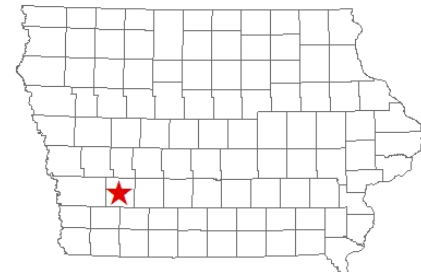


# Retail Trade Analysis Report

## Fiscal Year 2011

Cass County



Iowa State University  
Department of Economics

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## Overview

This report examines local retail sales and related economic trends in Cass County, Iowa, using a variety of comparative performance measures.

The retail analysis is based on state-reported sales of goods and services that are subject to Iowa's statewide sales tax. Please refer to the Data Notes section for detailed information about the types of retail activity included in taxable sales.

Due to changes in the state's fiscal accounting practices and sales tax laws over the years, current taxable sales data may not be directly comparable to historical data. The Data Notes section includes cautions and guidelines for making comparisons over time.

Except where otherwise noted, retail sales data for preceding years have been adjusted for inflation and are stated in Fiscal Year 2011 dollar equivalents. The 2011 fiscal year began on July 1, 2010, and ended on June 30, 2011.

### About Cass County:

- Cass County is not included within a metropolitan or micropolitan statistical area.
- Cass County recorded a total population of 13,956 residents in the 2010 Census, including 304 residents in group quarters such as skilled nursing facilities and group homes.

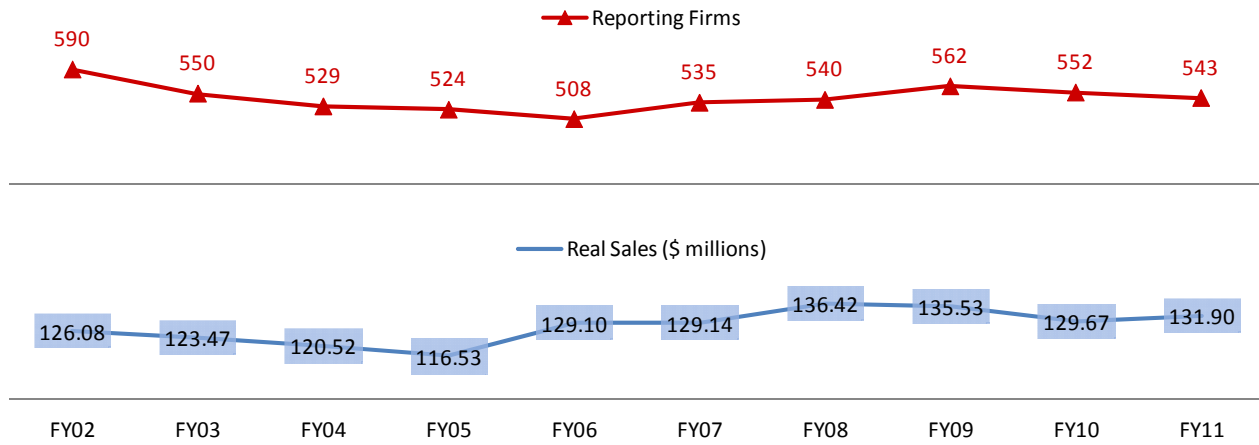
## Key Retail Indicators for Cass County

| Cass                          | FY2010      | FY2011      | % Change |
|-------------------------------|-------------|-------------|----------|
| Real total taxable sales (\$) | 129,672,138 | 131,896,830 | 1.7% ▲   |
| Number of reporting firms     | 552         | 543         | -1.6% ▼  |
| Population                    | 13,951      | 13,919      | -0.2% ▼  |
| Average sales per firm (\$)   | 235,020     | 243,016     | 3.4% ▲   |
| Average sales per capita (\$) | 9,295       | 9,476       | 1.9% ▲   |

