

Retail Trade Analysis

Fiscal Year 2021

Everly

report created: 02/09/2023

Overview

This report examines local retail sales and related economic trends using a variety of historical and peer-based performance measures.

The retail measures are based on sales of goods and services that are subject to Iowa's statewide sales tax, as reported in the Iowa Department of Revenue Annual Sales and Use Tax Report.

Retail sales data have been adjusted for inflation and are stated in Fiscal Year 2021 dollar equivalents, unless otherwise noted. The 2021 fiscal year began July 1, 2020, and ended June 30, 2021.

Overview, 1-4

- Key retail indicators
- Historical statistics
- Population trends

Retail Performance Measure, 5-8

- Peer group comparisons
- Sales benchmarks
- Surplus and leakage
- Pull factors

Regional Competition, 9

- Neighbor area sales
- Reporting jurisdictions

Data Notes, 10-17

- Tax reporting notes
- Notable exclusions
- Definitions
- Frequently asked questions
- Peer group listings
- Acknowledgements

<https://indicators.extension.iastate.edu/Indicators/Retail>

Table 1. Everly Key Retail Indicators

| | FY2020 | FY2021 | % Change |
|--------------------------|-------------|-------------|----------|
| Real Total Taxable Sales | \$3,772,879 | \$3,531,184 | -6.4% ▼ |
| Number of Firms | 31 | 30 | -4.0% ▼ |
| Population | 577 | 575 | -0.3% ► |
| Average Sales Per Capita | \$6,539 | \$6,141 | -6.1% ▼ |
| Average Sales Per Firm | \$120,732 | \$117,706 | -2.5% ▼ |

No distinction are made among residents of households, educational institutions, nursing homes, or other group quarters in the calculation of per capita sales and related indicators.

10-Year Summary of Taxable Retail Sales Statistics

Figure 1. Number of Reporting Establishments

Figure 1 shows the average number of local business establishments filing sales tax returns during the year.

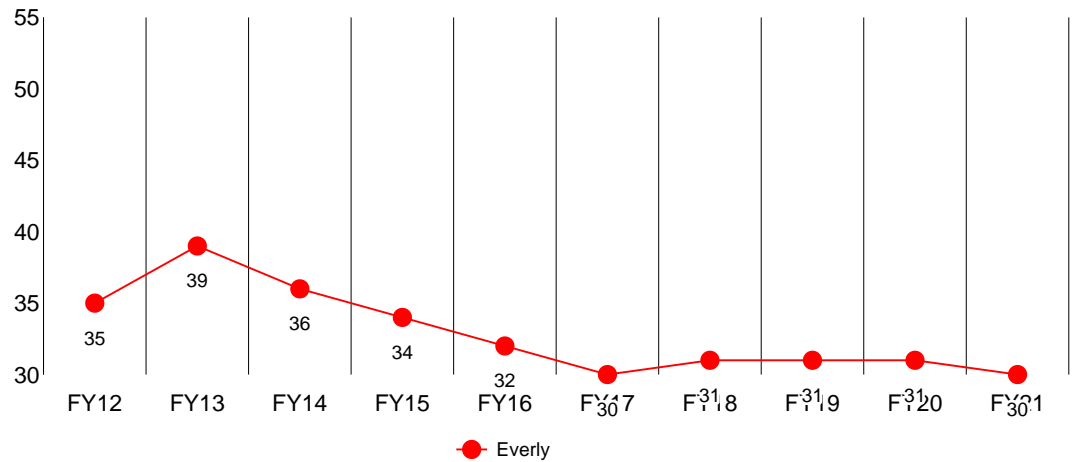


Figure 2. Real Total Taxable Sales (in \$ millions)

Figure 2 shows the dollar amount of total taxable retail sales reported by local businesses, measured in millions of real (i.e. inflation-adjusted) dollars.

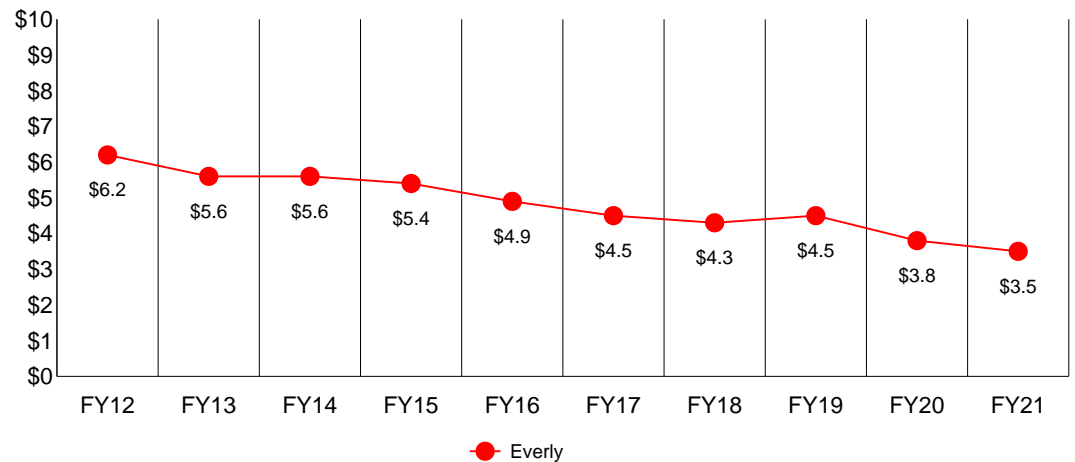
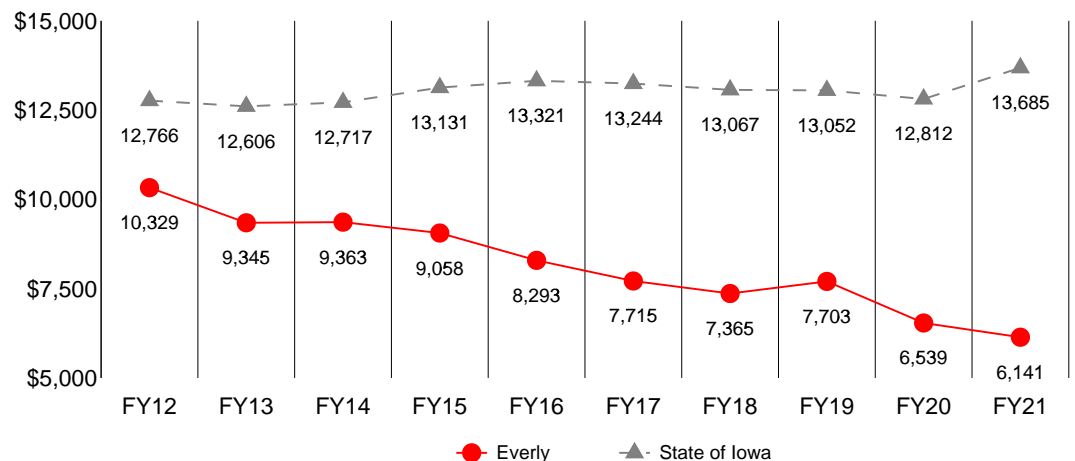


Figure 3. Real Per Capita Taxable Sales

Figure 3 measures local taxable sales on a per capita basis, with comparisons to statewide averages by year. The per capita averages are expressed in real dollars.



