

# Retail Trade Analysis

## Fiscal Year 2021

### Dickinson County

report created: 02/08/2023

## 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.

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

**Table 1. Dickinson County Key Retail Indicators**

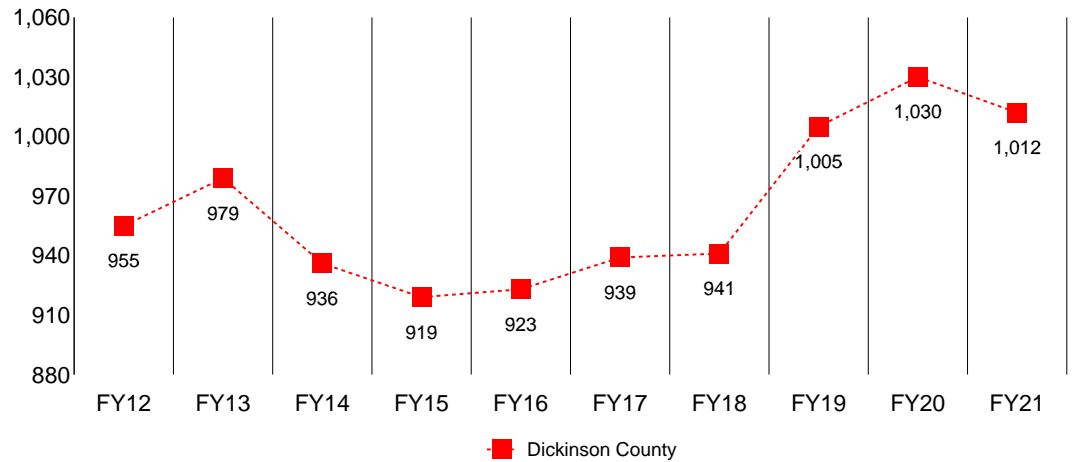
	FY2020	FY2021	% Change
Real Total Taxable Sales	\$367,627,972	\$408,870,102	11.2% ▲
Number of Firms	1,030	1,012	-1.7% ▼
Population	17,603	17,799	1.1% ▲
Average Sales Per Capita	\$20,884	\$22,972	10.0% ▲
Average Sales Per Firm	\$356,920	\$403,922	13.2% ▲

*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

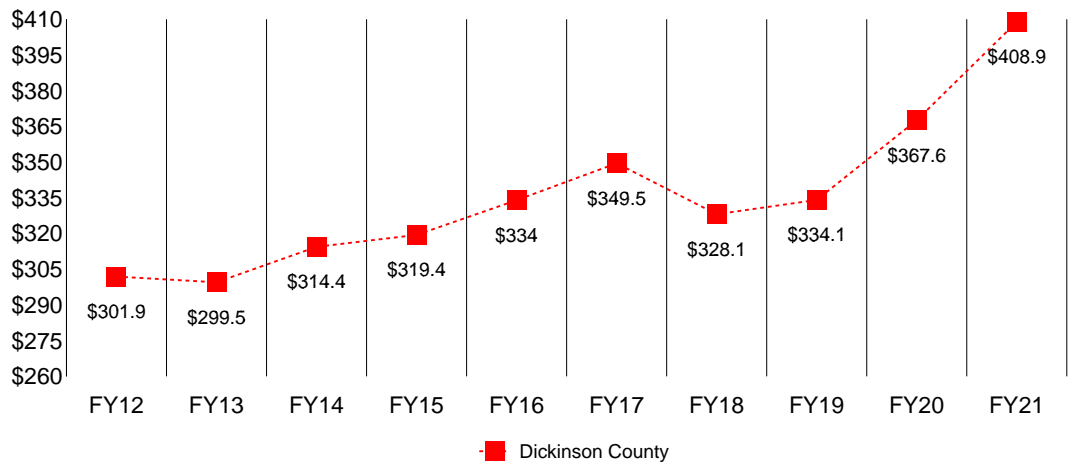
## Figure 1. Number of Reporting Establishments