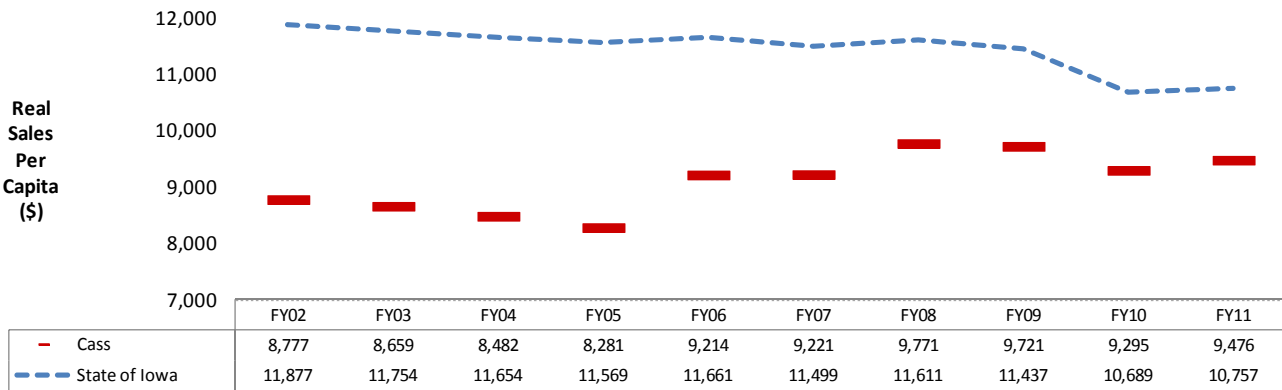
*No distinctions are made between households and group quarters residents in the calculation of per capita sales and related indicators.*

# 10-Year Summary Retail Statistics

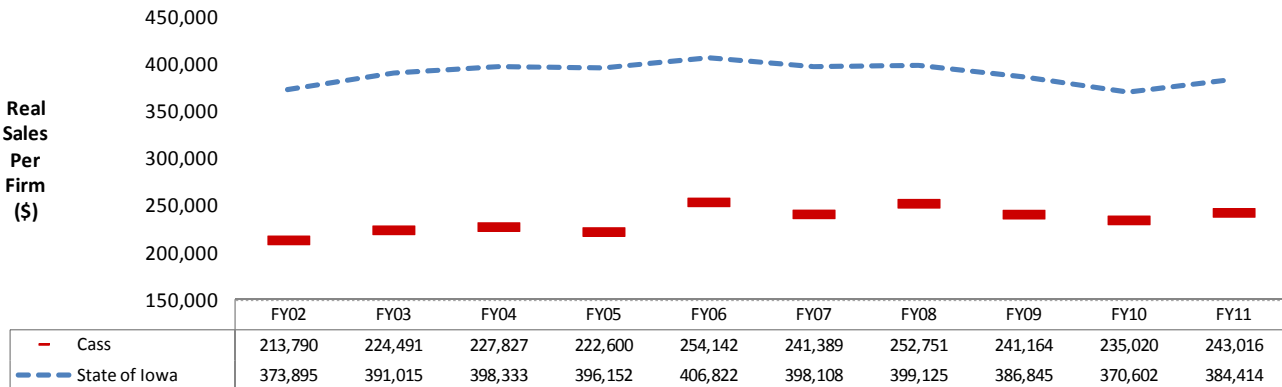
## Total Taxable Retail Sales and Number of Reporting Firms in Cass County



## Taxable Retail Sales Per Capita



## Taxable Retail Sales Per Firm



# Local Economic Trends

## Population

Population change is a key factor influencing local retail sales performance. From one year to the next, area population gains or losses alter the number of potential shoppers in the region. In the longer term, population trends reflect the general economic climate of the region. Population growth suggests a more favorable retail environment, while population decline may be an indication of area economic stress.

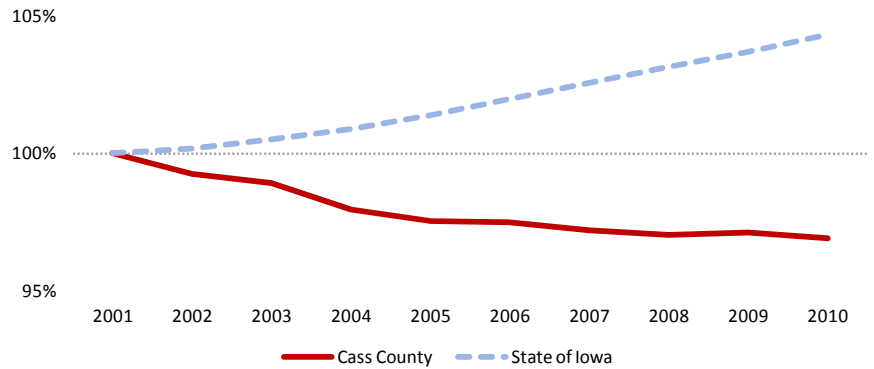
The top chart at right shows annual population estimates for Cass County and the state indexed to baseline values from 2001. The population in any given year is expressed in percentage terms compared to the population in 2001.