Historical Trends in Taxable Retail Sales

Table 2. Historical Statistics for Everly

| Fiscal Year | Reporting Firms | Total Taxable Sales (\$) | | Real Average Sales (\$) | | Statewide Real Average (\$) | |
|-------------|-----------------|--------------------------|------------|-------------------------|------------|-----------------------------|------------|
| | | Nominal | Real | Per Firm | Per Capita | Per Firm | Per Capita |
| 1976 | 37 | 8,885,910 | 34,299,684 | 933,325 | 46,040 | 404,682 | 11,487 |
| 1977 | 38 | 5,073,453 | 18,515,308 | 490,472 | 24,394 | 417,211 | 12,163 |
| 1978 | 40 | 5,371,997 | 18,384,956 | 459,624 | 23,784 | 411,188 | 12,437 |
| 1979 | 43 | 6,986,620 | 22,192,669 | 519,127 | 28,235 | 417,090 | 12,995 |
| 1980 | 44 | 7,775,892 | 22,398,992 | 511,977 | 28,210 | 409,014 | 12,956 |
| 1981 | 43 | 6,449,846 | 16,856,925 | 396,634 | 21,338 | 363,695 | 11,755 |
| 1982 | 39 | 6,543,930 | 15,985,387 | 412,526 | 20,520 | 349,427 | 11,304 |
| 1983 | 40 | 6,144,203 | 14,314,072 | 362,382 | 18,566 | 339,738 | 11,175 |
| 1984 | 40 | 5,496,062 | 12,308,318 | 311,603 | 16,174 | 332,866 | 11,086 |
| 1985 | 40 | 4,719,050 | 10,209,879 | 258,478 | 13,779 | 329,249 | 11,062 |
| 1986 | 35 | 3,134,579 | 6,583,090 | 188,088 | 9,233 | 322,885 | 11,050 |
| 1987 | 35 | 5,563,666 | 11,437,271 | 326,779 | 16,624 | 341,537 | 11,529 |
| 1988 | 32 | 3,489,358 | 6,920,225 | 214,581 | 10,283 | 343,381 | 11,599 |
| 1989 | 35 | 2,832,312 | 5,379,493 | 154,806 | 8,005 | 348,926 | 11,701 |
| 1990 | 33 | 2,498,940 | 4,562,276 | 138,251 | 6,739 | 353,171 | 11,808 |
| 1991 | 31 | 3,156,323 | 5,523,320 | 178,172 | 8,183 | 354,551 | 11,734 |
| 1992 | 32 | 3,435,169 | 5,851,750 | 184,307 | 8,695 | 354,914 | 11,832 |
| 1993 | 32 | 3,453,232 | 5,730,970 | 177,704 | 8,541 | 355,227 | 11,979 |
| 1994 | 34 | 3,287,015 | 5,338,806 | 158,187 | 8,016 | 362,761 | 12,238 |
| 1995 | 36 | 3,310,546 | 5,260,211 | 148,175 | 7,970 | 370,247 | 12,483 |
| 1996 | 35 | 3,390,468 | 5,281,722 | 151,992 | 8,064 | 371,202 | 12,758 |
| 1997 | 37 | 4,055,916 | 6,186,764 | 167,210 | 9,431 | 390,199 | 12,967 |
| 1998 | 36 | 4,221,302 | 6,367,004 | 178,098 | 9,706 | 392,703 | 13,189 |
| 1999 | 33 | 4,463,942 | 6,668,588 | 203,621 | 10,291 | 420,262 | 13,742 |
| 2000 | 33 | 4,294,103 | 6,280,557 | 188,889 | 9,783 | 428,189 | 13,802 |
| 2001 | 33 | 4,601,533 | 6,566,094 | 202,034 | 10,260 | 428,817 | 13,833 |
| 2002 | 36 | 4,679,563 | 6,596,048 | 181,960 | 10,420 | 430,369 | 13,670 |
| 2003 | 33 | 3,973,764 | 5,493,873 | 165,229 | 8,748 | 449,351 | 13,507 |
| 2004 | 31 | 3,889,525 | 5,263,147 | 172,562 | 8,421 | 456,580 | 13,358 |
| 2005 | 32 | 4,510,788 | 5,948,059 | 188,827 | 9,594 | 454,829 | 13,282 |
| 2006 | 33 | 4,529,681 | 5,789,267 | 178,131 | 9,398 | 466,464 | 13,371 |
| 2007 | 34 | 6,129,304 | 7,650,022 | 226,667 | 12,500 | 457,214 | 13,206 |
| 2008 | 37 | 5,115,581 | 6,194,703 | 169,718 | 10,189 | 457,887 | 13,321 |
| 2009 | 36 | 5,555,683 | 6,660,669 | 185,019 | 10,973 | 449,908 | 13,302 |
| 2010 | 35 | 5,039,743 | 5,979,203 | 172,063 | 9,999 | 432,048 | 12,458 |
| 2011 | 33 | 5,078,185 | 5,915,093 | 180,614 | 9,992 | 447,767 | 12,522 |
| 2012 | 35 | 5,413,748 | 6,155,867 | 178,431 | 10,329 | 456,731 | 12,766 |
| 2013 | 39 | 4,964,093 | 5,560,521 | 143,497 | 9,345 | 450,935 | 12,606 |
| 2014 | 36 | 5,029,225 | 5,552,032 | 156,395 | 9,363 | 468,628 | 12,717 |
| 2015 | 34 | 4,922,652 | 5,389,630 | 157,361 | 9,058 | 487,645 | 13,131 |
| 2016 | 32 | 4,497,946 | 4,901,225 | 155,594 | 8,293 | 495,712 | 13,321 |
| 2017 | 30 | 4,192,236 | 4,498,103 | 152,478 | 7,715 | 495,547 | 13,244 |
| 2018 | 31 | 4,059,443 | 4,271,512 | 137,791 | 7,365 | 491,839 | 13,067 |
| 2019 | 31 | 4,329,943 | 4,475,460 | 143,215 | 7,703 | 484,140 | 13,052 |
| 2020 | 31 | 3,698,061 | 3,772,879 | 120,732 | 6,539 | 476,256 | 12,812 |
| 2021 | 30 | 3,531,184 | 3,531,184 | 117,706 | 6,141 | 505,926 | 13,685 |

Population Trends

Population change is a key factor influencing local retail sales performance. Population gains or losses from year to year directly impact the number of potential shoppers in the region.

In the longer term, population trends also reflect the region's general economic climate. Population growth or stability suggests a more favorable retail environment than population decline, which may signify erosion in the region's economic vitality.

Figure 4 shows annual population estimates for the city, county, and state, expressed as percentages of baseline values from 10 years ago.

Figure 4. Population Trends for Everly

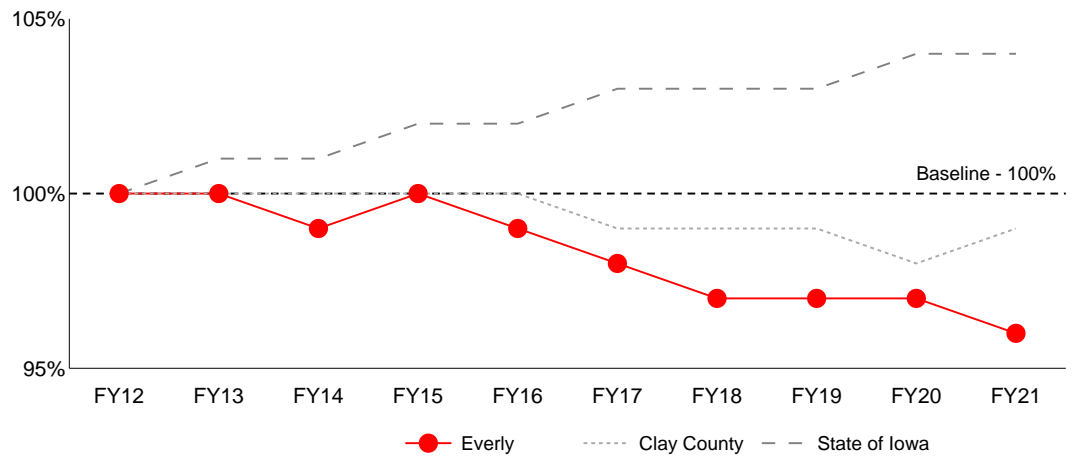
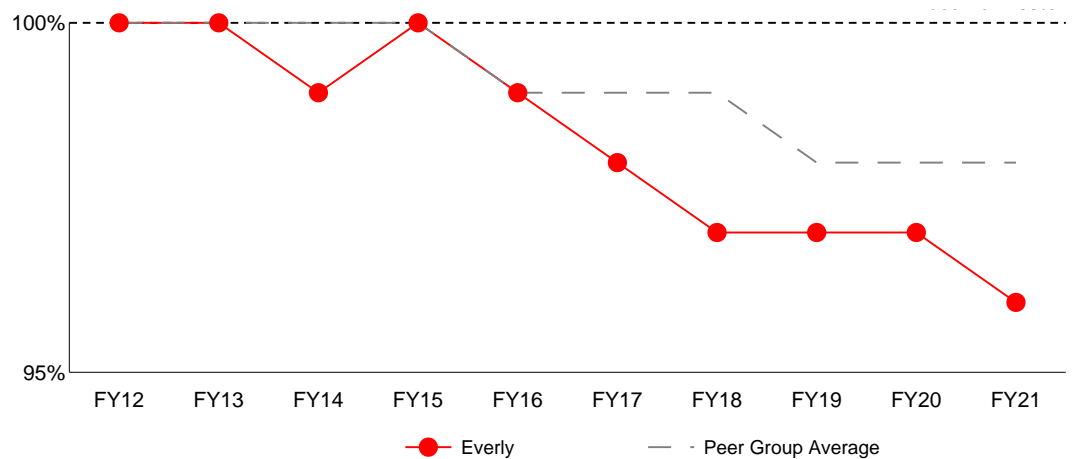