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



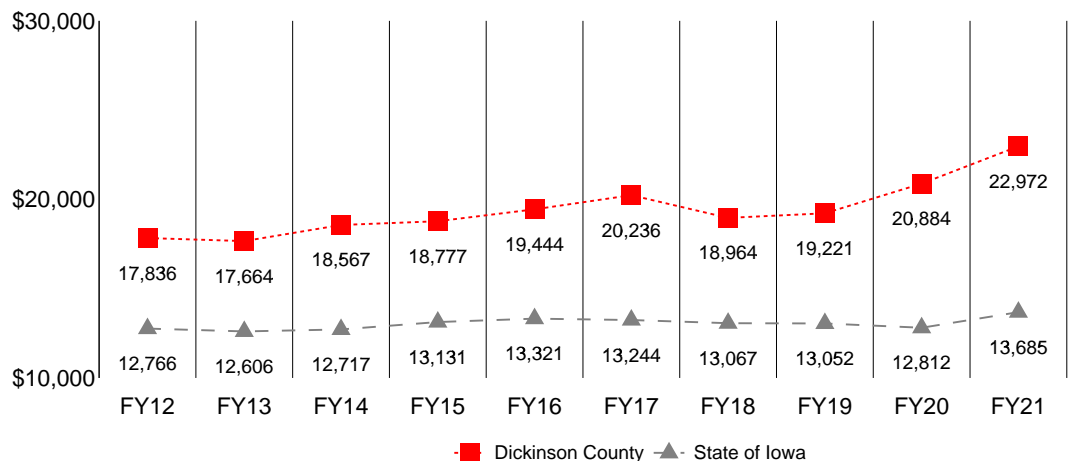
## Figure 2. Real Total Taxable Sales (in \$ millions)

**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 Dickinson County**

Fiscal Year	Reporting Firms	Total Taxable Sales (\$)		Real Average Sales (\$)		Statewide Real Average (\$)	
		Nominal	Real	Per Firm	Per Capita	Per Firm	Per Capita
1976	694	45,758,569	176,628,444	254,600	12,214	404,682	11,487
1977	647	54,770,404	199,881,801	308,817	13,426	417,211	12,163
1978	691	59,820,608	204,728,198	296,171	13,457	411,188	12,437
1979	704	65,431,487	207,840,029	295,437	13,387	417,090	12,995
1980	706	69,619,980	200,545,143	284,058	12,794	409,014	12,956
1981	706	67,682,087	176,889,787	250,463	11,342	363,695	11,755
1982	689	69,541,428	169,874,470	246,463	10,977	349,427	11,304
1983	686	73,473,730	171,170,824	249,429	11,177	339,738	11,175
1984	710	79,207,612	177,383,827	250,012	11,646	332,866	11,086
1985	717	80,277,769	173,684,592	242,407	11,477	329,249	11,062
1986	769	80,051,290	168,119,821	218,550	11,260	322,885	11,050
1987	788	88,075,951	181,058,411	229,915	12,288	341,537	11,529
1988	778	95,855,291	190,103,779	244,428	12,940	343,381	11,599
1989	772	104,846,328	199,137,704	258,034	13,468	348,926	11,701
1990	802	118,654,242	216,625,216	270,022	14,547	353,171	11,808
1991	808	128,756,236	225,313,424	278,940	14,955	354,551	11,734
1992	801	133,462,197	227,350,492	283,745	14,937	354,914	11,832
1993	834	146,522,397	243,167,983	291,743	15,876	355,227	11,979
1994	850	147,632,115	239,785,715	282,184	15,568	362,761	12,238
1995	870	161,386,793	256,431,613	294,749	16,535	370,247	12,483
1996	893	165,138,675	257,255,521	288,161	16,394	371,202	12,758
1997	901	174,070,514	265,521,586	294,697	16,668	390,199	12,967
1998	922	180,990,639	272,988,803	296,083	16,897	392,703	13,189
1999	894	192,133,137	287,023,611	321,145	17,625	420,262	13,742
2000	885	207,816,855	303,953,012	343,547	18,537	428,189	13,802
2001	884	217,392,279	310,204,895	351,010	18,836	428,817	13,833
2002	880	218,974,152	308,653,601	350,643	18,804	430,369	13,670
2003	816	229,435,569	317,203,019	388,968	19,407	449,351	13,507
2004	806	225,727,492	305,445,246	378,964	18,599	456,580	13,358
2005	809	233,066,217	307,328,036	380,121	18,542	454,829	13,282
2006	820	243,906,679	311,730,745	380,159	18,716	466,464	13,371
2007	876	250,902,593	313,153,086	357,379	18,807	457,214	13,206
2008	902	258,438,932	312,956,153	346,862	18,783	457,887	13,321
2009	977	249,589,243	299,230,760	306,197	17,942	449,908	13,302
2010	989	241,921,251	287,017,848	290,137	17,218	432,048	12,458
2011	949	247,236,129	287,981,782	303,458	17,164	447,767	12,522
2012	955	265,503,729	301,899,084	316,207	17,836	456,731	12,766
2013	979	267,373,474	299,497,992	306,079	17,664	450,935	12,606
2014	936	284,752,328	314,353,420	335,758	18,567	468,628	12,717
2015	919	291,764,522	319,442,200	347,598	18,777	487,645	13,131
2016	923	306,474,711	333,952,790	361,812	19,444	495,712	13,321
2017	939	325,771,091	349,539,495	372,147	20,236	495,547	13,244
2018	941	311,843,848	328,134,828	348,709	18,964	491,839	13,067
2019	1,005	323,274,543	334,138,873	332,559	19,221	484,140	13,052
2020	1,030	360,337,721	367,627,972	356,920	20,884	476,256	12,812
2021	1,012	408,870,102	408,870,102	403,922	22,972	505,926	13,685

