Charles City Public Library

Strategic Plan 2020-2025

Approved by the Library Board of Trustees on 9/9/21.

Table of Contents:

The Charles City Public Library invited residents and stakeholders of Charles City, Floyd, Colwell, and rural Floyd County to participate in our planning committee. A special thanks to those who participated.

In March of 2021, Annette Dean, Library Director, initiated the Strategic Planning Process for the Charles City Public Library. A cursory survey of 5 questions was sent to stakeholders in the community including the City Council, city personnel, Friends of the Library Board of Directors, Foundation Board, and library staff. This survey concentrated on identifying strengths and weaknesses in the services of the Charles City Public Library. A committee of volunteers was then assembled from community residents and staff to provide direction for the library's operations for the next 5 years.

During the first Strategic Planning Committee meeting, members discussed the current strengths and weaknesses as they saw them in the community. Members also constructed a community survey to send out to get further input from the community and demographic information. The community survey was made available to the public both digitally and physically during the month of April 2021. Full survey results can be found in Appendix A.

At the second planning committee meeting on June 15, 2021, it was determined based on survey results that the strategic plan would focus on these areas:

1. Public Programming

2. Library Service Promotion

3. Technology

4. Collection

5. Community Collaboration

6. Facilities

Objectives under these areas were discussed by the committee, but it was decided that the library staff would gather and further discuss objectives for these service areas.

Staff members met on July 13, 2021 and discussed the best objectives to set with each goal and plan area. The committee was presented with the preliminary plan on August 9th. The committee provided final suggestions and the final plan was presented to the Library Board on September 9, 2021.

Charles City Public Library is an E-sized library serving a population of 7,307 Charles City residents, 315 Floyd residents, and 64 Colwell residents. It is located in the county seat of Floyd County, which has a population of 15,642. The county is 91% White, with Black, American Indian, Asian, and Hispanic accounting for the other 9% of the population. The median household income is $50,406, and the county has a 2% unemployment rate. Over half of the population (54%) has some college or a degree above high school and 34% of the population has only a high school diploma or GED. Most of the citizens of Floyd County are under 19 or over the age of 50, as these two groups account for 68% of the population.

Population by Age and Gender for Floyd County

Credit: https://www.iowadatacenter.org/
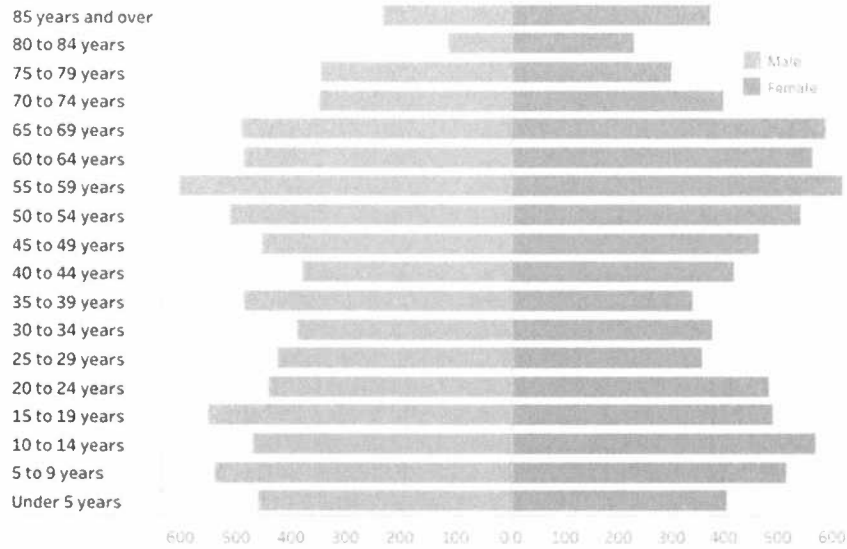
Detailed demographic information for Floyd County, Charles City, Floyd, and Colwell can be found in Appendix B. All demographic information is based on 2010 census information.

The library was built in 1979 and was remodeled in 2000 when the Mooney Art Gallery and Zastrow Meeting Room were added. Mechanics have been maintained, and the physical structure is in good condition. The front of the building faces Clark Street; however, the driveway is shared by First Baptist Church and Immaculate Conception Church, and it is not obvious that the library shares the drive as it is located further along the shared parking lot. The main entrance to the library faces the Milwaukee Ped-mall and requires a fair amount of walking to get to the entrance from the parking lots available. Signage faces Clark Street, the Milwaukee Ped-Mall, and the Cedar River/parking lot.

The library has a static collection of 46,000 items. It includes children's materials, graphic novels, adult reading materials, YA materials, newspapers, magazines, circulating art, biographies, non-fiction, CD audiobooks, DVDs, and digital reading, listening, and viewing materials. Staff consist of 4 full-time librarians, 6 part-time library assistants, and 2 substitute library assistants. The director is a certified level VI librarian with an MLIS, the assistant director is a certified level III librarian, and the children's librarian is a certified support staff librarian. Programming is offered regularly for all ages. The Mooney Art Gallery houses 77 original prints by artists such as Rembrandt, Dali, and Picasso and is open for viewing during normal library hours. Tours may be given by library personnel on request.

Charles City Public Library operates on a $452,621 annual budget made up of Charles City, Colwell, Floyd, and Floyd County taxes as well as gifts from the Charles City Public Library Foundation and Friends of the Charles City Public Library. The library also utilizes the interest generated from five trusts invested in certificate of deposits at area banks to purchase specific materials. The library consistently applies for grants and on average receives anywhere from $10,000 to $15,000 in grant funds per year. The library

participates in Enrich Iowa and is state accredited as a tier III library and so receives monies from the State Library of Iowa for those programs.

Mission Statement:

Charles City Public Library brings people, ideas, and information together to enrich our community.
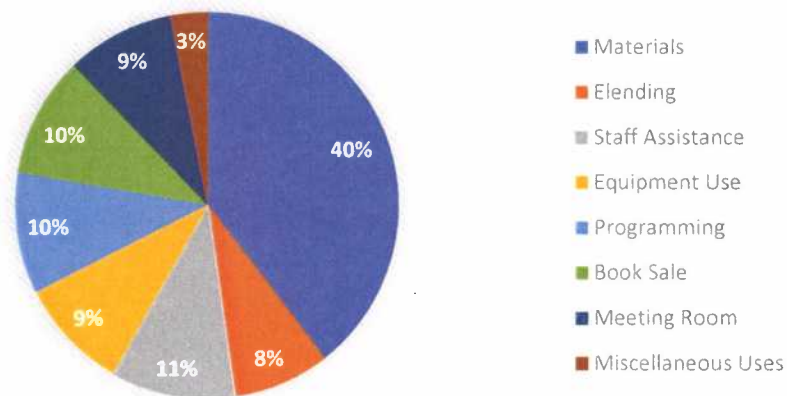
Focus	Goal	Objectives
Programming	Library programming is responsive to community needs and covers a variety of interests and age groups	- Instigate monthly meetings for interested staff to brainstorm programming opportunities. (FY 2022) - Offer a designated time for teens to gather at the library quarterly. (FY 2023) - Offer a unique adult program once a month in addition to our reoccurring adult programming. (FY 2023) - Collaborate to offer child and adult programming simultaneously. (FY 2024) - Build on existing programs being offered to school children and expand on outreach opportunities to the surrounding schools. (FY 2025) - Adapt in type and location to ensure accessibility to programming. (FY 2025) - Form a Teen Advisory Board with area teens. (FY 2025)
Library Service Promotion	Library users have easily accessible information on library services and collections.	- Continue monthly radio segments and contributions to the newspaper. (FY 2022) - Utilize the cable access channel through the CC Chamber of Commerce to alert patrons of events and promotions. (FY 2022) - Obtain and install a screen or interactive display in library lobby to utilize in promoting library services. (FY 2023) - Increase library newsletter enrollment by 10%. (FY 2023) - Increase outreach to local civic clubs by attending and being a feature presentation once per year. (FY 2024) - Explore other advertising opportunities including (but not limited to) quarterly Facebook ad promotion, Charles Theatre previews, and a scrolling sign along Clark Street. (FY 2025)
Technology	Library users have access to up-to-date technology and digital literacy programming.	- Include laptops and hotspots in our circulating collection for patron use. (FY 2022) - Adopt a Tech Replacement Plan to keep up with current trends in computer software. (FY 2022) - Offer a monthly tech time for patrons to bring their own devices for one-on-one assistance. (FY 2023) - Create an easily accessible collection of end-user videos on frequently asked technology-related reference questions. (FY 2024)