Figure 5 compares the local population trend to the average experience for similarly-sized cities in Iowa. See **Table 3** for peer group definitions and **Table 7** for a list of Iowa cities by peer group.

Figure 5. Population Trends for Group 5N Cities



Retail Performance Measures

Peer Group Comparisons

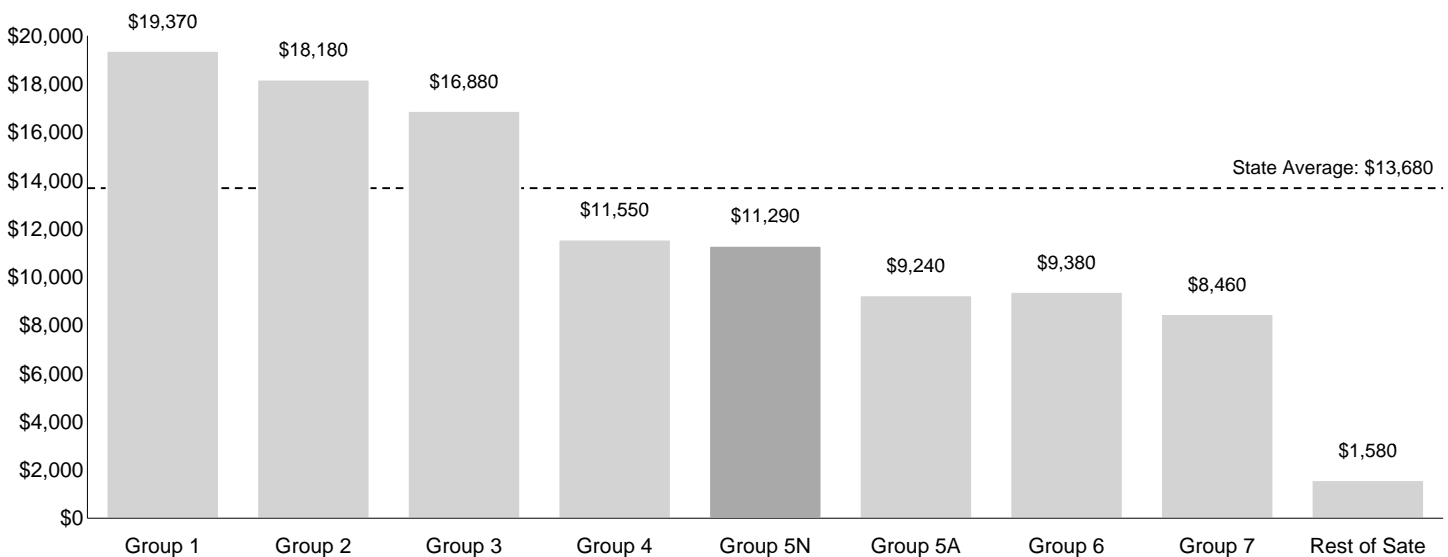
Iowa's 942 cities vary in the level and types of retail activity they can support. In general, retail sector size and diversity tend to increase with community size. Other determining factors include the proximity and size of competing trade centers and the overall population density in the region. Communities that are similar across these dimensions serve as useful benchmarks for gauging local retail performance.

This report assigns all cities in Iowa to peer groups based on their population size and urbanization characteristics of their host county. **Table 3** contains peer group definitions. The relevant peer group for the city is highlighted in bold (see **Table 12** for a complete list of cities by peer group). **Figure 6** compares the average sales performance of all city peer groups during the most recent fiscal year.

Table 3. Peer Group Definitions

| Group | City Population | Metropolitan or Micropolitan Status | Number of Cities | % of State Taxable Sales |
|-----------------|---------------------|---|------------------|--------------------------|
| Group 1 | 10,000 or greater | Core county of a metropolitan statistical area (MSA) | 21 | 58.4% |
| Group 2 | 10,000 or greater | Non-core MSA county or non-metropolitan county | 17 | 12.1% |
| Group 3 | 2,500 to 9,999 | Non-metropolitan county | 62 | 11.8% |
| Group 4 | 2,500 to 9,999 | Metropolitan county | 33 | 5.7% |
| Group 5N | 500 to 2,499 | Non-metropolitan county, not adjacent to a MSA | 102 | 2.8% |
| Group 5A | 500 to 2,499 | Non-metropolitan county, adjacent to a MSA | 117 | 2.8% |
| Group 6 | 500 to 2,499 | Metropolitan county | 105 | 2.9% |
| Group 7 | 250 to 499 | Any county | 176 | 1.1% |
| Rest of State | 249 or fewer | Any county | 309 | 2.4% |

Figure 6. Average Sales Per Capita by City Peer Group



Retail Performance: Benchmark Measures

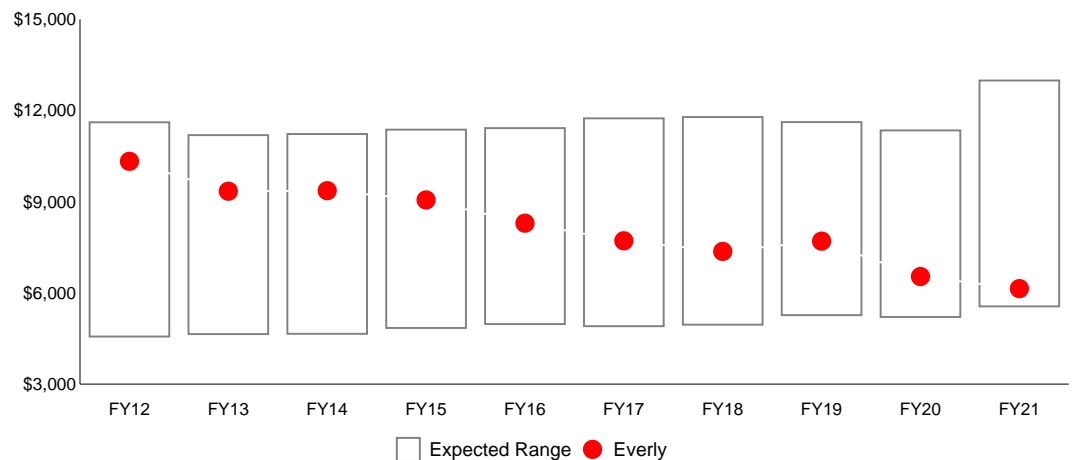
This page describes two benchmark measures for evaluation of local retail performance. The first defines an "expected" range for local sales based on typical values for similar cities. The second represents a hypothetical self-sufficiency sales level that may be used for breakeven analysis.

Benchmark 1: Expected Sales

Using peer group data to describe an expected sales range, this benchmark helps determine whether local sales have been higher than, lower than, or typical for cities of similar size and urbanization characteristics. **Figure 7** illustrates whether recent local sales trends align with peer group expectations.

Figure 7. Expected and Actual Sales Per Capita (\$)

Figure 7 compares local sales with typical values for peer cities. The gray rectangles illustrate the 25th to the 75th percentile range of values for the peer group. The solid red circles show actual local per capita sales.



