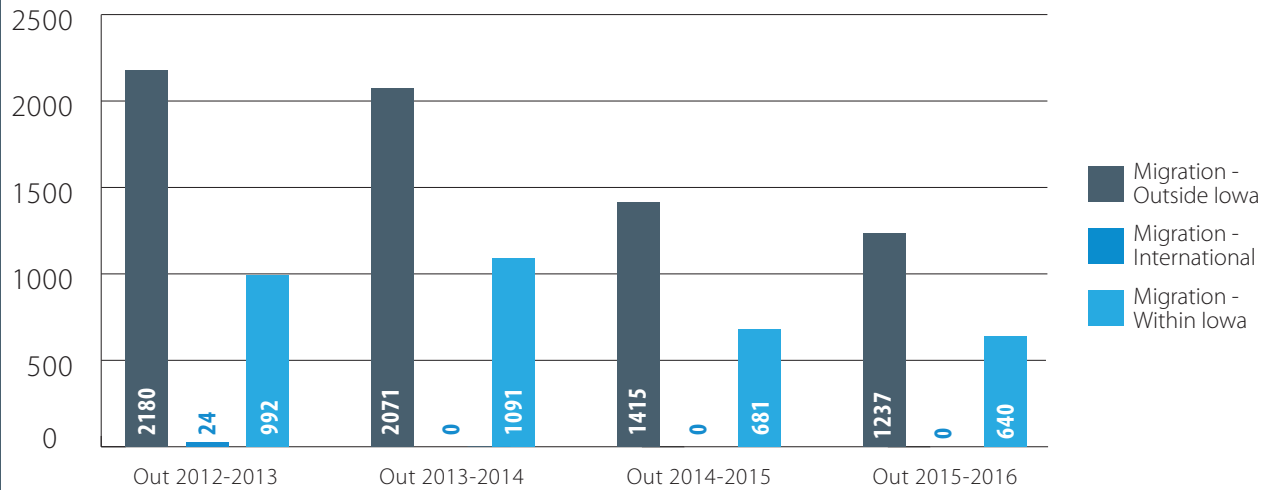
POPULATION

GOAL: 100,000

POPULATION GOAL PROGRESS



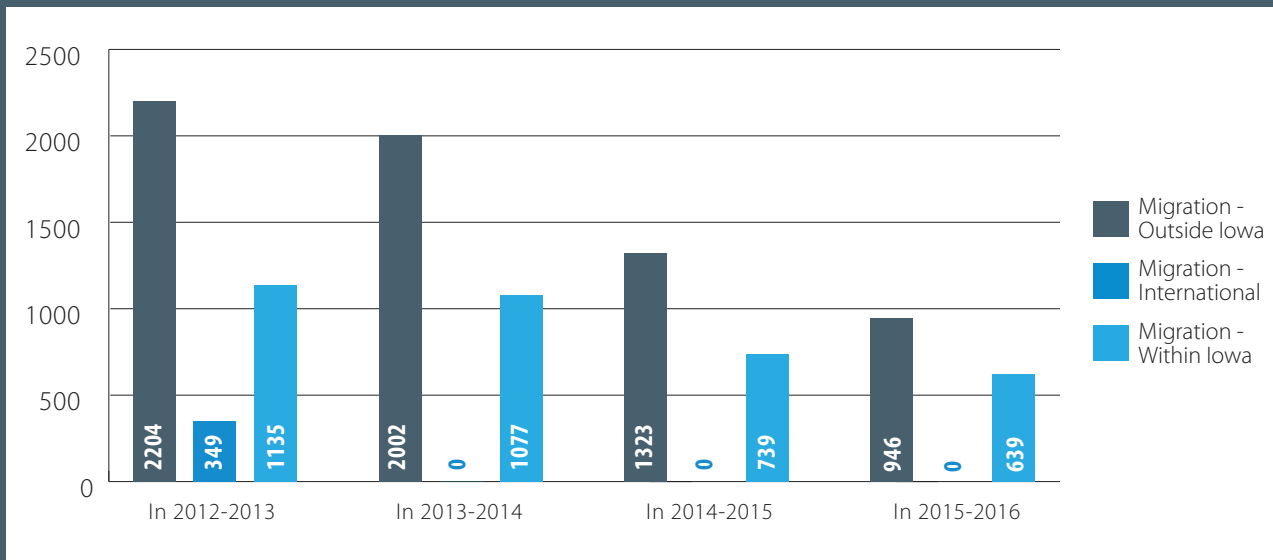
DUBUQUE COUNTY OUTFLOW (ESTIMATED FROM TAX RETURNS)