		• Offer quarterly computer skills classes and expand on existing partnership with NIACC. (FY 2024) • Explore technological solutions to make server terminals more user-friendly for patrons. (FY 2025) • Provide necessary staff training to improve technological skills and ability to serve the community. (FY 2025)
Collection	All patrons have the resources they need to explore topics of personal interest and continue to learn throughout their lives.	• Designate funds to expand digital collection, with emphasis on increasing access to popular books, audiobooks, and movies. (FY 2023) • Evaluate nonfiction collection for accuracy and use. (FY 2024) • Evaluate and expand our collection of things and be responsive to patron needs. (FY 2025) • Evaluate circulating art collection and loose-leaf music collection and find creative storage solutions for these collections in our space. (FY 2025) • Maintain the physical collection to include popular and in-demand titles (FY 2025) • Complete digitization of the archived Charles City Newspaper collection. (FY 2025)
Community Collaboration	Residents view the library as a valuable entity in the community.	• Explore a deeper partnership with Iowa Workforce Development to offer better employment services to patrons. (FY 2023) • Expand outreach services to include off-site checkout. (FY 2024) • Expand homebound services to include centers as well as individuals. (FY 2024) • Explore programs and community partnerships to ensure equitable access to all library services and programs for marginalized community members. (FY 2025)
Facility	Library users have a safe, well-maintained, and welcoming facility.	• Evaluate library furnishings and spaces to ensure a safe and welcoming space for the public. (FY 2025) • Evaluate outside spaces for maximum usability and functionality. (FY 2025) • Evaluate Zastrow Meeting Room equipment, furnishings, and related procedures to maximize functionality and accessibility. (FY 2025)

Appendix A- Community Survey Results

- 183 surveys were returned.
- 63% were returned by library users.
- Of the library users, 67% visit the library once or twice a month.
- Afternoons are the most common time to visit the library.
- 95% satisfaction among library users for the materials, services, and information at the library
- Bridges is by far the most frequently used digital resource. The rest of the digital resources were only used a handful of times by survey takers.
- 95% agree or strongly agree that:
  - Library staff are friendly and helpful.
  - Staff explain things in a way that is easy to understand.
  - Staff are knowledgeable about books and authors.
  - Staff are helpful when I need technology assistance.
- 98% of participants feel safe in the library.
- 93% of participants feel welcome in the library.
- 93% of participants agreed that they can find a quiet place in the library.
- 98% of participants agree that the library is clean.
- 97% of participants agree that it is easy to check out materials.
- 87% of participants agreed that their needs are met by the library.

Library Visit Purposes

Legend:
- Materials
- Elending
- Staff Assistance
- Equipment Use
- Programming
- Book Sale
- Meeting Room
- Miscellaneous Uses

Pie chart values: 40%, 8%, 11%, 9%, 10%, 10%, 9%, 3%

Programming

- 74% of participants attend or would attend adult programs (113 responses)
  - Offering more diverse cultural programming and a Tie Che Program was recommended as a desired adult program.
- 38% of people surveyed are interested in attending family or youth programs (114 responses)
  - 44 participants had children under 10, 48 participants had children over 10 years of age.
  - Geo Cashing and socially distanced events were suggested as desired youth programs.
- 19% of people surveyed are interested in attending teen programs. (112 responses)
  - Coding, Mythology, Dungeons and Dragons, and Grandparent and teen programs that feature cooking or crafting were also suggested as desired teen programs.

Adult Programming Interests

Category	Value
Author Talks	53
History/Culture Presentation	61
Gaming	19
Tech	16
Book Clubs	36
Writing Groups	13
Science Presentations	29
Yoga/Zumba	27
Genealogy	22
Art/Craft	41
Movie	29
Virtual Programming	11
Outside Programming	25
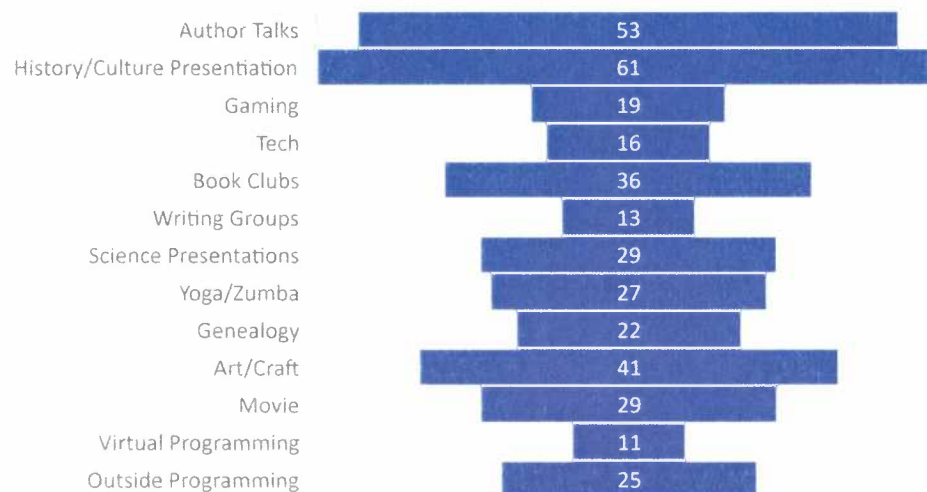
Children Programming Interests

Category	Value
Storytime	19
Wonderful Wednesdays	28
Craft Days	31
Other Summer Events	26
Movie Showings	28
Virtual Performers	12
Holiday Parties	25
Book Club	23
Tuesday Afternoon Club	9
Science Club	25
STEM	24
Outside	22

Teen Program Interests

Program	Value
Campfires	18
Lockins	12
After Hours Programs	16
Teen Advisory Board	11
Food Programs	14
Movie Showings	13
Book Club	13
Holiday Parties	10
Maker Programs	9
Game Nights	19
Card Programs	11
ACT/SAT Prep	12
Outside Programs	12
Life Skills Classes	11

Best Ways to Inform Patrons

Word of mouth
Direct email or text reminder
Poster and Flyers at area Businesses
KCHA Radio
Charles City Press
Library Newsletter
In library promotion
Library Facebook Page
Library Website

0   20   40   60   80   100   120
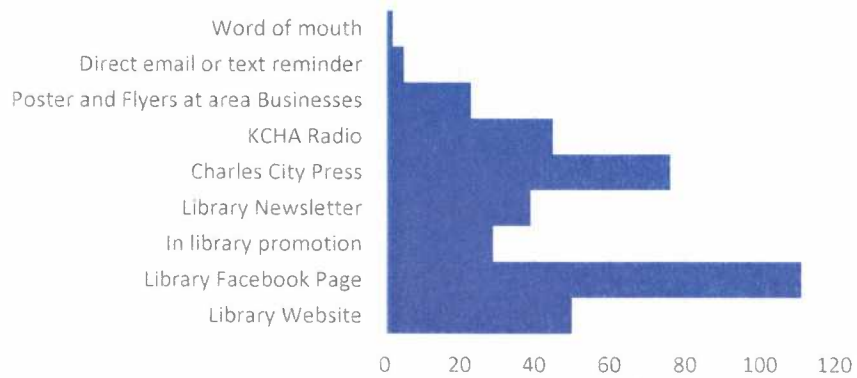
BEST TIMES FOR PROGRAMMING

- Sundays 1%
- Mornings 19%
- Afternoons 26%
- Weekdays 21%
- Saturdays 33%
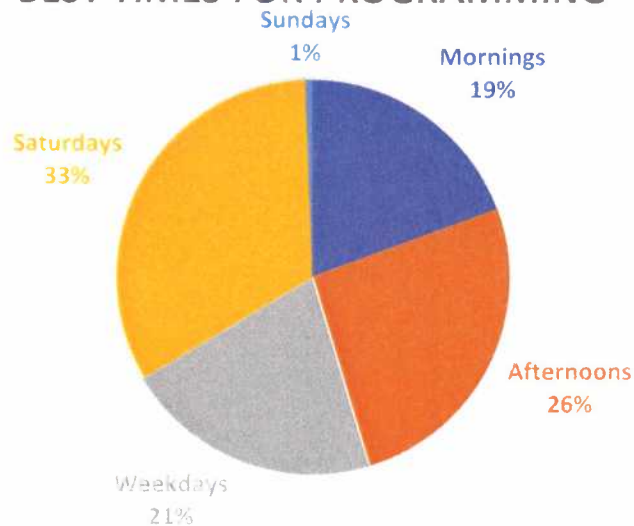
Reasons for not using the Library

Category	Value
Library physical accessibility	(small)
I did prior to the pandemic	~23
I am not aware of the library services	~7
No need	~24
Use another Library	~14
Poor customer service	0
The Hours do not work	~3