Benchmark 2: "Self-Sufficiency" or "Break-Even" Sales

This benchmark describes a hypothetical "self-sufficiency" sales level at which a city satisfies all of the retail needs of its own residents and attracts no outside shoppers. It is also equivalent to a "break-even" point at which any sales lost from residents' shopping elsewhere are exactly offset by local sales to non-residents. **Table 4** shows calculations for local break-even sales in the most recent fiscal year. Break-even sales are estimated using statewide average per capita sales, factors to reflect local income conditions, and local population size as illustrated in **Table 4**.

Table 4 shows calculations for local break-even sales in the most recent fiscal year (see the Data Notes for more details).

Table 4. Break-even Analysis

| Everly | FY2021 |
|---|---------------|
| Statewide average taxable sales per capita | \$13,685 |
| multiplied by a local spending adjustment factor | x 0.98% |
| Equals estimated annual taxable spending by local residents | = \$13,393 |
| multiplied by estimated local population | x 575 |
| Equals the break-even sales target | = \$7,700,000 |

Retail Performance: Break-even Analysis

This section illustrates three related retail performance measures: trade surplus or leakage, trade area capture, and the pull factor ratio. All three measures are derived using the "break-even" sales target described on Page 6.

Trade Surplus or Leakage

Trade surplus or leakage measures the dollar difference between the city's actual sales and its breakeven sales target. Sales above the break-even level imply a net surplus arising from sales to non-residents. Sales below the breakeven level suggest a net leakage from residents' spending in other retail markets. **Table 5** shows the latest 10-year trend for the city.

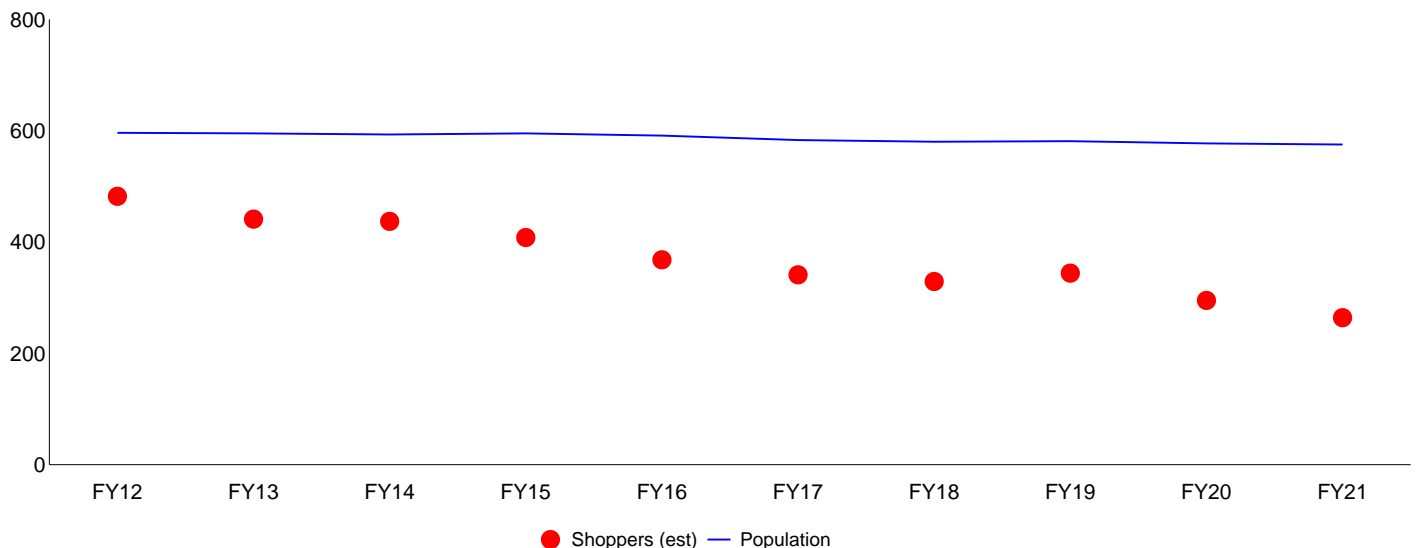
Table 5. Everly Trade Surplus/Leakage (\$ millions)

| Everly | FY12 | FY13 | FY14 | FY15 | FY16 | FY17 | FY18 | FY19 | FY20 | FY21 |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| City actual sales | 6.2 | 5.6 | 5.6 | 5.4 | 4.9 | 4.5 | 4.3 | 4.5 | 3.8 | 3.5 |
| Breakeven sales target | 7.6 | 7.5 | 7.5 | 7.9 | 7.9 | 7.7 | 7.5 | 7.6 | 7.4 | 7.7 |
| Estimated surplus (+) or leakage (-) | -1.4 | -1.9 | -1.9 | -2.5 | -3.0 | -3.2 | -3.2 | -3.1 | -3.6 | -4.2 |

Trade Area Capture

Translating a city's retail sales from dollars into annual customer equivalents enables us to approximate the geographic extent of a city's "trade area." If the estimated number of customers exceeds the resident population, the city's geographic trade area likely extends beyond its borders. If below, the city's trade area likely overlaps or is subsumed by that of a nearby community. **Figure 8** illustrates the city's trade area capture in relation to its population size.

Figure 8. Estimated Trade Area Capture for Everly



Retail Performance: Pull Factor

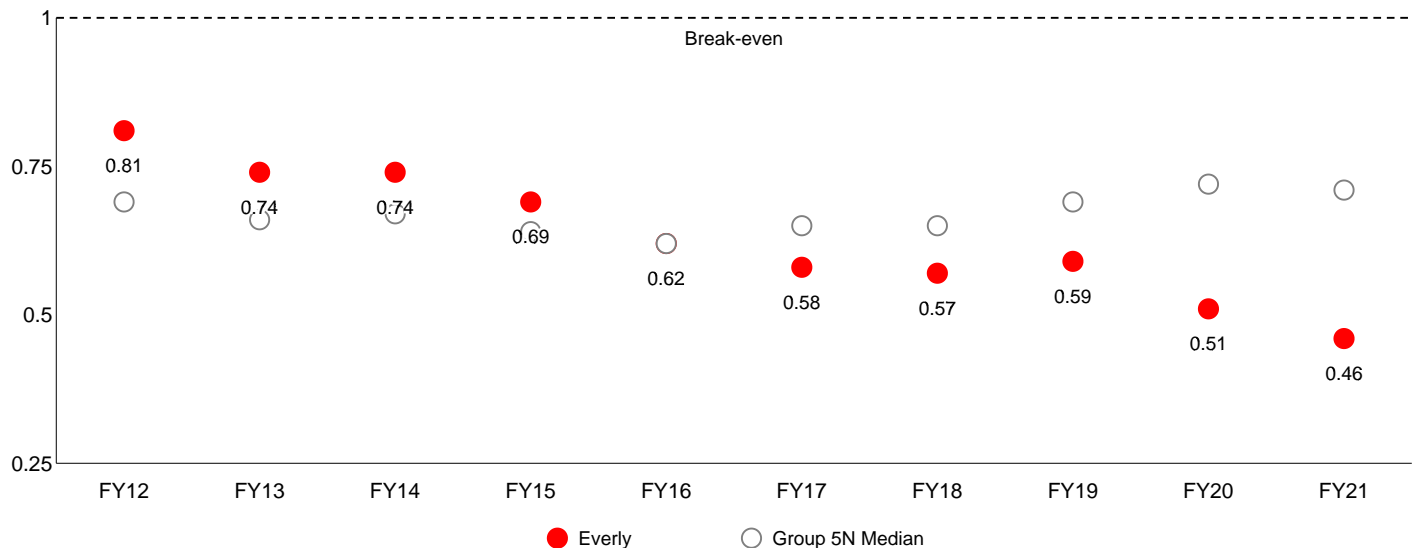
The Pull Factor Ratio

The city's pull factor compares the size of its estimated retail customer base to its population size. It is derived by dividing the trade area capture measure by the number of city residents.