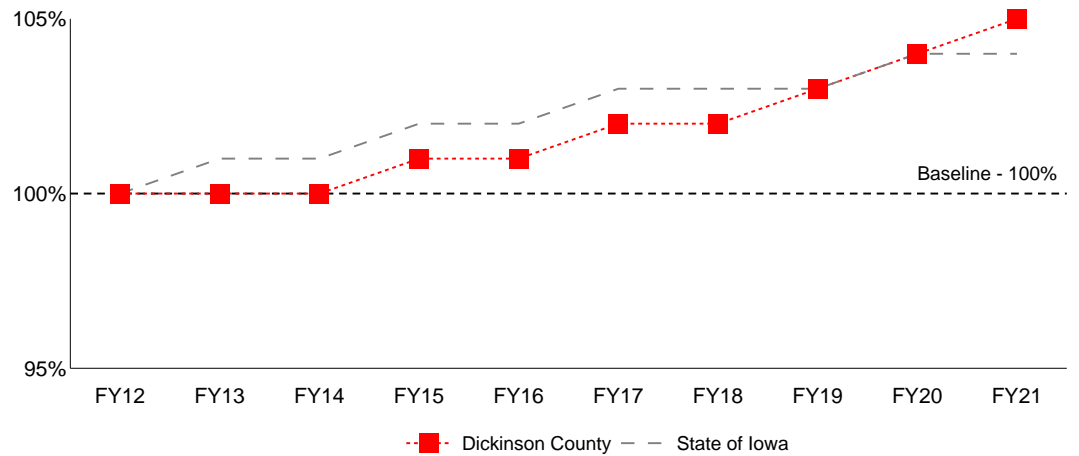
# Population Trends

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.

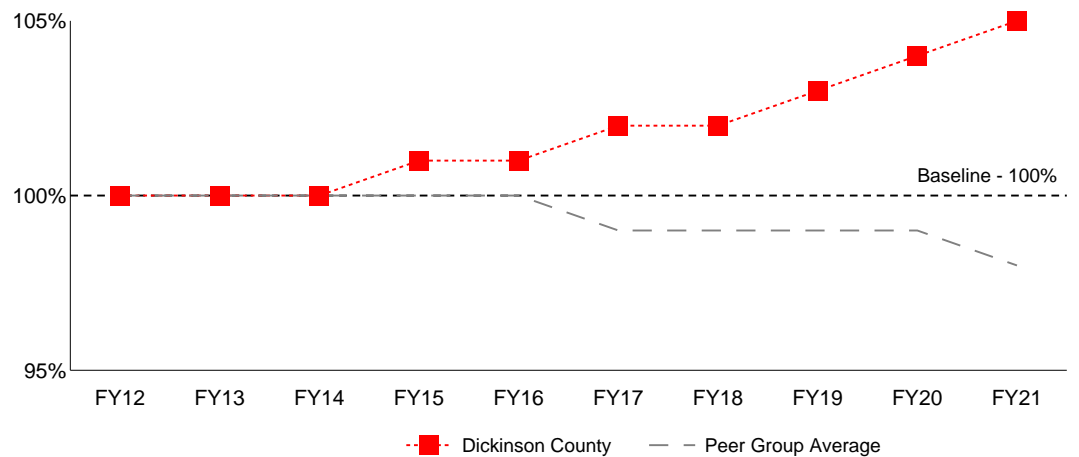
**Figure 4** shows annual population estimates for the county and state, expressed as percentages of baseline values from 10 years ago.