(Horizontal axis: 0, 5, 10, 15, 20, 25, 30)
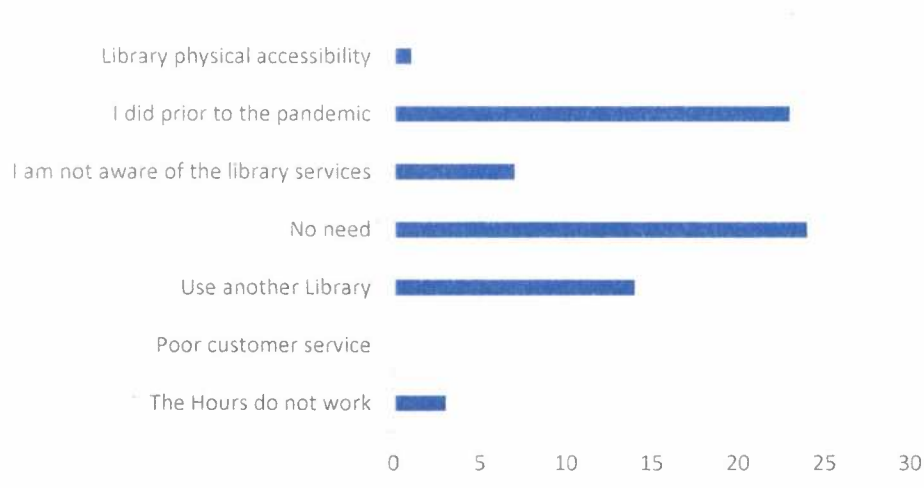
If you choose Improved Accessibility in the question above, please specify what barrier you would like to see improved.

15 responses

Category	Value
Physical Location	5 (33.3%)
Financial Barriers (Fines and Fees)	5 (33.3%)
Virtual (log-in access)	6 (40%)
Main door access is not convenient or easy for disabled…	1 (6.7%)
location of entrance door closer to main parking lot	1 (6.7%)

(Horizontal axis: 0, 1, 2, 3, 4, 5, 6)

- A majority (22) of the people that responded, "I did use the library prior to the pandemic, but no longer do," stated that they would resume using the library when restrictions are lifted, the pandemic is over, and vaccinations in Iowa have increased.
- Most (3) participants that sited poor hours requested that the library no longer require appointments and expand their hours to their normal operating hours held prior to the pandemic.
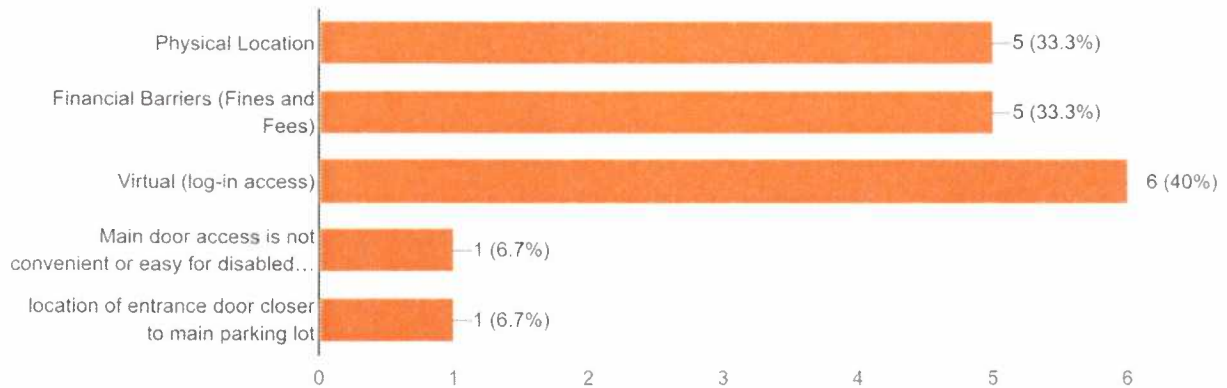- Two requested hours on Sunday during the Summer.
- Several (4) stated that the library entrance was inconvenient to get to and an entrance near the rear of the building close to the parking lot would be preferred.

Library Service Improvements

Improvement	Count
Improved Accessibility	8
Expanded Physical Collection	27
Business Center	9
Homework Center	20
Longer/Different Hours	28
More Downloadable Audiobook	22
More Ebooks	27
Permanent Story Walk	19
Laptops/Hotspot lending	18
Attractive Display Space to highlight the collection	11
Expanded Geneological Services	19
No fines or fees	18
Electronic signage	9
Community Board Space	20
More Adult Programs	53
More Seating areas in the Library	17
Better Promotion of Gallery	17
Upgrade furniture in Zastrow Room	11
More Collaboration	24
Upgraded Tech Equipment	11
Upgraded Computers	14
Better Promotion of Library Services	30
More Youth Programs	19
Makerspace and 3D Printer	14
More Teen Programs	25
Computer Classes/Tech Classes	30

Other improvement suggestions were:

- Circulating Board Game Collection
- Wider selection of Large Print, Magazines, DVDs, Easy Readers, Adult Fiction, and Adult Non-fiction
- Graphics program added to computers.
- Partner with businesses more often.
- Quicker access to ILLed materials.
- More night and weekend programs.
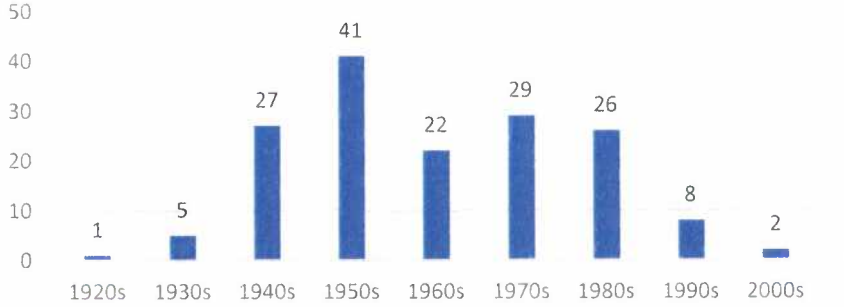- Offering Brief videos highlight digital products that the library offers.

Things suggested that we do or are in the process of doing.

- Offer Summer Reading Program
- Digitize newspaper collection.
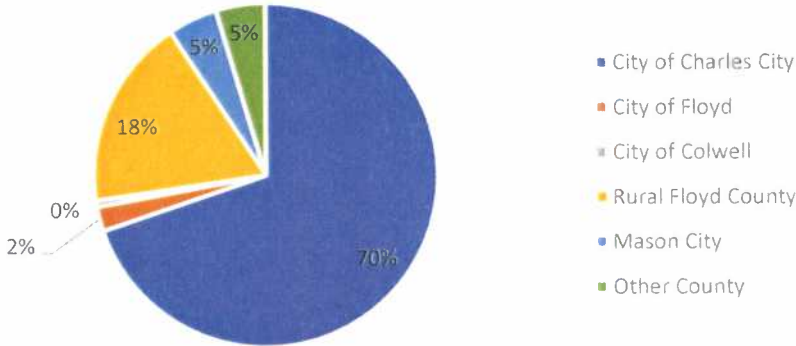- Free ILL access
- Lift covid restrictions.

Demographic information of Survey participants

87% of participants were female.

Birth Year of Participants

Decade	Count
1920s	1
1930s	5
1940s	27
1950s	41
1960s	22
1970s	29
1980s	26
1990s	8
2000s	2

Participants Residency

Residency	Percentage
City of Charles City	70%
City of Floyd	2%
City of Colwell	0%
Rural Floyd County	18%
Mason City	5%
Other County	5%