The middle chart at right compares population change in Cass County to the average trend for similarly-sized counties in Iowa. See Pages 20-21 for a list of counties included in the peer group for Cass County.

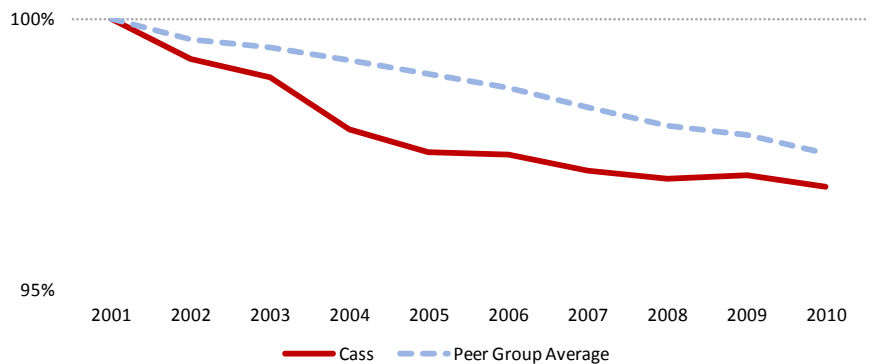
## Personal Income

The local demand for retail goods and services also depends on the income level of area residents. Per capita nonfarm personal income provides a useful gauge of the average income in the region. Nonfarm income includes wage and salary earnings of residents, self-employment income, investment income, and government transfer payments. The chart at right illustrates inflation-adjusted average nonfarm income levels in Cass County and the state.

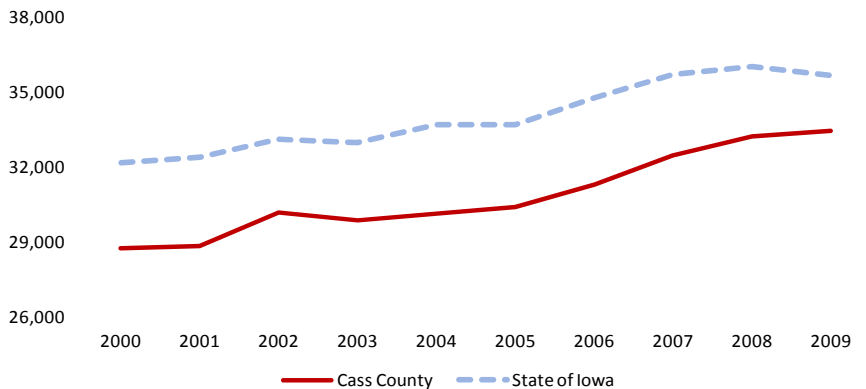
**Population Trends**  
(Annual Estimates as a Percentage of 2001 Population)



**Population Trend for Peer Counties**  
(Annual Estimates as a Percentage of 2001 Population)



**Real Nonfarm Income Per Capita (\$)**



## Employment

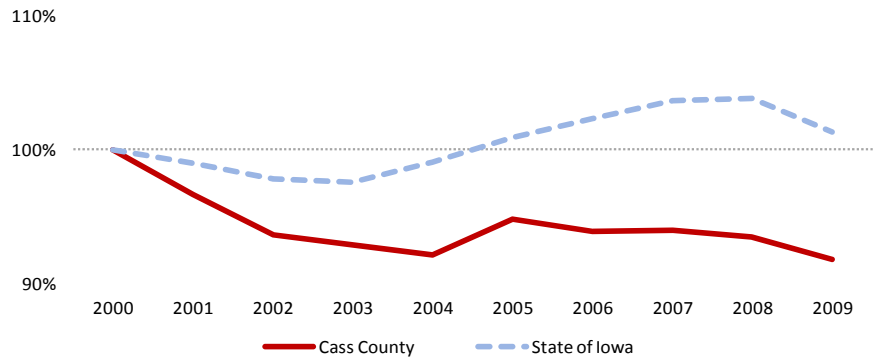
Area job growth creates earnings opportunities for current residents and also helps to attract new residents to the region.