**Figure 4. Population Trends for Dickinson County**



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

**Figure 5. Population Trends for Group 2 Counties**



# Retail Performance Measures

## Peer Group Comparisons

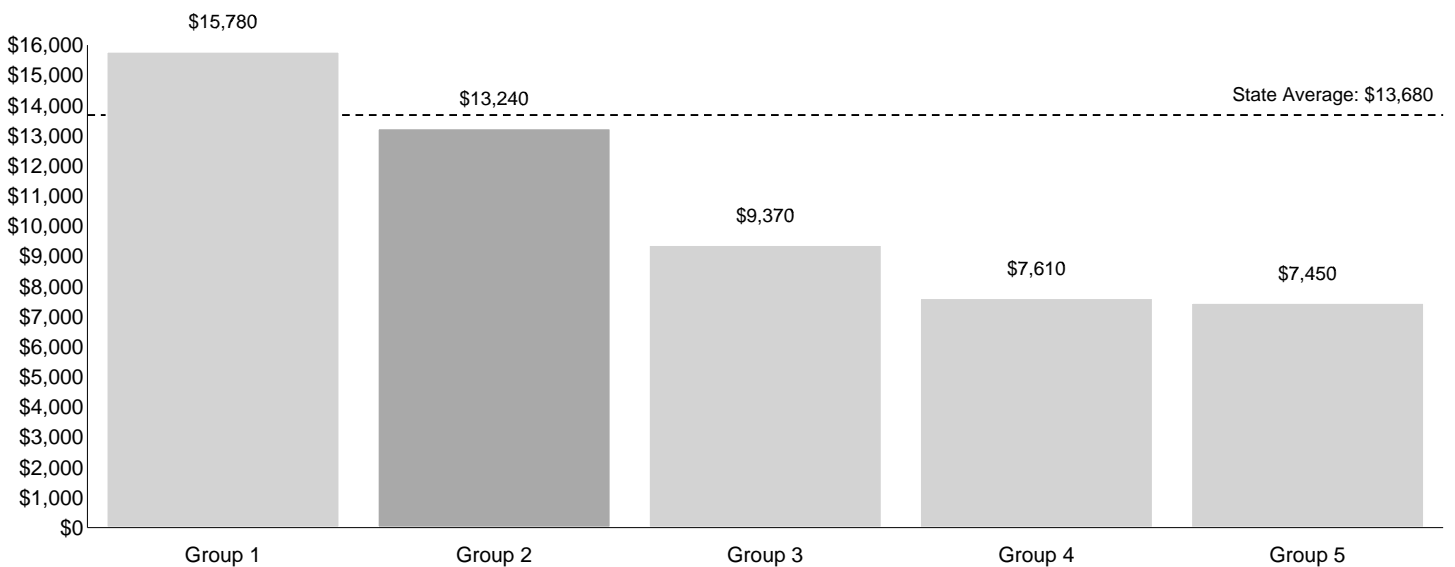
Iowa's 99 counties and their trade centers vary in the level and types of retail activity they can support. In general, retail sector size and diversity tend to increase with community size. Other determining factors include the proximity and size of competing trade centers in neighboring counties and the overall population density in the region. Counties that are similar across these dimensions serve as useful benchmarks for gauging local retail performance.