Regularly Used Social Media Platforms

Platform	Percentage
Facebook	60%
Twitter	7%
Instagram	14%
Pinterest	12%
TikTok	5%
Tumblr	0%
LinkedIn	2%
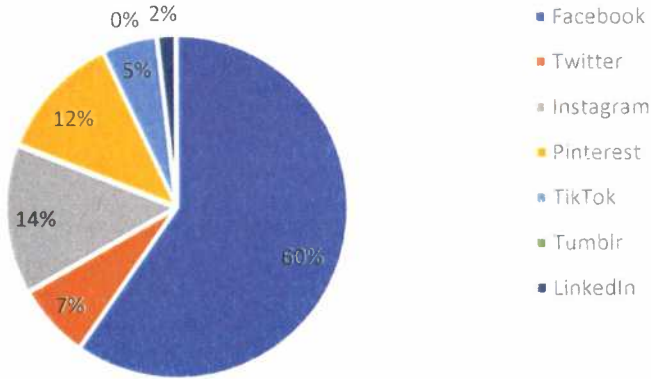
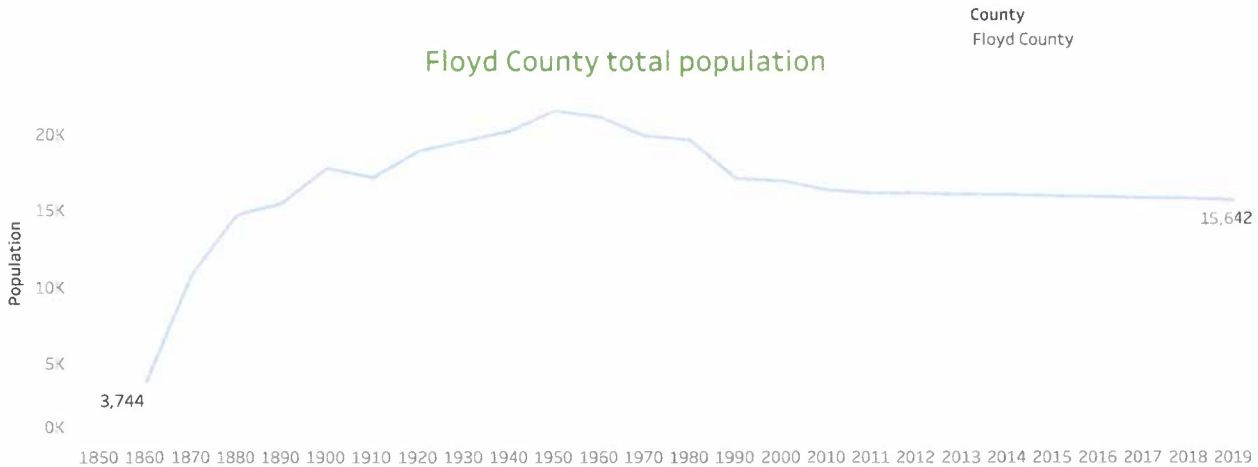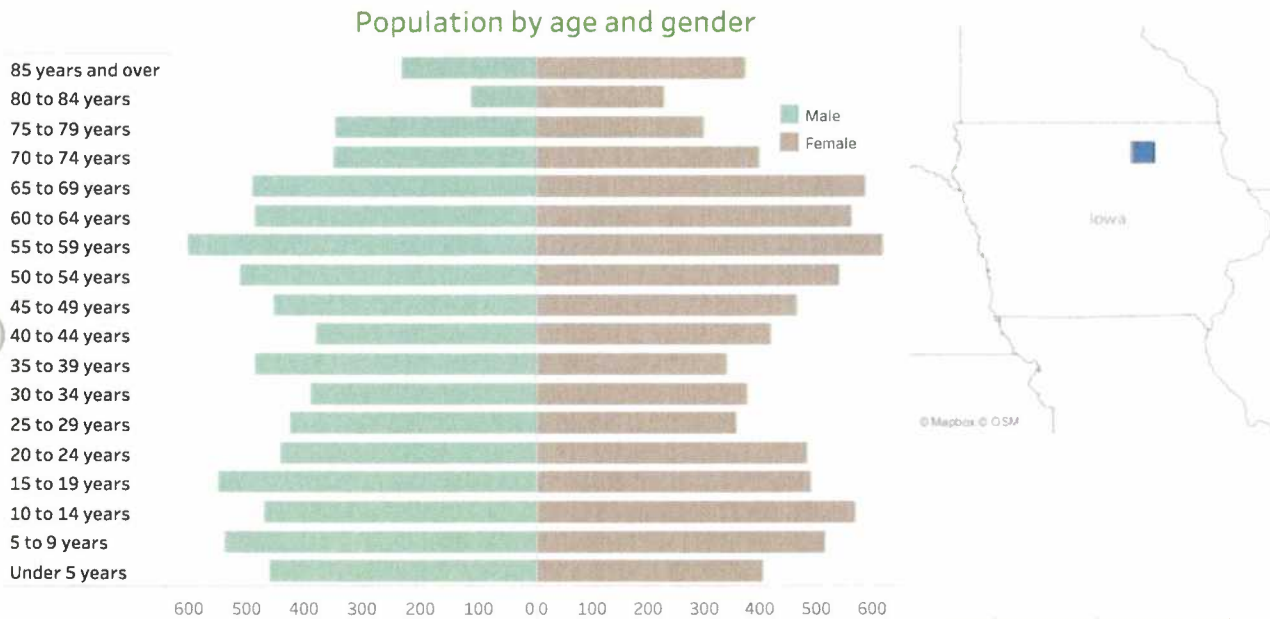**Appendix B- Demographic Information for Floyd County, City of Charles City, City of Floyd, and City of Colwell.**

Demographic Characteristics: Floyd County, Iowa

2015-2019 American Community Survey 5-year period estimates (unless noted)

County
Floyd County

Floyd County total population

20K

15K
15,642

10K

Population

5K

3,744

0K

1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

1850-2010 Decennial Censuses & 2018 Annual Population Estimates

Population by age and gender

85 years and over
80 to 84 years
75 to 79 years
70 to 74 years
65 to 69 years
60 to 64 years
55 to 59 years
50 to 54 years
45 to 49 years
40 to 44 years
35 to 39 years
30 to 34 years
25 to 29 years
20 to 24 years
15 to 19 years
10 to 14 years
5 to 9 years
Under 5 years

■ Male
■ Female

© Mapbox © OSM

Iowa

600 500 400 300 200 100 0 0 100 200 300 400 500 600

Race and Hispanic Origin

Median age by race and Hispanic or Latino origin
Total population

	Estimate	Percent
Total population	15,786	
White alone	14,832	94.0%
Black or African American alone	271	1.7%
American Indian and Alaska Native alone	97	0.6%
Asian alone	237	1.5%
Native Hawaiian and Other Pacific Islander alo..	24	0.2%
Some other race alone	42	0.3%
Two or more races	283	1.8%
Hispanic or Latino origin	511	3.2%
White alone, not Hispanic or Latino	14,449	91.5%

Total population

45.6

41.3

44.1

Created by the State Data Center of Iowa
Contact information: State Library of Iowa,
State Data Center Program,
http://www.iowadatacenter.org 800-248-4..

Social Characteristics: Floyd County, Iowa

2015-2019 American Community Survey 5-year period estimates (unless noted)

County
Floyd County

Educational Attainment

(Population 25 years of age and over)

	Estimate	Percent
Population 25 years and over	10,861	100.0%
Less than 9th grade	473	4.4%
9th to 12th grade, no diploma	603	5.6%
High school graduate (includes equivalency)	3,846	35.4%
Some college, no degree	2,160	19.9%
Associate's degree	1,631	15.0%
Bachelor's degree	1,682	15.5%
Graduate degree or higher	466	4.3%

© Mapbox © OSM

Average Household Size

2.2

Average

2.9

Last Period of Service for Veterans

	Estimate	Percent
Civilian population 18 years and over	12,224	
Total veteran population	1,304	
Gulf War (9/2001 or later)	88	6.7%
Gulf War (8/1990 to 8/2001)	183	14.0%
Vietnam era	430	33.0%
Korean War	150	11.5%
World War II	130	10.0%

Ancestry
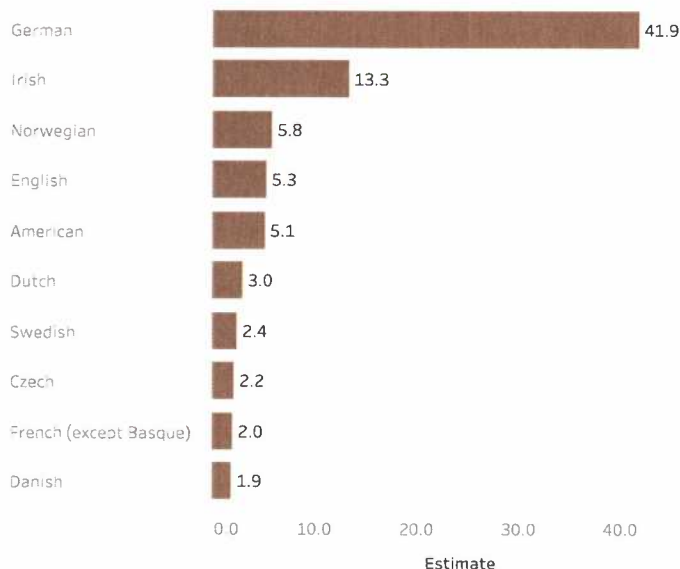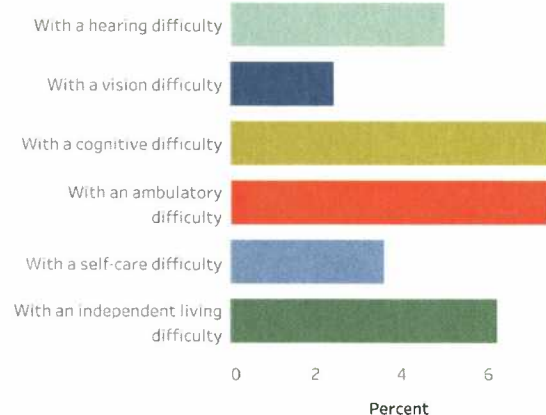
German	41.9
Irish	13.3
Norwegian	5.8
English	5.3
American	5.1
Dutch	3.0
Swedish	2.4
Czech	2.2
French (except Basque)	2.0
Danish	1.9