Conversely, lagging employment growth rates may indicate a decline in the region's competitive strength.

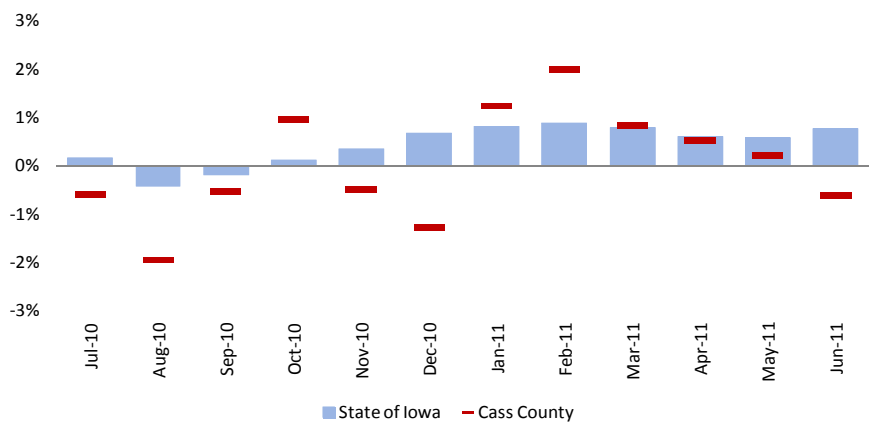
The chart at top right shows the 10-year trend in total employment in Cass County compared to the state. The number of jobs in each year is expressed in percentage terms compared to employment in 2000.

The middle chart shows more recent job gains and losses in Cass County. The chart illustrates the percentage gain or loss in jobs during Fiscal Year 2011 on a month-by-month basis, with each month's employment compared to the same month in Fiscal Year 2010. The statewide pattern of job gains and losses is included for comparison.

**Employment Trends**  
(Annual Employment as a Percentage of 2000 Employment)



**Recent Job Gains or Losses**  
(Percentage Change from Same Month in Prior Year)

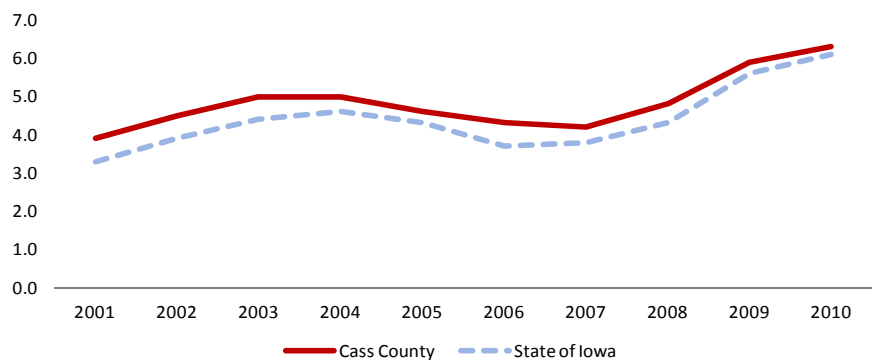


## Unemployment

Rising or persistently high levels of unemployment may contribute to household economic stress within the region and may ultimately reduce aggregate household spending levels.

The chart at right shows recent Cass County and statewide unemployment rate trends. The unemployment rate is defined as the percentage of the labor force that is unemployed but actively seeking work.

**Unemployment Rate**  
(Unemployed Percentage of the Labor Force)



# Peer Group Analysis

Iowa's 99 counties vary in the level and types of retail activity they can support. Metropolitan counties, for example, have access to a large pool of potential customers living within a geographically concentrated area, allowing them to offer a wider range of retail goods and services than most smaller counties can support. The diversity of their retail offerings tends to attract non-resident shoppers at the expense of smaller counties in outlying areas. Similarly in non-metropolitan areas, a large county may emerge as a regional center for retail trade, attracting shoppers from a broader geographic territory.

With no two counties exactly alike in their size and competitive environment, how should a given county benchmark its own retail performance? Peer group analysis, which involves comparisons among a whole group of counties sharing similar characteristics, can provide a reasonable basis for evaluating local retail performance.