TOP OUTFLOW LOCATIONS

NUMBER OF INDIVIDUALS	COUNTY	STATE
113	Jo Daviess County	IL
94	Linn County	IA
89	Cook County	IL
83	Jackson County	IA
78	Grant County	WI
74	Dane County	WI
60	Polk County	IA
59	Johnson County	IA
52	Scott County	IA
46	Jones County	IA

DUBUQUE COUNTY INFLOW (ESTIMATED FROM TAX RETURNS)

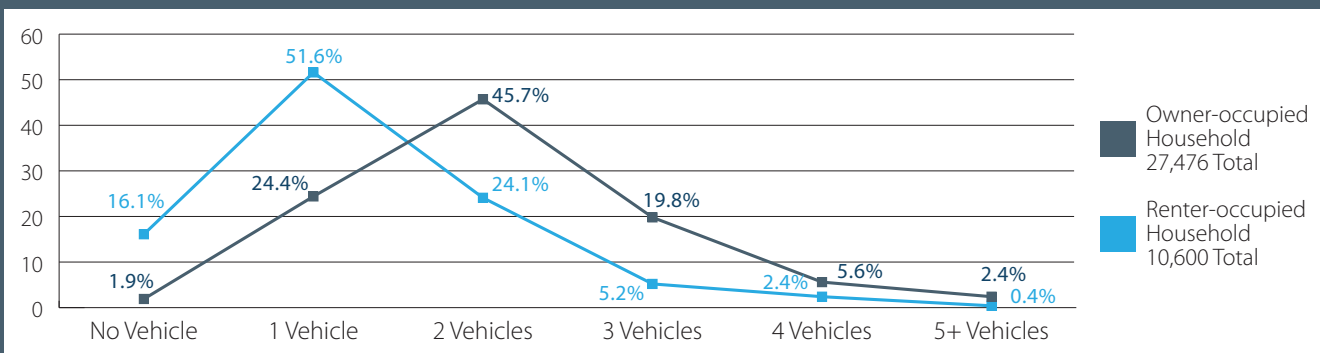


TOP INFLOW LOCATIONS

NUMBER OF INDIVIDUALS	COUNTY	STATE
97	Jackson County	IA
96	Jo Daviess County	IA
95	Grant County	WI
91	Cook County	IL
72	Linn County	IA
52	Delaware County	IA
51	Scott County	IA
49	Johnson County	IA
48	Black Hawk County	IA
48	Jones County	IA

Source: Internal Revenue Service

VEHICLE AVAILABLE BY HOUSEHOLD



Dubuque MSA/Dubuque County

Source: American Community Survey 2013-2017 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)
Composite (100%)	89.3%	89.2%
Grocery	98.3%	96.8%
Housing	67.3%	69.4%
Utilities	91.1%	88.4%
Transportation	88.9%	100.4%
Health	91.6%	92.7%
Miscellaneous	102.5%	99.1%