Estimate

Disability status by type of disability

With a hearing difficulty
With a vision difficulty
With a cognitive difficulty
With an ambulatory difficulty
With a self-care difficulty
With an independent living difficulty

Percent

Economic Characteristics: Floyd County, Iowa

Source: 2000 Census & 2015-2019 American Community Survey 5-year period estimates (unless noted)

Unemployment rate

County
Floyd County

5.6 4.5 5.1 2.2

1990   2000   2010-2014   2015-2019

Additional Sources: 1990 Decennial Census & 2009-2013 American Community Survey

© Mapbox © OSM

Means of transportation to work

	2000	2015-2019
Car, truck, or van - Drove alone	81.4%	74.5%
Car, truck, or van - Carpooled	7.6%	10.9%
Public transportation (excluding taxicab)	0.3%	0.4%
Walked	0.6%	5.1%
Other means	2.5%	0.9%
Worked at home	7.2%	7.6%

Mean travel time to work
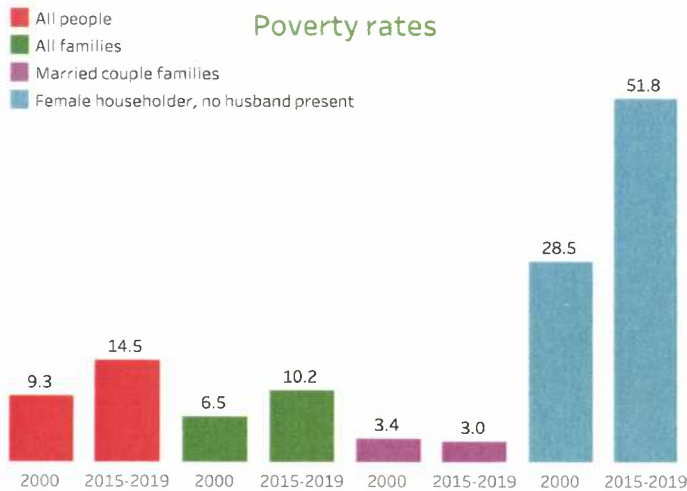
2000

18.4

2015-2019

18.0

Poverty rates

- All people
- All families
- Married couple families
- Female householder, no husband present

51.8

28.5

9.3   14.5   6.5   10.2   3.4   3.0

| 2000 | 2015-2019 | 2000 | 2015-2019 | 2000 | 2015-2019 | 2000 | 2015-2019 |

Median Income

- Median household income
- Median Family Income

$69,570

$50,406

$35,237

$41,133

$28,188

$23,344

| 1990 | 2000 | 2015-2019 | 1990 | 2000 | 2015-2019 |
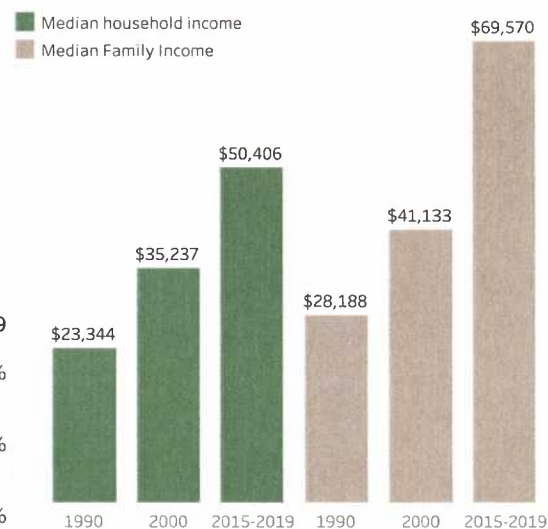
Occupation

	2000	2015-2019
Management, business, science, and arts	32.0%	35.1%
Sales and office	21.6%	19.5%
Service	18.4%	14.9%
Natural resources, construction, and maintenance	10.2%	10.3%
Production, transportation, and material moving	17.8%	20.1%

Created by the State Data Center of Iowa
Contact information: State Library of Iowa, State Data Center Program, http://www.iowadatacenter.org 800-248-4483, cen...
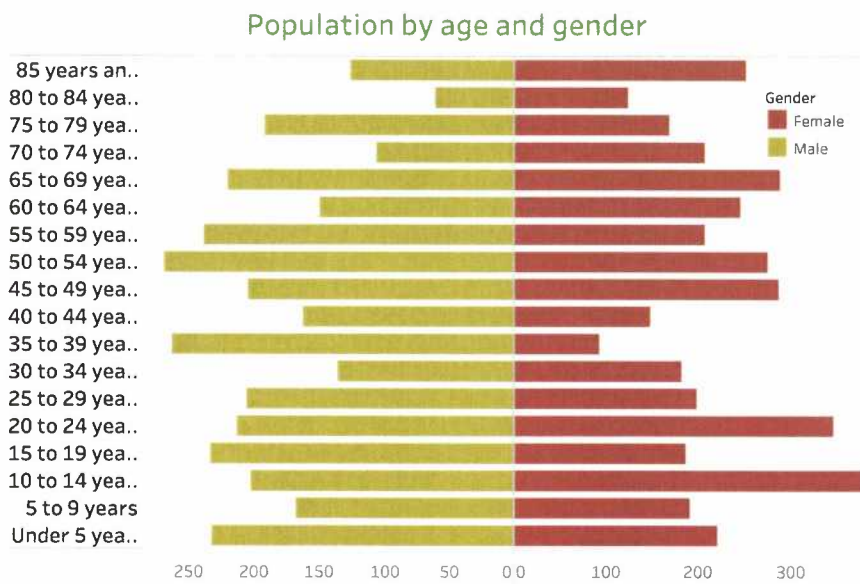
Demographic Characteristics: Charles City, Iowa

2015-2019 American Community Survey 5-year period estimates (unless noted)

City
Charles City

Charles City total population

2,166
(Year: 1870)

7,307
(Year: 2019)

1850-2010 Decennial Censuses & 2018 Annual Population Estimates

Population by age and gender

Gender
- Female
- Male

© Mapbox © OSM
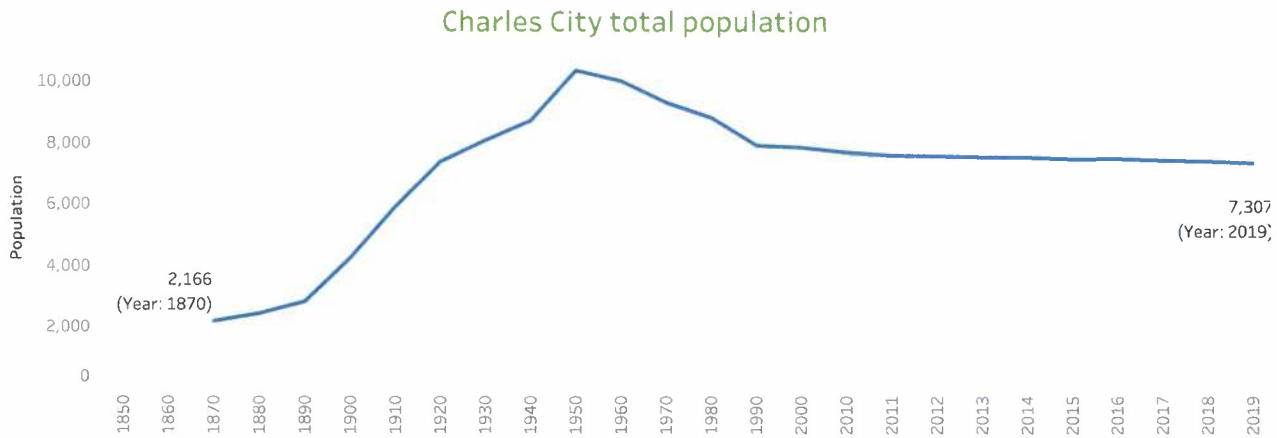
Median age by race and Hispanic or Latino origin
Black/African American alone

Black/African American alone

23.6

35.3

26.0

Race and Hispanic Origin

	Estimate	Percent
Total	7,396	
White alone	6,612	89.4%
Black or African American alone	239	3.2%
American Indian and Alaska Native alone	91	1.2%
Asian alone	195	2.6%
Native Hawaiian and Other Pacific Islander al..	23	0.3%
Some other race alone	36	0.5%
Two or more races	200	2.7%
Hispanic or Latino	414	5.6%
White alone not Hispanic or Latino	6,319	85.4%

Social Characteristics: Charles City, Iowa

2015-2019 American Community Survey 5-year period estimates (unless noted)

Educational Attainment

(Population 25 years of age and over)