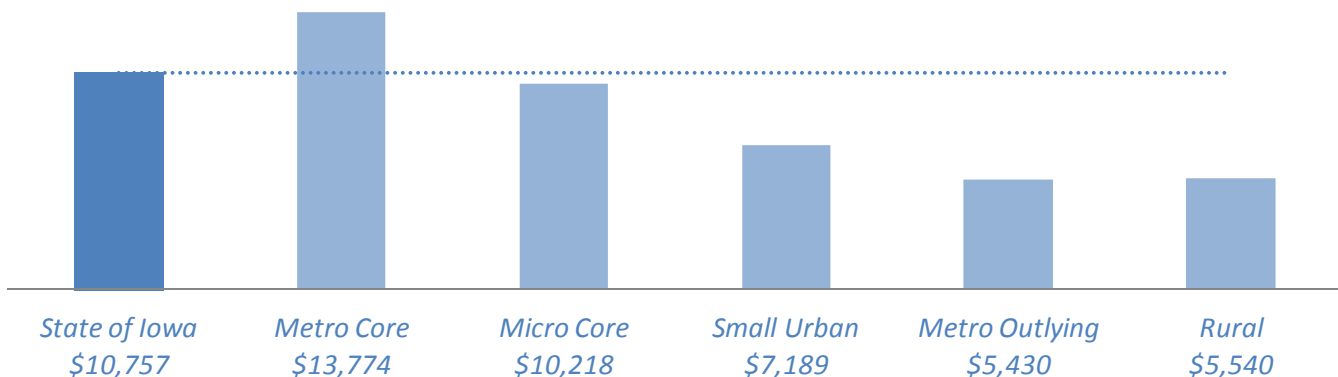
This retail analysis report assigns all counties in Iowa to peer groups based on their metropolitan or micropolitan status and other population characteristics. Metropolitan statistical areas (MSAs) are defined around a core city or cities that have 50,000 or more residents. Iowa's nine MSAs comprise ten core cities and contain 20 of the state's 99 counties. Micropolitan statistical areas represent the next level down in the urban hierarchy. Micropolitan areas are defined around core cities with 10,000 to 49,999 residents. Of Iowa's 79 non-metropolitan counties, 17 are contained within 15 micropolitan statistical areas.

The county peer groups are defined in the following table, with the relevant peer group for Cass County highlighted in blue (see Pages 20-21 for a complete list of member counties by peer group). The chart at the bottom of this page illustrates the comparative sales performance for all of the county peer groups during Fiscal Year 2011.

## Peer Group Definitions

| Peer Group     | Metropolitan or Micropolitan Status  | Number of Counties | % of State Taxable Sales |
|----------------|--|--------------------|--------------------------|
| Group 1        | Core county of a metropolitan statistical area                                     | 10                 | 64.1%                    |
| Group 2        | Core county of a micropolitan statistical area                                     | 15                 | 15.5%                    |
| <b>Group 3</b> | <b>Non-metro county whose largest city is between 2,500 to 9,999 in population</b> | <b>43</b>          | <b>13.8%</b>             |
| Group 4        | Outlying county in a metropolitan statistical area                                 | 10                 | 3.4%                     |
| Group 5        | Non-metro county whose largest city is less than 2,500 in population               | 21                 | 3.2%                     |

## Average Sales Per Capita by County Peer Group, FY 2011



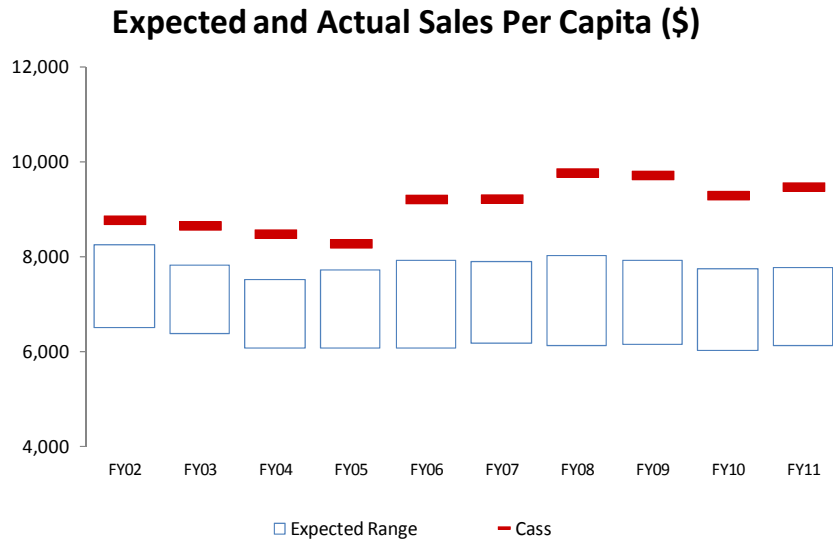
## Expected Range for Local Sales Per Capita

The chart at right compares sales levels in Cass County to a range of “expected,” or typical, values for counties in its peer group.