- A pull factor ratio equal to 1.0 suggests that the city's merchants are just satisfying the retail demands of local residents. This is equivalent to the "break-even" sales level where the city is experiencing neither a surplus or leakage of sales.
- A pull factor ratio greater than 1.0 suggests that the city's merchants are attracting shoppers from outside the city. For example, a city whose retail customer base is 25 percent larger than its population would have a pull factor of 1.25.
- A pull factor ratio less than 1.0 indicates that the city's retail sector cannot satisfy all of the retail needs of its own residents.

While pull factors may vary widely from one city to the next, they tend to increase with city size. Peer group comparisons provide an additional benchmark for evaluating the local pull factor (see **Table 3** for peer group definitions). **Figure 9** shows recent trends in pull factor ratios for the city and its peer group. The city's pull factor values are indicated with solid red circles. The open white circle indicate the median pull factor for the peer group in each year.

Figure 9. Everly Pull Factor Comparison with Peer Group 5N



Cautions for interpreting pull factors:

- A low pull factor does not necessarily indicate untapped sales potential in the local retail sector. Most small cities should expect to lose at least some fraction of their residents' spending to larger regional trade centers.
- A high pull factor may send a false signal of retail strength. Pull factors may be inflated by the presence of one or more businesses that serve as a regional draw in a particular sales category, even if substantial sales leakage is occurring in other local retail segments.

Regional Competition

This section explores broadly regional trade patterns competitive forces at work within the region. **Figure 10** compares city per capita sales to averages in neighboring cities. **Table 6** lists cities within the county that reported taxable sales activity during the most recent fiscal year.

Figure 10. Per Capita Retail Sales for Nearby Cities

Figure 10 shows the ten nearest cities as measured from the center of each city. The cities are listed in descending order by their average per capita sales.

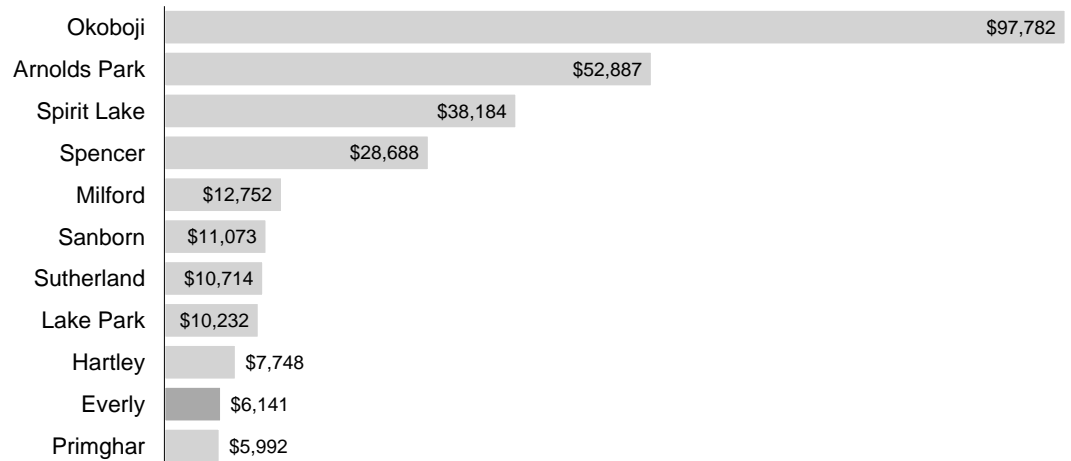


Table 6. Reporting Jurisdictions in Clay County

| Area Name | Population | Average # Filers | Sales \$ millions |
|--------------------------|---------------|------------------|-------------------|
| Clay County Total | 16,387 | 649 | 335.4 |
| Dickens | 146 | 9 | 2.1 |
| Everly | 575 | 30 | 3.5 |
| Fostoria | 230 | 13 | 0.8 |
| Greenville | 71 | 10 | 0.5 |
| Peterson | 322 | 19 | 1.6 |
| Royal | 379 | 19 | 0.7 |
| Spencer | 11,327 | 510 | 324.9 |
| Webb | 138 | 14 | 0.4 |

Values for unincorporated areas and for cities with 10 or fewer sales tax permit-holders are suppressed; however, sales data for those localities are included within the county totals.

Values for any cities marked with an asterisk (*) include neighboring county residents who fall within the city limits; consequently, the sum of values for all cities listed in **Table 6** may exceed reported totals for the county.

Iowa's Retail Sales Tax Reporting

The state of Iowa imposes a six percent tax on the gross receipts from sales of taxable tangible personal property and taxable services.

Retailers file sales tax returns to the Iowa Department of Revenue on a semi monthly, monthly, quarterly, or annual basis depending on their amount of sales.

The Department of Revenue compiles the data from sales tax returns and publishes quarterly and annual retail sales tax reports that provide the primary source of data for this report.

The state's reporting does not include retail transactions that are exempt from the statewide sales tax. Consequently, this report describes only taxable, not total, retail sales. Several types of exempt activity are listed on the following page.

Occasional anomalies may arise in retail sales data reported at the local level. For example, the locations of specific firms may not precisely align with the administrative jurisdictions used for tax reporting purposes. Such discrepancies may result in under statement or over statement of actual local retail sales activity.

When analyzing trends, users should note that changes in Iowa's retail sales tax laws or changes in administrative or accounting practices may affect the comparability of taxable sales data over time.

Other cautions for using taxable sales data to analyze local retail performance are listed at right. Users seeking more detailed information are encouraged to consult the Iowa Department of Revenue's website at <https://tax.iowa.gov>

Cautions and Limitations for Interpreting Reported Sales Data

- **Non Taxable Goods & Services.** Because certain goods and services are exempt from the statewide sales tax, the sales information presented in this report provides only a partial picture of retail and service sector activity in Iowa's communities.
- **E-commerce Sales.** Neither the volume of e-commerce purchases by Iowa residents nor e-commerce sales by Iowa retailers are currently measurable.
- **Large Public Institutions.** The presence of large public institutions such as correctional facilities or universities may distort local sales measures, as their institutional purchases are excluded from taxable sales but their residents are included in local population estimates.
- **Sales or Service Territories.** Sales levels in some cities may be inflated by the administrative presence of firms serving a much larger geographic service territory, such as rural telecommunications and other cable or internet service providers.
- **Non-Disclosure Rules.** To avoid disclosing information traceable to specific firms, the Iowa Department of Revenue only reports data from localities with 10 or more tax returns filed per quarter or 40 returns per year. Sales data for areas below this threshold are grouped into a "remainder of county" value.

Notable Exclusions from Iowa's Retail Sales Tax

The retail data analyzed for this report only capture transactions that are subject to Iowa's statewide sales tax. In general, merchandise goods are taxable unless specifically exempted, whereas services are exempted from the tax unless specifically enumerated by the state.

Following are several types of sales activity that are **not** covered by this report.

Exempt or Excluded Goods. Some of the goods not subject to the sales tax include:

- Certain foods for home consumption
- Prescription drugs and medical devices
- New or used cars and other vehicles, as they are taxed separately under the state's one time registration fee.
- Gasoline, which is subject to a separate fuel tax

Exempt Services. Unlike tangible goods, services are exempt from tax unless specifically enumerated. Many professional services such as medical and legal services are exempt from the sales tax.

Sales to Tax Exempt Organizations. Local and state government entities are exempt from the sales tax. Sales to private nonprofit educational institutions for educational purposes are also exempt. Sales from fund raising activities are exempt from sales tax if the proceeds are used for educational, religious, or charitable purposes.

Internet/Catalog Sales. Prior to 2019, many out of state purchases by Iowa residents were untaxed. Iowa implemented regulatory changes on July 1, 2019, to require collection of sales taxes on residents' purchases from firms without a physical presence in Iowa but who generate \$100,000 or more in gross revenues from Iowa sales.

Sales to Agriculture. Sales tax exemptions for agriculture apply to the purchase of feed, seed, fertilizer, farm machinery and equipment, fuels and utilities, and some services.

Utilities. The state has phased out taxes on sales of metered gas, electricity, and fuel used as energy in residential dwellings, apartment units and condominiums. This phase out was completed by 2006. Specific exemptions for utilities may also apply to certain businesses and industries.