City
Charles City

	Estimate	Percent
Total	5,021	100.0%
Less than 9th grade	238	4.7%
9th to 12th grade, no diploma	427	8.5%
High school graduate (includes equivalency)	1,753	34.9%
Some college, no degree	949	18.9%
Associate's degree	634	12.6%
Bachelor's degree	827	16.5%
Graduate degree or higher	193	3.8%

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Period of Service for Veterans

	Estimate	Percent
Civilian population 18 years and over	5,801	
Total Veteran population	614	
Gulf War (9/2001 or later)	31	5.0%
Gulf War (8/1990 to 8/2001)	82	13.4%
Vietnam era	171	27.9%
Korean War	44	7.2%
World War II	105	17.1%

Average household size
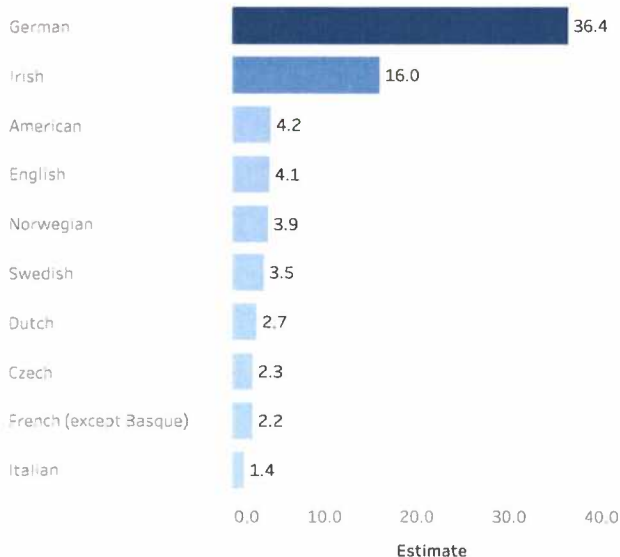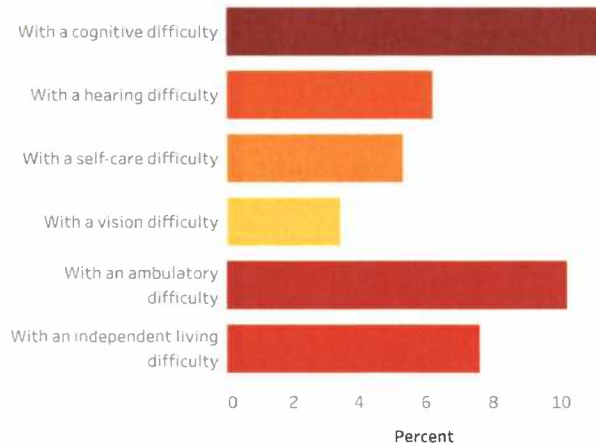
2.9

Average family size

2.1

Ancestry

	Estimate
German	36.4
Irish	16.0
American	4.2
English	4.1
Norwegian	3.9
Swedish	3.5
Dutch	2.7
Czech	2.3
French (except Basque)	2.2
Italian	1.4

Disability status by type of disability

With a cognitive difficulty
With a hearing difficulty
With a self-care difficulty
With a vision difficulty
With an ambulatory difficulty
With an independent living difficulty

Percent

Economic Characteristics: Charles City, Iowa

Source: 2000 Census & 2015-2019 American Community Survey 5-year period estimates (unless noted)

City
Charles City

Unemployment rate

6.1
4.8
5.8
3.4

1990 · 2000 · 2010-2014 · 2015-2019
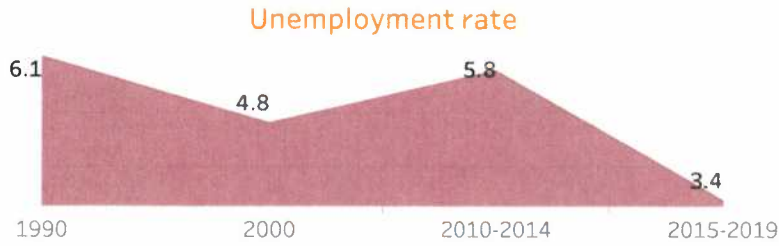
Additional Sources: 1990 Decennial Census & 2009-2013 American Community Survey

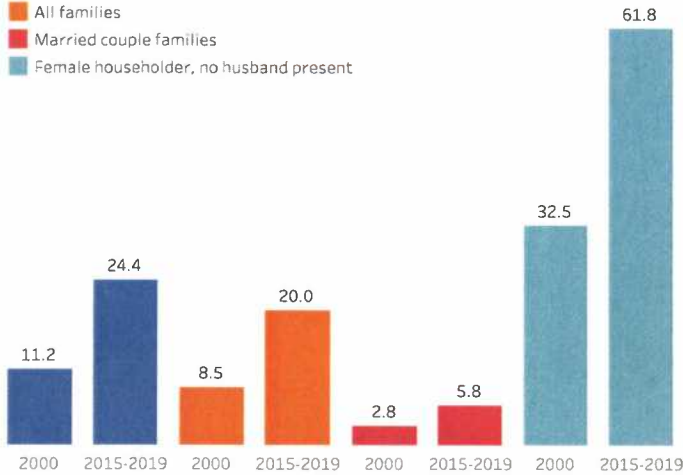## Means of transportation to work

	2000	2015-2019
Car, truck, or van - Drove alone	84.4%	72.7%
Car, truck, or van - Carpooled	7.3%	11.5%
Public transportation (excluding taxicab)	0.6%	0.8%
Walked	2.6%	6.1%
Other means	1.4%	1.4%
Worked at home	3.7%	6.3%

Mean travel time to work

2000

14.8

2015-2019

14.1

Poverty rates

- All people
- All families
- Married couple families
- Female householder, no husband present

| 61.8 |
| 32.5 |
| 24.4 |
| 20.0 |
| 11.2 |
| 8.5 |
| 2.8 |
| 5.8 |

2000 · 2015-2019 · 2000 · 2015-2019 · 2000 · 2015-2019 · 2000 · 2015-2019

Median Income

- Median household income
- Median family income

56,772
41,060
38,297
30,568
26,783
21,003

1990 · 2000 · 2015-2019 · 1990 · 2000 · 2015-2019
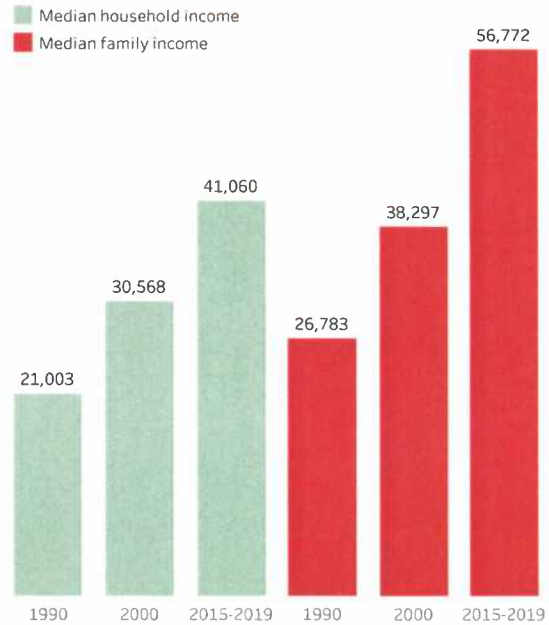
Occupation

	2000	2015-2019
Management, business, science, and arts	30.6%	28.5%
Sales and office	20.9%	19.7%
Service	23.9%	21.2%
Natural resources, construction, and maintenance	8.7%	8.4%
Production, transportation, and material moving	15.8%	22.2%

Demographic Characteristics: Colwell, Iowa

2015-2019 American Community Survey 5-year period estimates (unless noted)

City
Colwell

Colwell total population

87
(Year: 1930)

100

Population

50

70
(Year: 2019)

0

1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

1850-2010 Decennial Censuses & 2018 Annual Population Estimates

Population by age and gender

85 years an..
80 to 84 yea..
75 to 79 yea..
70 to 74 yea..
65 to 69 yea..
60 to 64 yea..
55 to 59 yea..
50 to 54 yea..
45 to 49 yea..
40 to 44 yea..
35 to 39 yea..
30 to 34 yea..
25 to 29 yea..
20 to 24 yea..
15 to 19 yea..
10 to 14 yea..
5 to 9 years
Under 5 yea..