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

**Table 3. Peer Group Definitions**

Group	Metropolitan or Micropolitan Status	Number of Counties	% of State Taxable Sales
Group 1	Core county of a metropolitan statistical area	10	64.8%
<b>Group 2</b>	<b>Core county of a micropolitan statistical area</b>	<b>17</b>	<b>15.6%</b>
Group 3	Non-metro county whose largest city is between 2,500 to 9,999 in population	41	12.4%
Group 4	Outlying (non-core) county in a metropolitan statistical area	11	4.3%
Group 5	Non-metro county whose largest city is less than 2,500 in population	20	2.9%

**Figure 6. Average Sales Per Capita by County Peer Group**



# Retail Performance: Benchmark Measures

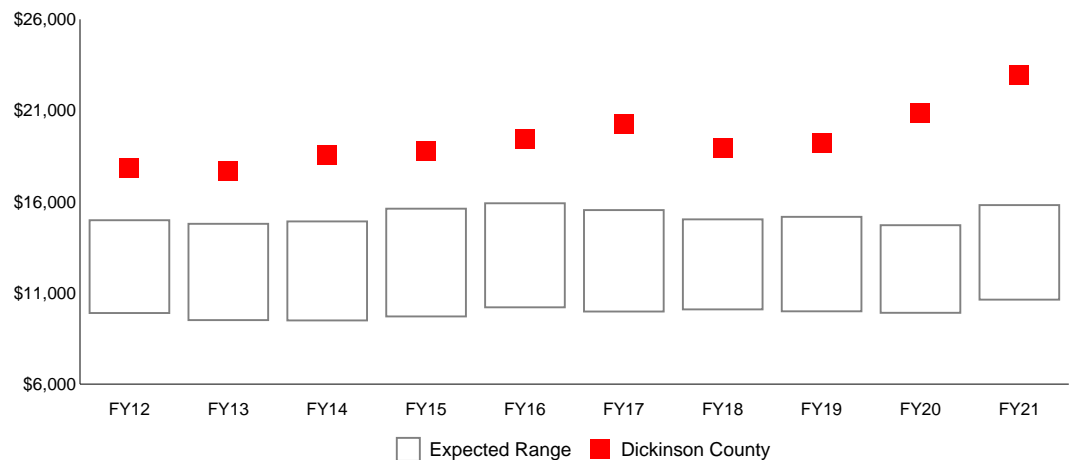
This page describes two benchmark measures for evaluation of local retail performance. The first defines an "expected" range for local sales based on typical values for similar counties. The second represents a hypothetical self-sufficiency sales level that may be used for breakeven analysis.

## 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 counties 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 counties. The gray rectangles illustrate the 25th to the 75th percentile range of values for the peer group. The solid red squares 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 county 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**

Dickinson County	FY2021
Statewide average taxable sales per capita	\$13,685
multiplied by a local spending adjustment factor	x 1.06%
Equals estimated annual taxable spending by local residents	= \$14,553
multiplied by estimated local population	x 17,799
Equals the break-even sales target	= \$259,000,000

# 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 county'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 county.

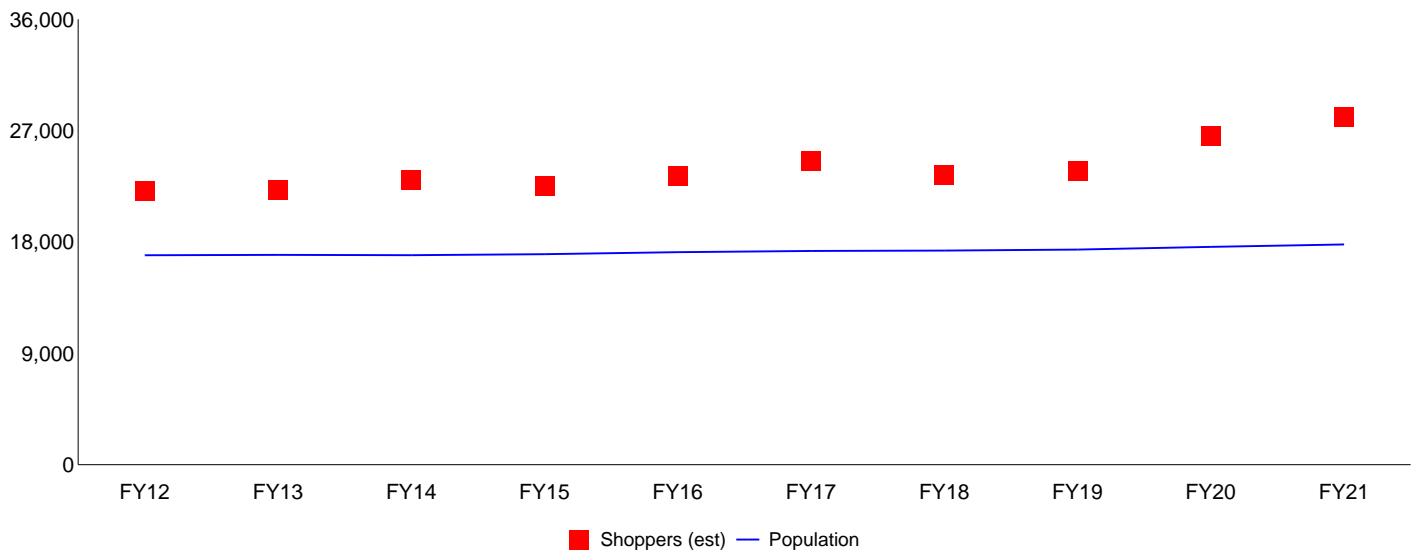
**Table 5. Dickinson County Trade Surplus/Leakage (\$ millions)**