Dubuque MSA/Dubuque County

Source: Council for Community & Economic Research, 2017 Annual Averages

RETAIL—TOTAL TAXABLE SALES

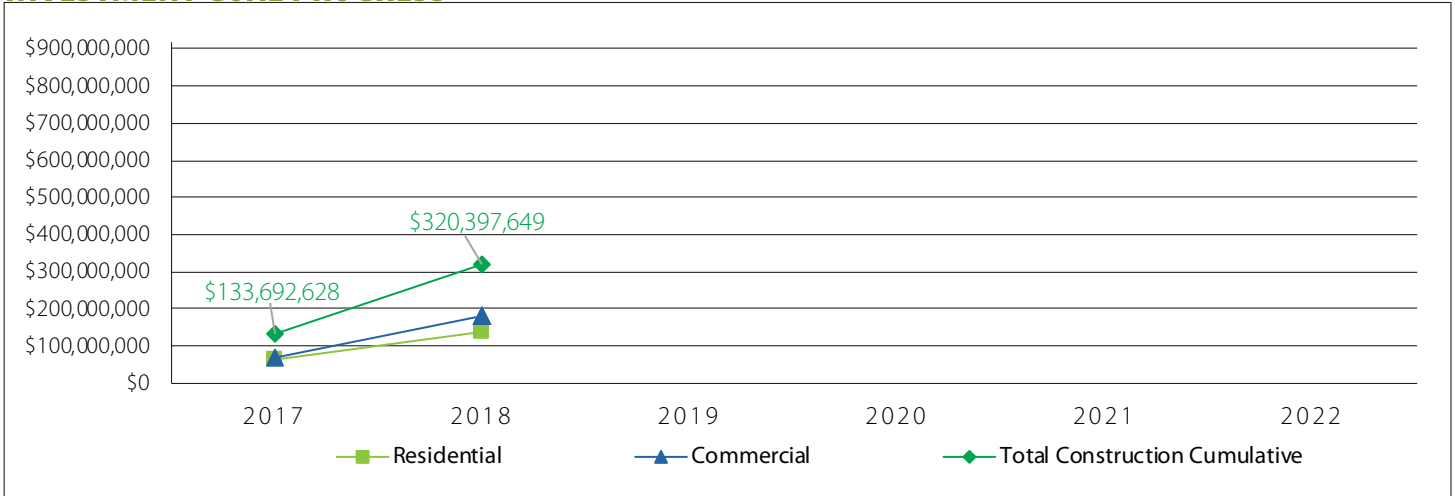
	FY2016	FY2017	% Change
Real total taxable sales	\$1,337,418,688	\$1,324,993,666	-0.9%
Number of reporting firms (annualized)	2,720	2,724	0.1%
Population	96,759	96,873	0.1%
Average sales per capita	\$13,822	\$13,678	-1.0%
Average sales per firm	\$491,788	\$486,370	-1.1%

Source: Iowa State University, Retail Trade Analysis FY 2017

INVESTMENT

GOAL: \$800,000,000

INVESTMENT GOAL PROGRESS



HOUSING DATA

	2016	2017
Total Housing Units	40,424	40,818
Median Property Value of Owner-Occupied Units	\$153,000	\$157,200
Mortgage Status of Owner-Occupied Units	60.2% Mortgage 39.8% No Mortgage	61.0% Mortgage 39.0% No Mortgage
Rental Vacancy Rate	6.4%	6.5%
Median Rent	\$720	\$742

Source: American Community Survey 2013-2017 5-year Estimates

HOME & PROPERTY SALES

Residential Home Sales - Dubuque Area: **1,054** (2017), 3% Increase over 2016

Commercial/Industrial Sales: **27** (2017), 23% Increase over 2016

Source: East Central Iowa Association of REALTORS 2017 Data

FINDING 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	
	2016	2017	2016	2017
Employment	66.2%	66.1%	59.6%	61.5%
Commuting to work by walking or public transportation	4.9%	4.7%	20.5%	18.1%
Median Household Income	\$56,154	\$59,150	\$27,746	\$30,299
Poverty Level	12.5%	11.9%	35.2%	33.6%
SNAP Participation for past 12 months	9.7%	9.8%	31.3%	30.3%

Source: American Community Survey 2013-2017 5-year Estimates

SOURCES & UPDATE CYCLES

Source	Used for	When Updated
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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