Gender
Female
Male

12   10   8   6   4   2   0,0   2   4   6   8
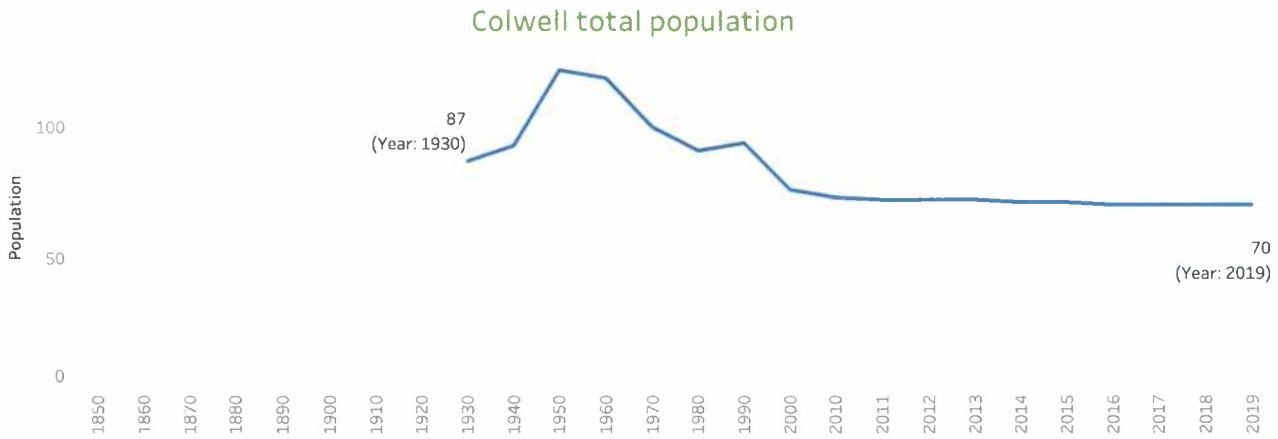
Median age by race and Hispanic or Latino origin

Black/African American alone

Race and Hispanic Origin

	Estimate	Percent
Total	63.00	
White alone	63.00	100.0%
Black or African American alone	0.00	0.0%
American Indian and Alaska Native alone	0.00	0.0%
Asian alone	0.00	0.0%
Native Hawaiian and Other Pacific Islander al..	0.00	0.0%
Some other race alone	0.00	0.0%
Two or more races	0.00	0.0%
Hispanic or Latino	1.00	1.6%
White alone not Hispanic or Latino	62.00	98.4%

Black/African American alone

0.0

0.0

0.0

Created by the State Data Center of Iowa
Contact information: State Library of Iowa, State Data Center Program, http://www.iowadatacenter.org
800-248-4483, census@iowa.gov

Social Characteristics: Colwell, Iowa

2015-2019 American Community Survey 5-year period estimates (unless noted)

Educational Attainment
(Population 25 years of age and over)

City
Colwell

	Estimate	Percent
Total	50.00	100.0%
Less than 9th grade	0.00	0.0%
9th to 12th grade, no diploma	2.00	4.0%
High school graduate (includes equivalency)	28.00	56.0%
Some college, no degree	15.00	30.0%
Associate's degree	4.00	8.0%
Bachelor's degree	1.00	2.0%
Graduate degree or higher	0.00	0.0%

- ⓒ Mapbox ⓒ OSM

Period of Service for Veterans

Average household size	Average family size		Estimate	Percent
		Civilian population 18 years and over	57.00	
		Total Veteran population	4.00	
		Gulf War (9/2001 or later)	0.00	0.0%
		Gulf War (8/1990 to 8/2001)	2.00	50.0%
		Vietnam era	2.00	50.0%
2.2	**2.2**	Korean War	0.00	0.0%
		World War II	0.00	0.0%

Ancestry
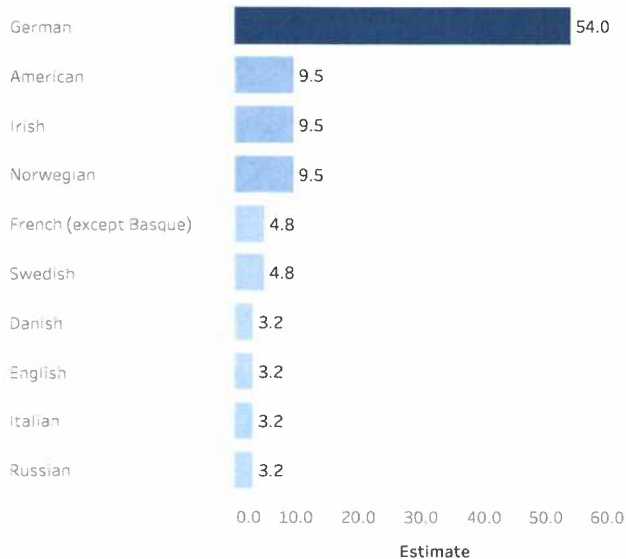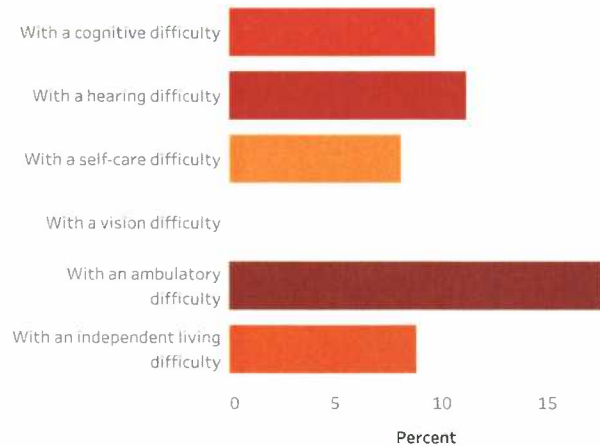
	Estimate
German	54.0
American	9.5
Irish	9.5
Norwegian	9.5
French (except Basque)	4.8
Swedish	4.8
Danish	3.2
English	3.2
Italian	3.2
Russian	3.2

Disability status by type of disability

- With a cognitive difficulty
- With a hearing difficulty
- With a self-care difficulty
- With a vision difficulty
- With an ambulatory difficulty
- With an independent living difficulty

Percent

Economic Characteristics: Colwell, Iowa

Source: 2000 Census & 2015-2019 American Community Survey 5-year period estimates (unless noted)

City
Colwell

Unemployment rate

4.7   5.0   6.7   0.0

1990   2000   2010-2014   2015-2019

Additional Sources: 1990 Decennial Census & 2009-2013 American Community Survey

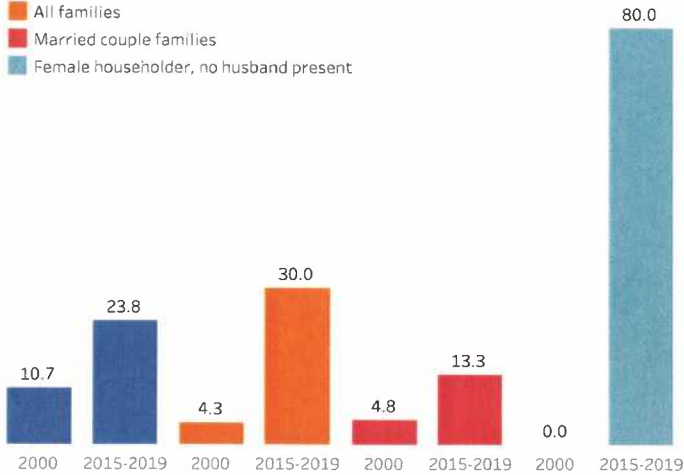## Means of transportation to work

	2000	2015-2019
Car, truck, or van - Drove alone	86.8%	88.4%
Car, truck, or van - Carpooled	2.6%	4.7%
Public transportation (excluding taxicab)	0.0%	0.0%
Walked	10.5%	0.0%
Other means	0.0%	0.0%
Worked at home	0.0%	7.0%

Mean travel time to work

2000   26.1

2015-2019   21.5

Poverty rates

- All people
- All families
- Married couple families
- Female householder, no husband present