Dickinson County	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21
County actual sales	301.9	299.5	314.4	319.4	334.0	349.5	328.1	334.1	367.6	408.9
Breakeven sales target	230.9	229.0	230.9	241.3	246.2	245.8	242.8	244.8	243.9	259.0
Estimated surplus (+) or leakage (-)	<b>+71.0</b>	<b>+70.5</b>	<b>+83.5</b>	<b>+78.1</b>	<b>+87.8</b>	<b>+103.7</b>	<b>+85.3</b>	<b>+89.3</b>	<b>+123.7</b>	<b>+149.9</b>

## Trade Area Capture

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

**Figure 8. Estimated Trade Area Capture for Dickinson County**



# Retail Performance: Pull Factor

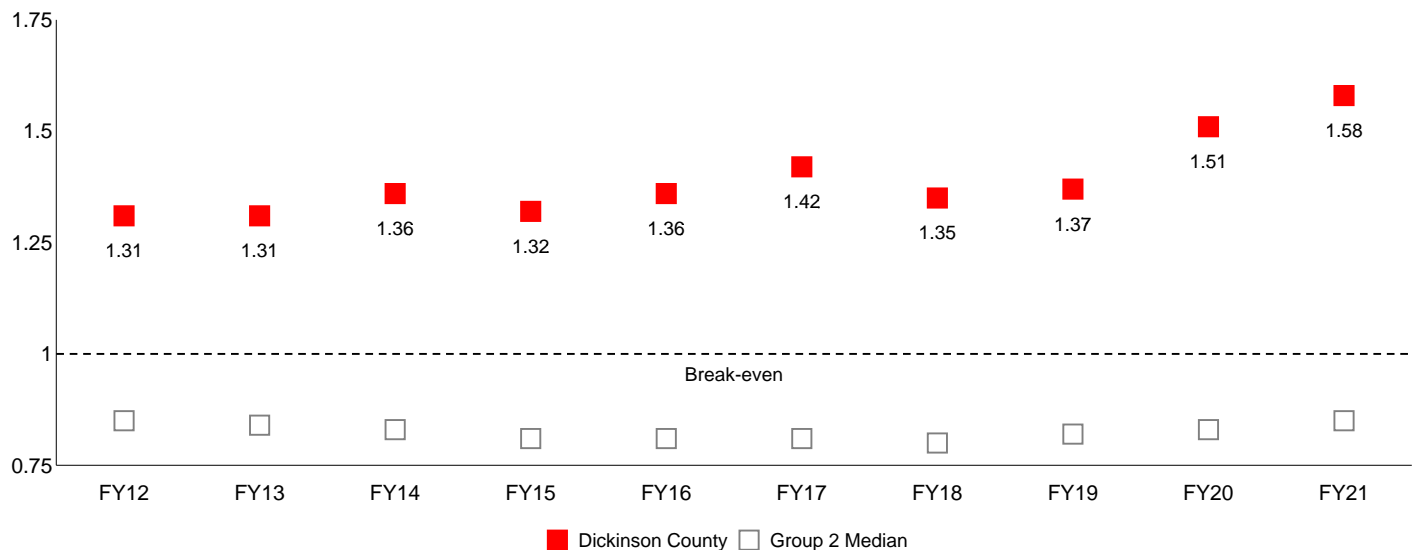
## The Pull Factor Ratio

The county'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 county residents.