Sales to Manufacturing and Other Industries. The state exempts sales of many goods and services that are used as inputs to industrial processes. Exemptions to manufacturing include purchases of tangible inputs that become an integral part of manufactured goods ultimately sold at retail; fuels, chemicals, and other inputs that are consumed during production processes; industrial machinery, equipment, and some computer equipment; and many services.

The state has created additional exemptions targeted toward specific industries such as wind energy and information technology. See the Iowa Department of Revenue Web site for more detailed information.

More detailed information about Iowa's sales tax is available from the Iowa Department of Revenue at <https://tax.iowa.gov/iowa-sales-and-use-tax-guide>.

Definitions of Retail Measures

Retail Sales. This term refers to the reported sales of goods and services that are subject to Iowa's retail sales tax. Iowa's current sales tax rate is 6 percent.

Fiscal Year. Iowa's annual sales tax reports reflect a July 1 June 30 fiscal year period.

Reporting Firms. This value reflects the average number of tax returns filed each quarter during the year, and it serves as a proxy for the number of local retail firms.

Nominal Sales. Nominal sales are the dollar amounts as reported in the year the transactions actually took place. These values have not been adjusted for inflation.

Real Sales. "Real" dollar values have been standardized to reflect the purchasing power of a dollar in the current fiscal year, thus removing the effects of price inflation.

Sales Per Firm. Per firm sales are calculated by dividing the annual dollar value of sales by the average number of reporting firms in that year.

Sales Per Capita. Per capita (or "per person") sales are calculated by dividing the dollar value of sales by the estimated population for the subject place. No distinctions are made among residents of households, educational institutions, nursing homes, or other group quarters in the calculation of per capita sales and related indicators.

Expected Per Capita Spending. An expected value for residents' average spending on taxable retail goods and services provides the basis for break-even sales, trade surplus and leakage, trade area capture, and pull factor values. This measure is sensitive to local income levels. For more information about its derivation, please contact the author.

Self Sufficiency (or Break-Even) Level of Sales. This hypothetical value describes the amount of sales that would be generated if the city's retailers (1) served only local residents and (2) satisfied all of those residents' retail needs. It is equivalent to the total estimated spending by residents on taxable goods and services purchased anywhere within Iowa. To derive this value, the dollar amount of statewide average per capita spending on taxable goods and services is adjusted up or down by a factor that reflects local income characteristics, and is then multiplied by the city's population size.

Trade Surplus or Leakage. Trade surplus or leakage measures the dollar difference between the city's actual sales and its break-even sales level.

Trade Area Capture. Trade area capture translates local retail sales from dollars to annual customer equivalents. It is estimated by dividing the city's actual total sales by the expected per capita average spending of residents.

Pull Factor Ratio. A city's pull factor ratio is calculated by dividing its trade area capture measure by its resident population.

Definitions and Frequently Asked Questions

Population: Population values in this report describe the estimated, average number of residents during a given fiscal year. The estimates are based on data released annually through the Population Estimates Program, U.S. Census Bureau. The Census Bureau's published estimates, which reflect the population on July 1 st of each year, may differ from the average values appearing in this report.

With each of its annual data releases, the U.S. Census Bureau may revise its estimates from prior years. This report incorporates the most recently available estimates and revisions. As a consequence, population based statistics published in this report may not reconcile with those appearing in earlier retail trade analysis reports. In most cases, the discrepancies are minor.

City to County Assignments: The incorporated territory of many Iowa cities crosses the boundaries of two or more counties. For this report, all cities are assigned to the county that contained the greatest percentage of its population in the 2020 Decennial Census.

Price Deflators: Except where otherwise noted in this report, the dollar values for all retail sales and personal income data have been adjusted for inflation using the Implicit Price Deflator for Personal Consumption Expenditures published by the U.S. Bureau of Economic Analysis.

Are business group sales data available at the city or county level? Subject to disclosure limitations to protect the confidentiality of local firms, local data for up to 12 business groups may be available upon request from the Iowa Department of Revenue.

Why do historical data in this report differ from previously-published ISU retail reports? The underlying population and income data used in this report are subject to backward revision by the U.S. Census Bureau and sister agencies, meaning that historical data are revised as new information becomes available. Any revisions to population and income estimates may result in re-statement of per capita retail sales, pull factors, and related measures for prior years. This report incorporates the most recently-revised statistics, and no effort is made to reconcile the historical data with prior versions of the ISU Retail Trade Analysis reports.

Are the retail sales statistics fully comparable over time? No. Changes to Iowa's statewide sales tax laws have redefined the mix of goods and services comprising taxable sales transactions over time.

Are the pull factors and other retail measures adjusted for differences in local income? Yes. In calculating local pull factor ratios and estimating trade surplus/leakage values, this report incorporates small area income data available from the American Community Survey (ACS), U.S. Census Bureau. Contact the author for more detailed information about the methodology used for income adjustments.

Data Notes (continued)

Table 7. Peer City Groupings and 2020 Population (page 1 of 3)

| Group 1 | | | | | |
|--------------|---------|-----------------|---------|-----------------|--------|
| Altoona | 19,565 | Coralville | 22,318 | Marion | 41,535 |
| Ames | 66,427 | Council Bluffs | 62,799 | North Liberty | 20,479 |
| Ankeny | 67,887 | Davenport | 101,724 | Sioux City | 85,797 |
| Bettendorf | 39,102 | Des Moines | 214,133 | Urbandale | 45,580 |
| Cedar Falls | 40,713 | Dubuque | 59,667 | Waterloo | 67,314 |
| Cedar Rapids | 137,710 | Iowa City | 74,828 | Waukee | 23,940 |
| Clive | 18,601 | Johnston | 24,064 | West Des Moines | 68,723 |
| Group 2 | | | | | |
| Boone | 12,460 | Indianola | 15,833 | Oskaloosa | 11,558 |
| Burlington | 23,982 | Keokuk | 9,900 | Ottumwa | 25,529 |
| Carroll | 10,321 | Marshalltown | 27,591 | Pella | 10,464 |
| Clinton | 24,469 | Mason City | 27,338 | Spencer | 11,325 |
| Fort Dodge | 24,871 | Muscatine | 23,797 | Storm Lake | 11,269 |
| Fort Madison | 10,270 | Newton | 15,760 | | |
| Group 3 | | | | | |
| Albia | 3,721 | Fairfield | 9,416 | Onawa | 2,906 |
| Algona | 5,487 | Forest City | 4,285 | Orange City | 6,267 |
| Atlantic | 6,792 | Garner | 3,065 | Osage | 3,627 |
| Bloomfield | 2,682 | Grinnell | 9,564 | Osceola | 5,415 |
| Camanche | 4,570 | Hampton | 4,337 | Red Oak | 5,596 |
| Centerville | 5,412 | Harlan | 4,893 | Rock Rapids | 2,611 |
| Chariton | 4,193 | Hawarden | 2,700 | Rock Valley | 4,059 |
| Charles City | 7,396 | Humboldt | 4,792 | Sheldon | 5,512 |
| Cherokee | 5,199 | Independence | 6,064 | Shenandoah | 4,925 |
| Clarinda | 5,369 | Iowa Falls | 5,106 | Sibley | 2,860 |
| Clarion | 2,810 | Jefferson | 4,182 | Sioux Center | 8,229 |
| Clear Lake | 7,687 | Jesup | 2,508 | Spirit Lake | 5,439 |
| Cresco | 3,888 | Knoxville | 7,595 | Tama | 3,130 |
| Creston | 7,536 | Madrid | 2,802 | Tipton | 3,149 |
| De Witt | 5,514 | Manchester | 5,065 | Waukon | 3,827 |
| Decorah | 7,587 | Maquoketa | 6,128 | Webster City | 7,825 |
| Denison | 8,373 | Marengo | 2,435 | West Burlington | 3,197 |
| Eagle Grove | 3,601 | Milford | 3,321 | West Liberty | 3,858 |
| Eldora | 2,663 | Mount Pleasant | 9,274 | Williamsburg | 3,346 |
| Emmetsburg | 3,706 | New Hampton | 3,494 | Wilton | 2,924 |
| Estherville | 5,904 | Oelwein | 5,920 | | |
| Group 4 | | | | | |
| Adel | 6,153 | Grimes | 15,392 | Perry | 7,836 |
| Anamosa | 5,450 | Grundy Center | 2,796 | Pleasant Hill | 10,147 |
| Asbury | 5,943 | Hiawatha | 7,183 | Polk City | 5,543 |
| Belle Plaine | 2,330 | Huxley | 4,244 | Robins | 3,353 |
| Bondurant | 7,365 | Le Claire | 4,710 | Sergeant Bluff | 5,015 |
| Carlisle | 4,160 | Le Mars | 10,571 | Story City | 3,352 |
| Carter Lake | 3,791 | Missouri Valley | 2,678 | Vinton | 4,938 |
| Dyersville | 4,477 | Monticello | 4,040 | Washington | 7,352 |
| Eldridge | 6,726 | Mount Vernon | 4,527 | Waverly | 10,394 |
| Evansdale | 4,561 | Nevada | 6,925 | Windsor Heights | 5,252 |
| Glenwood | 5,073 | Norwalk | 12,799 | Winterset | 5,353 |