80.0

30.0

23.8

10.7   4.3   4.8   13.3   0.0

| 2000 | 2015-2019 | 2000 | 2015-2019 | 2000 | 2015-2019 | 2000 | 2015-2019 |

Median Income

- Median household income
- Median Family Income 61,042

23,750   27,813   26,875   29,688

| 1990 | 2000 | 2015-2019 | 1990 | 2000 | 2015-2019 |

0

Occupation

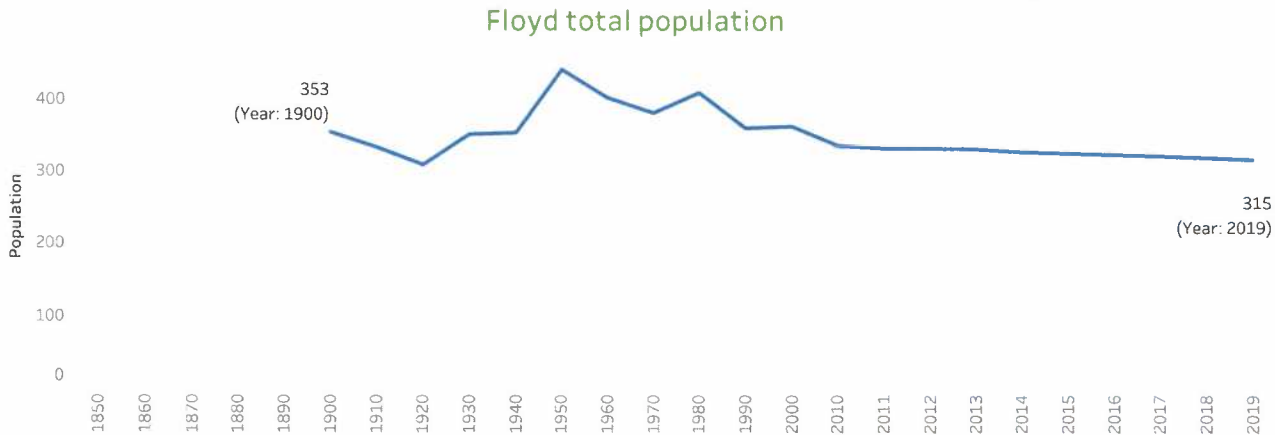|	2000	2015-2019
Management, business, science, and arts	18.4%	4.7%
Sales and office	26.3%	16.3%
Service	10.5%	34.9%
Natural resources, construction, and maintenance	5.3%	18.6%
Production, transportation, and material moving	39.5%	25.6%

Demographic Characteristics: Floyd, Iowa

2015-2019 American Community Survey 5-year period estimates (unless noted)

City
Floyd

Floyd total population

353
(Year: 1900)

315
(Year: 2019)

1850-2010 Decennial Censuses & 2018 Annual Population Estimates

Population by age and gender

85 years an..
80 to 84 yea..
75 to 79 yea..
70 to 74 yea..
65 to 69 yea..
60 to 64 yea..
55 to 59 yea..
50 to 54 yea..
45 to 49 yea..
40 to 44 yea..
35 to 39 yea..
30 to 34 yea..
25 to 29 yea..
20 to 24 yea..
15 to 19 yea..
10 to 14 yea..
5 to 9 years
Under 5 yea..

Gender
Female
Male

© Mapbox © OSM
Iowa

Median age by race
and Hispanic or Latino origin
Black/African American alone

Race and Hispanic Origin

	Estimate	Percent
Total	335.0	
White alone	311.0	92.8%
Black or African American alone	0.0	0.0%
American Indian and Alaska Native alone	0.0	0.0%
Asian alone	5.0	1.5%
Native Hawaiian and Other Pacific Islander al..	1.0	0.3%
Some other race alone	0.0	0.0%
Two or more races	18.0	5.4%
Hispanic or Latino	0.0	0.0%
White alone not Hispanic or Latino	311.0	92.8%

Black/African American alone

0.0

0.0

0.0

Created by the State Data Center of Iowa
Contact information: State Library of Iowa, State Data
Center Program, http://www.iowadatacenter.org
800-248-4483, census@iowa.gov

Social Characteristics: Floyd, Iowa

2015-2019 American Community Survey 5-year period estimates (unless noted)

Educational Attainment
(Population 25 years of age and over)

City
Floyd

	Estimate	Percent
Total	221.0	100.0%
Less than 9th grade	3.0	1.4%
9th to 12th grade, no diploma	12.0	5.4%
High school graduate (includes equivalency)	88.0	39.8%
Some college, no degree	51.0	23.1%
Associate's degree	44.0	19.9%
Bachelor's degree	20.0	9.0%
Graduate degree or higher	3.0	1.4%

Average household size

3.2

Average family size

2.5

Period of Service for Veterans

	Estimate	Percent
Civilian population 18 years and over	254.0	
Total Veteran population	31.0	
Gulf War (9/2001 or later)	4.0	12.9%
Gulf War (8/1990 to 8/2001)	4.0	12.9%
Vietnam era	15.0	48.4%
Korean War	3.0	9.7%
World War II	0.0	0.0%

Ancestry
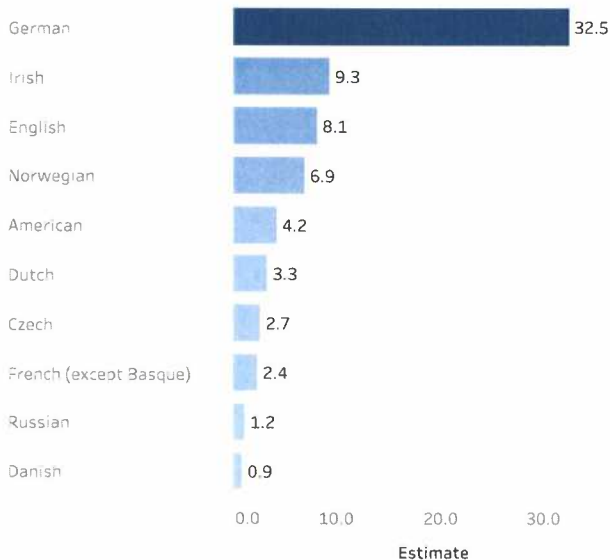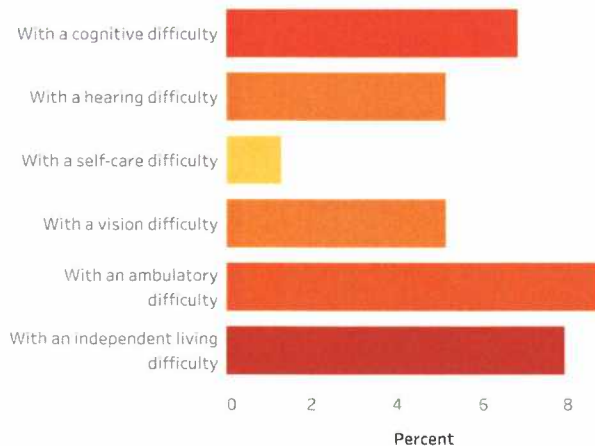
	Estimate
German	32.5
Irish	9.3
English	8.1
Norwegian	6.9
American	4.2
Dutch	3.3
Czech	2.7
French (except Basque)	2.4
Russian	1.2
Danish	0.9

Disability status by type of disability

With a cognitive difficulty
With a hearing difficulty
With a self-care difficulty
With a vision difficulty
With an ambulatory difficulty
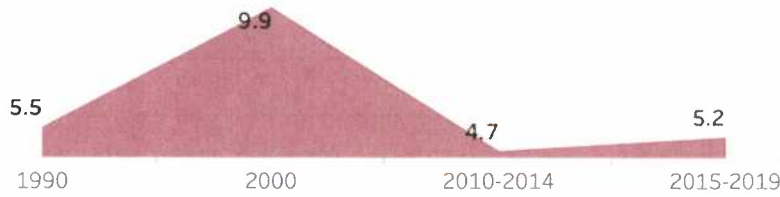With an independent living difficulty

Percent

Economic Characteristics: Floyd, Iowa

Source: 2000 Census & 2015-2019 American Community Survey 5-year period estimates (unless noted)
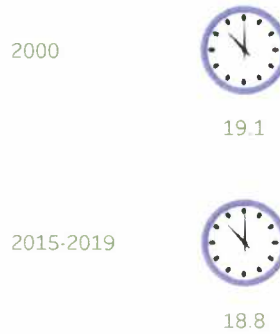
City
Floyd

Unemployment rate

1990	2000	2010-2014	2015-2019
5.5	9.9	4.7	5.2

Additional Sources: 1990 Decennial Census & 2009-2013 American Community Survey

Means of transportation to work

	2000	2015-2019
Car, truck, or van - Drove alone	79.0%	77.3%
Car, truck, or van - Carpooled	11.9%	8.3%
Public transportation (excluding taxicab)	0.0%	0.0%
Walked	8.0%	8.3%
Other means	1.1%	4.4%
Worked at home	0.0%	1.7%

Mean travel time to work

2000 — 19.1

2015-2019 — 18.8

Poverty rates

- All people
- All families
- Married couple families
- Female householder, no husband present

All people		All families		Married couple families		Female householder, no husband present	
2000	2015-2019	2000	2015-2019	2000	2015-2019	2000	2015-2019
6.4	6.0	3.1	0.0	2.5	0.0	10.0	0.0

Median Income

- Median household income
- Median family income

Median household income			Median family income		
1990	2000	2015-2019	1990	2000	2015-2019
19,196	35,096	60,625	22,875	36,458	76,667

Occupation

	2000	2015-2019
Management, business, science, and arts	14.2%	23.1%
Sales and office	18.6%	25.3%
Service	23.0%	19.2%
Natural resources, construction, and maintenance	13.7%	12.6%
Production, transportation, and material moving	30.6%	19.8%