- A pull factor ratio equal to 1.0 suggests that the county's merchants are just satisfying the retail demands of local residents. This is equivalent to the "break-even" sales level where the county is experiencing neither a surplus or leakage of sales.
- A pull factor ratio greater than 1.0 suggests that the county's merchants are attracting shoppers from outside the county. For example, a county 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 county's retail sector cannot satisfy all of the retail needs of its own residents.

While pull factors may vary widely from one county to the next, they tend to increase with county 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 county and its peer group. The county's pull factor values are indicated with solid red squares. The open white squares indicate the median pull factor for the peer group in each year.

**Figure 9. Dickinson County Pull Factor Comparison with Peer Group 2**



### Cautions for interpreting pull factors:

- A low pull factor does not necessarily indicate untapped sales potential in the local retail sector. Most small counties 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.

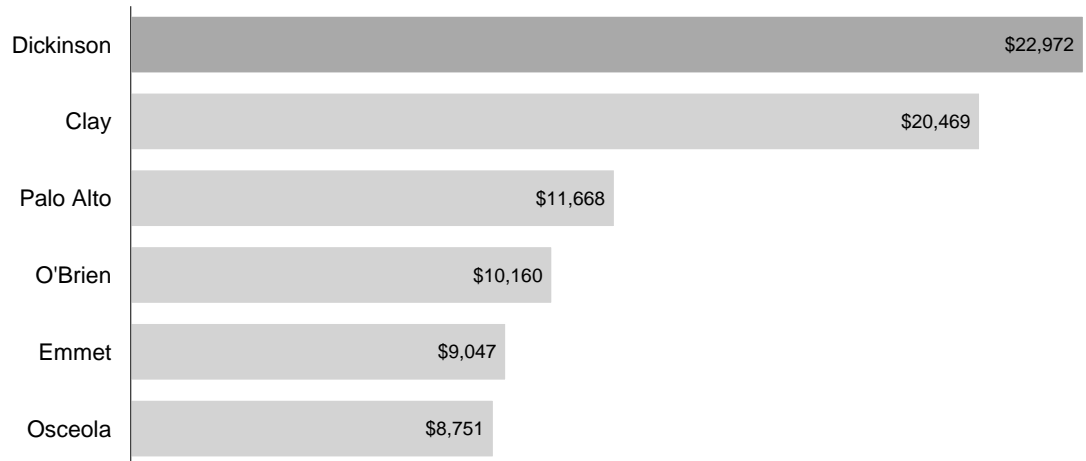


# Regional Competition

This section explores broadly regional trade patterns competitive forces at work within the region. **Figure 10** compares county per capita sales to averages in neighboring counties. **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 Counties**

**Figure 10** shows the five nearest counties as measured from the center of each county. The counties are listed in descending order by their average per capita sales.



**Table 6. Reporting Jurisdictions in Dickinson County**

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.

Area Name	Population	Average # Filers	Sales \$ millions
<b>Dickinson County Total</b>	<b>17,799</b>	<b>1,012</b>	<b>408.9</b>
Arnolds Park	1,116	167	59.0
Lake Park	1,173	54	12.0
Milford	3,339	213	42.6
Okoboji	772	73	75.5
Spirit Lake	5,468	407	208.8
Terril	336	20	1.4

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 County Groupings and 2020 Population (page 1 of 2)**