Data Notes (continued)

Table 7. Peer City Groupings and 2020 Population (page 2 of 3)

| Group 5A | | | | | | | | | |
|----------------|-------|----------------|-------|-----------------|-------|---------------|-------|----------------|-------|
| Ackley | 1,599 | Edgewood | 909 | Guttenberg | 1,817 | Monona | 1,471 | Sigourney | 2,004 |
| Adair | 791 | Elgin | 685 | Hamburg | 890 | Monroe | 1,967 | Stanton | 678 |
| Afton | 874 | Elk Horn | 601 | Hazleton | 713 | Morning Sun | 752 | Stanwood | 637 |
| Albion | 448 | Elkader | 1,209 | Hedrick | 728 | Murray | 684 | State Center | 1,391 |
| Alden | 763 | Ellsworth | 508 | Holstein | 1,501 | Nashua | 1,551 | Stratford | 707 |
| Allison | 966 | Elma | 505 | Hopkinton | 622 | New Albin | 432 | Strawberry Pt. | 1,155 |
| Anita | 963 | Essex | 722 | Hubbard | 860 | New Hartford | 570 | Sully | 881 |
| Aplington | 1,116 | Exira | 787 | Ida Grove | 2,051 | New London | 1,910 | Tabor | 1,014 |
| Audubon | 2,053 | Fairbank | 1,111 | Inwood | 928 | North English | 1,065 | Toledo | 2,369 |
| Aurelia | 968 | Fayette | 1,256 | Jewell Junction | 1,216 | Ogden | 2,007 | Traer | 1,583 |
| Battle Creek | 700 | Fontanelle | 676 | Kellogg | 606 | Parkersburg | 2,015 | Victor | 875 |
| Baxter | 962 | Fredericksburg | 987 | Keota | 897 | Pleasantville | 1,676 | Villisca | 1,132 |
| Bellevue | 2,363 | Fruitland | 963 | Lansing | 968 | Postville | 2,503 | Wapello | 2,084 |
| Clarence | 1,039 | Garnavillo | 763 | Larchwood | 926 | Prairie City | 1,700 | Wayland | 964 |
| Clarksville | 1,264 | Garwin | 481 | Le Grand | 905 | Preston | 949 | West Branch | 2,509 |
| Clermont | 586 | George | 1,077 | Lime Springs | 473 | Quasqueton | 570 | West Union | 2,490 |
| Colfax | 2,255 | Gilman | 542 | Lowden | 807 | Radcliffe | 555 | What Cheer | 607 |
| Columbus Jct. | 1,830 | Gladbrook | 799 | Mapleton | 1,165 | Richland | 542 | Wheatland | 775 |
| Delmar | 542 | Grand Junction | 725 | Marcus | 1,079 | Russell | 472 | Whiting | 745 |
| Doon | 619 | Grand Mound | 615 | Maynard | 476 | Sabula | 506 | Winfield | 1,033 |
| Dumont | 634 | Grandview | 437 | McGregor | 742 | Scranton | 511 | Winthrop | 823 |
| Durant | 1,871 | Greene | 990 | Mechanicsville | 1,020 | Shelby | 727 | | |
| Dysart | 1,281 | Greenfield | 2,062 | Melbourne | 786 | Shell Rock | 1,268 | | |
| Earlville | 716 | Griswold | 994 | Melcher-Dallas | 1,195 | Sidney | 1,070 | | |
| Group 5N | | | | | | | | | |
| Agency | 620 | Dakota City | 759 | Ireton | 590 | Montrose | 738 | Rolfe | 509 |
| Albert City | 677 | Danville | 927 | Kanawha | 658 | Moravia | 637 | Ruthven | 725 |
| Allerton | 430 | Dayton | 772 | Keosauqua | 936 | Moulton | 607 | Sac City | 2,063 |
| Alta | 2,087 | Donnellson | 885 | Klemme | 441 | Mount Ayr | 1,623 | Sanborn | 1,392 |
| Alton | 1,248 | Dow City | 485 | Lake City | 1,731 | New Sharon | 1,262 | Schaller | 729 |
| Armstrong | 875 | Dows | 521 | Lake Mills | 2,143 | Newell | 906 | Schleswig | 830 |
| Arnolds Park | 1,110 | Early | 587 | Lake Park | 1,167 | Nora Springs | 1,369 | Seymour | 634 |
| Badger | 522 | Eddyville | 970 | Lake View | 1,113 | Northwood | 2,072 | Sheffield | 1,130 |
| Bancroft | 699 | Eldon | 783 | Lakeside | 700 | Odebolt | 994 | Sioux Rapids | 748 |
| Bedford | 1,508 | Everly | 575 | Lamoni | 1,969 | Okoboji | 768 | St. Ansgar | 1,160 |
| Belmond | 2,463 | Farmington | 579 | Latimer | 477 | Orleans | 521 | Sutherland | 629 |
| Boyden | 701 | Fonda | 636 | Laurens | 1,264 | Ossian | 802 | Swea City | 566 |
| Britt | 2,044 | Fremont | 708 | Lenox | 1,339 | Otho | 429 | Thompson | 495 |
| Brooklyn | 1,502 | Gilmore City | 487 | Leon | 1,822 | Paullina | 982 | Ventura | 711 |
| Buffalo Center | 857 | Glidden | 1,151 | Lovilia | 472 | Pocahontas | 1,867 | Wall Lake | 755 |
| Burt | 418 | Goldfield | 634 | Manilla | 775 | Pomeroy | 526 | West Bend | 791 |
| Calmar | 1,125 | Gowrie | 952 | Manly | 1,256 | Primghar | 896 | West Point | 921 |
| Charter Oak | 535 | Graettinger | 832 | Manning | 1,455 | Riceville | 806 | Whittemore | 497 |
| Coon Rapids | 1,300 | Hartley | 1,605 | Manson | 1,709 | Rockford | 758 | | |
| Corning | 1,564 | Hospers | 718 | Mediapolis | 1,688 | Rockwell | 1,071 | | |
| Corydon | 1,526 | Hull | 2,384 | Montezuma | 1,442 | Rockwell City | 2,240 | | |

Data Notes (continued)