	2020 Population	Metropolitan or Micropolitan Area	
<b>Group 1</b>	Black Hawk	131,144	Waterloo-Cedar Falls, IA, Metropolitan Statistical Area
	Dallas	99,678	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
	Dubuque	99,266	Dubuque, IA, Metropolitan Statistical Area
	Johnson	152,854	Iowa City, IA, Metropolitan Statistical Area
	Linn	230,299	Cedar Rapids, IA, Metropolitan Statistical Area
	Polk	492,401	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
	Pottawattamie	93,667	Omaha-Council Bluffs, NE-IA, Metropolitan Statistical Area
	Scott	174,669	Davenport-Moline-Rock Island, IA-IL, Metropolitan Statistical Area
	Story	98,537	Ames, IA, Metropolitan Statistical Area
	Woodbury	105,941	Sioux City, IA-NE-SD, Metropolitan Statistical Area
<b>Group 2</b>	Boone	26,715	Ames, IA, Metropolitan Statistical Area
	Buena Vista	20,823	Storm Lake, IA, Micropolitan Statistical Area
	Carroll	20,760	Carroll, IA, Micropolitan Statistical Area
	Cerro Gordo	43,127	Mason City, IA, Micropolitan Statistical Area
	Clay	16,384	Spencer, IA, Micropolitan Statistical Area
	Clinton	46,460	Clinton, IA, Micropolitan Statistical Area
	Des Moines	38,910	Burlington, IA-IL, Micropolitan Statistical Area
	Dickinson	17,703	Spirit Lake, IA, Micropolitan Statistical Area
	Jasper	37,813	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
	Jefferson	15,663	Fairfield, IA, Micropolitan Statistical Area
	Lee	33,555	Fort Madison-Keokuk, IA-IL-MO, Micropolitan Statistical Area
	Mahaska	22,190	Oskaloosa, IA, Micropolitan Statistical Area
	Marion	33,414	Pella, IA, Micropolitan Statistical Area
	Marshall	40,105	Marshalltown, IA, Micropolitan Statistical Area
	Muscatine	43,235	Muscatine, IA, Micropolitan Statistical Area
	Wapello	35,437	Ottumwa, IA, Micropolitan Statistical Area
Webster	36,999	Fort Dodge, IA, Micropolitan Statistical Area	
<b>Group 3</b>	Allamakee	14,061	None (not part of a metropolitan or micropolitan area)
	Appanoose	12,317	None
	Buchanan	20,565	None
	Cass	13,127	None
	Cedar	18,505	None
	Cherokee	11,658	None
	Chickasaw	12,012	None
	Clarke	9,748	None
	Crawford	16,525	None
	Delaware	17,488	None
	Emmet	9,388	None
	Fayette	19,509	None
	Floyd	15,627	None
	Franklin	10,019	None
	Greene	8,771	None
	Hamilton	15,039	None
	Hancock	10,795	None
	Hardin	16,878	None
	Henry	20,482	None
	Howard	9,469	None
Humboldt	9,597	None	
Iowa	16,662	None	

## Data Notes (continued)

**Table 7. Peer County Groupings and 2020 Population (page 2 of 2)**

	2020 Population	Metropolitan or Micropolitan Area
<b>Group 3</b>		
(continued) Jackson	19,485	None
Kossuth	14,828	None
Lucas	8,634	None
Mitchell	10,565	None
Monona	8,751	None
Monroe	7,577	None
Montgomery	10,330	None
O'Brien	14,182	None
Osceola	6,192	None
Page	15,211	None
Palo Alto	8,996	None
Poweshiek	18,662	None
Shelby	11,746	None
Sioux	35,872	None
Tama	17,135	None
Union	12,138	None
Winnebago	10,679	None
Winneshiek	20,070	None
Wright	12,943	None
<b>Group 4</b>		
Benton	25,575	Cedar Rapids, IA, Metropolitan Statistical Area
Bremer	24,988	Waterloo-Cedar Falls, IA, Metropolitan Statistical Area
Grundy	12,329	Waterloo-Cedar Falls, IA, Metropolitan Statistical Area
Guthrie	10,623	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
Harrison	14,582	Omaha-Council Bluffs, NE-IA, Metropolitan Statistical Area
Jones	20,646	Cedar Rapids, IA, Metropolitan Statistical Area
Madison	16,548	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
Mills	14,484	Omaha-Council Bluffs, NE-IA, Metropolitan Statistical Area
Plymouth	25,698	None
Warren	52,403	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
Washington	22,565	Iowa City, IA, Metropolitan Statistical Area
<b>Group 5</b>		
Adair	7,496	None
Adams	3,704	None
Audubon	5,674	None
Butler	14,334	None
Calhoun	9,927	None
Clayton	17,043	None
Davis	9,110	None
Decatur	7,645	None
Fremont	6,605	None
Ida	7,005	None
Keokuk	10,033	None
Louisa	10,837	None
Lyon	11,934	None
Pocahontas	7,078	None
Ringgold	4,663	None
Sac	9,814	None
Taylor	5,896	None
Van Buren	7,203	None
Wayne	6,497	None
Worth	7,443	Mason City, IA, Micropolitan Statistical Area



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**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](mailto: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)

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