Table 12. Peer City Groupings and 2020 Population (page 3 of 3)

| Group 6 | | | | | |
|---------------------|------------------------|-----------------------|---------------------------|----------------------|------------------------|
| Ainsworth, 511 | Correctionville, 766 | Granger, 1,654 | Merrill, 717 | Reinbeck, 1,662 | Underwood, 954 |
| Akron, 1,558 | Crescent, 628 | Guthrie Center, 1,593 | Milo, 778 | Remsen, 1,678 | University Hts., 1,228 |
| Alburnett, 675 | Dallas Center, 1,901 | Hartford, 733 | Minden, 600 | Riverside, 1,060 | Urbana, 1,554 |
| Anthon, 545 | De Soto, 915 | Hills, 863 | Mitchellville, 2,485 | Roland, 1,362 | Van Horne, 774 |
| Atkins, 2,056 | Denver, 1,919 | Hinton, 935 | Moville, 1,687 | Runnells, 457 | Van Meter, 1,484 |
| Avoca, 1,683 | Dexter, 640 | Hudson, 2,546 | Neola, 918 | Shellsburg, 961 | Walcott, 1,551 |
| Blairstown, 713 | Dike, 1,304 | Janesville, 1,034 | Newhall, 876 | Shueyville, 731 | Walford, 1,366 |
| Blue Grass, 1,666 | Dunkerton, 842 | Kalona, 2,630 | Norway, 466 | Slater, 1,543 | Walker, 688 |
| Brighton, 600 | Dunlap, 1,038 | Keystone, 599 | Oakland, 1,524 | Sloan, 1,042 | Walnut, 747 |
| Buffalo, 1,176 | Earlham, 1,410 | Kingsley, 1,396 | Olin, 651 | Solon, 3,018 | Wellman, 1,524 |
| Cambridge, 827 | Elk Run Heights, 1,069 | La Porte City, 2,284 | Oxford, 722 | Springville, 1,154 | Wellsburg, 720 |
| Carson, 766 | Elkhart, 882 | Lawton, 943 | Palo, 1,407 | St. Charles, 640 | Woodbine, 1,625 |
| Cascade, 2,386 | Ely, 2,328 | Lisbon, 2,233 | Panora, 1,091 | Stuart, 1,782 | Woodward, 1,346 |
| Center Point, 2,579 | Epworth, 2,023 | Logan, 1,397 | Peosta, 1,908 | Sumner, 2,030 | Wyoming, 523 |
| Central City, 1,264 | Fairfax, 2,828 | Lone Tree, 1,357 | Princeton, 923 | Swisher, 914 | Zearing, 528 |
| Coggon, 701 | Farley, 1,766 | Long Grove, 838 | Raymond, 759 | Tiffin, 4,512 | |
| Colo, 845 | Gilbert, 1,211 | Malvern, 1,046 | Readlyn, 845 | Treynor, 1,032 | |
| Conrad, 1,093 | Gilbertville, 794 | Maxwell, 859 | Redfield, 731 | Tripoli, 1,191 | |
| Group 7 | | | | | |
| Alleman, 423 | Colesburg, 386 | Galva, 435 | Liscomb, 291 | Modale, 273 | Ryan, 350 |
| Alta Vista, 227 | Collins, 495 | Garrison, 344 | Little Rock, 439 | Mondamin, 339 | Salem, 394 |
| Andrew, 380 | Columbus City, 392 | Grafton, 216 | Livermore, 381 | Mystic, 322 | Salix, 295 |
| Arcadia, 525 | Conesville, 352 | Granville, 310 | Lockridge, 244 | New Market, 385 | Sheldahl, 297 |
| Arlington, 419 | Corwith, 266 | Greeley, 217 | Lohrville, 381 | New Vienna, 382 | Spillville, 385 |
| Ashton, 436 | Coulter, 219 | Harcourt, 264 | Lorimor, 386 | New Virginia, 498 | Stacyville, 458 |
| Atalissa, 296 | Crawfordsville, 277 | Harpers Ferry, 262 | Lost Nation, 434 | Nichols, 340 | Stanhope, 364 |
| Auburn, 265 | Crystal Lake, 253 | Hawkeye, 438 | Low Moor, 250 | Ocheyedan, 439 | Steamboat Rock, 264 |
| Bagley, 233 | Cumberland, 251 | Holland, 269 | Lu Verne, 258 | Orient, 368 | Stockport, 272 |
| Batavia, 430 | Cumming, 436 | Holy Cross, 356 | Luana, 301 | Oxford Junction, 424 | Templeton, 352 |
| Bayard, 405 | Danbury, 320 | Humeston, 465 | Lynnville, 380 | Pacific Junction, 96 | Terril, 334 |
| Beacon, 445 | Dedham, 224 | Ionia, 226 | Lytton, 282 | Persia, 297 | Thornton, 400 |
| Bennett, 347 | Deep River, 249 | Irwin, 319 | Maharishi Vedic City, 277 | Peterson, 322 | Titonka, 511 |
| Bertram, 269 | Defiance, 245 | Kellerton, 243 | Malcom, 270 | Pierson, 337 | Truro, 509 |
| Birmingham, 367 | Delhi, 420 | Kelley, 304 | Mallard, 257 | Pisgah, 249 | Union, 399 |
| Blakesburg, 274 | Deloit, 250 | Kensett, 257 | Marble Rock, 271 | Plainfield, 393 | University Park, 487 |
| Bode, 302 | Delta, 264 | Kimballton, 291 | Marquette, 429 | Plymouth, 375 | Ute, 338 |
| Bonaparte, 359 | Diagonal, 344 | Kiron, 267 | Martelle, 249 | Prescott, 191 | Vail, 396 |
| Brandon, 341 | Donahue, 335 | La Motte, 237 | Martensdale, 421 | Protivin, 269 | Wadena, 209 |
| Breda, 500 | Duncombe, 381 | Lacona, 345 | Massena, 359 | Pulaski, 264 | Wahpeton, 345 |
| Bronson, 294 | Earling, 397 | Ladora, 229 | Maurice, 265 | Quimby, 249 | Waucoma, 229 |
| Bussey, 387 | Elliott, 338 | Lakota, 267 | McCallsburg, 353 | Rhodes, 271 | Wesley, 391 |
| Calamus, 356 | Emerson, 403 | Lamont, 429 | McCausland, 313 | Ridgeway, 275 | West Okoboji, 308 |
| Callender, 368 | Farmersburg, 271 | Lawler, 406 | Menlo, 345 | Ringsted, 365 | Westside, 285 |
| Casey, 387 | Farnhamville, 383 | Lehigh, 395 | Meservey, 222 | Rippey, 220 | Williams, 307 |
| Charlotte, 389 | Farragut, 490 | Leland, 249 | Middletown, 363 | Riverdale, 379 | Worthington, 382 |
| Chelsea, 229 | Fenton, 271 | Lester, 296 | Miles, 408 | Riverton, 245 | |
| Churdan, 365 | Fertile, 305 | Letts, 363 | Milton, 380 | Rowley, 270 | |
| Cincinnati, 290 | Floyd, 313 | Lewis, 357 | Minburn, 325 | Royal, 379 | |
| Clearfield, 278 | Fort Atkinson, 312 | Libertyville, 274 | Mingo, 302 | Rudd, 358 | |

**Iowa State University
Department of Economics**

For more information about
this report, please contact:

Liesl Eathington
175 Heady Hall
Iowa State University
Ames, IA 50011

Phone: (515) 294-2954
E-mail: leathing@iastate.edu

Find these retail reports and other
economic and demographic profiles
of Iowa's communities online at:

[https://indicators.extension.iastate.edu/
Indicators/Retail](https://indicators.extension.iastate.edu/Indicators/Retail)

Acknowledgments

This project was supported with funding from the Iowa Agriculture and Home Economics Experiment Station, the research program directed by the College of Agriculture and Life Sciences at Iowa State University.

In producing this report, we acknowledge the pioneering work of Kenneth E. Stone, now Professor Emeritus, in applied analysis of retail trade patterns in Iowa's cities and counties.

In accordance with Federal law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, disability, and reprisal or retaliation for prior civil rights activity. (Not all prohibited bases apply to all programs.) Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, and American Sign Language) should contact the responsible State or local Agency that administers the program or USDA's TARGET Center at 202-720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at 800-877-8339. To file a program discrimination complaint, a complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form, which can be obtained online at <https://www.ocio.usda.gov/document/ad-3027>, from any USDA office, by calling 866-632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by: (1) Mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW Washington, D.C. 20250-9410; or (2) Fax: 833-256-1665 or 202-690-7442; or (3) Email: program.intake@usda.gov. This institution is an equal opportunity provider.

For the full non-discrimination statement or accommodation inquiries, go to <https://www.extension.iastate.edu/diversity/ext>.