The blue bars show the peer group’s expected values by year. The values range from the 25th to the 75th percentile for counties in the peer group.

Red dashes indicate the annual per capita sales values for Cass County.

In Fiscal Year 2011, per capita sales in Cass were above the expected range, ranking within the top quartile of the peer group.



## Top 10 Peer Group Counties Ranked by Sales Per Capita

Among the 43 counties in its peer group, Cass ranked number 2 in per capita sales.

The peer group’s top performers, measured by their average sales per capita in Fiscal Year 2011, are listed in the table at right.

Average per capita sales for the State of Iowa are included for comparison.

| Peer Group Top 10  | Per Capita Sales (FY 2011) | Population (FY 2011 estimate) |
|--------------------|----------------------------|-------------------------------|
| Carroll.....       | \$13,019                   | 20,719                        |
| <b>Cass.....</b>   | <b>9,476</b>               | <b>13,919</b>                 |
| Union.....         | 9,217                      | 12,644                        |
| Kossuth.....       | 9,031                      | 15,380                        |
| Sioux.....         | 9,004                      | 33,838                        |
| Winneshiek.....    | 8,895                      | 21,022                        |
| Jefferson.....     | 8,327                      | 16,922                        |
| Cherokee.....      | 8,270                      | 11,892                        |
| Hardin.....        | 8,034                      | 17,421                        |
| Poweshiek.....     | 7,787                      | 18,929                        |
| State of Iowa..... | 10,757                     |                               |

*See Pages 20-21 for a complete listing of the counties in each peer group.*

# Pull Factor Analysis

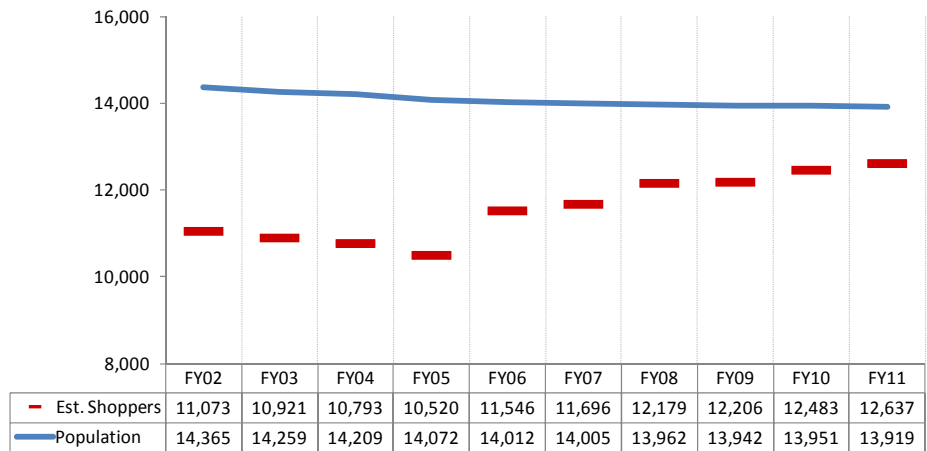
This section introduces three related measures for comparing the county’s actual sales performance with the total sales one might expect for a county of its population size and income characteristics: trade surplus or leakage, trade area capture, and the pull factor ratio. All three measures are based on a hypothetical “self-sufficiency” level of sales at which the county’s retail sector satisfies all of the retail needs of its own residents. This same hypothetical sales value might also be viewed as “break-even” level where any lost sales to local residents are exactly offset by sales to non-residents.

## Trade Area Capture

The extent of a county’s “trade area” can be approximated by estimating the number of customers whose annual retail needs it satisfies. If that number 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.

Trade area capture is estimated by dividing the county’s actual total sales by the expected, per person annual retail purchases (anywhere) of its residents. The chart at right illustrates the county’s trade area capture in relation to its estimated population.

**Estimated Trade Area Capture**  
(annualized number of shoppers)

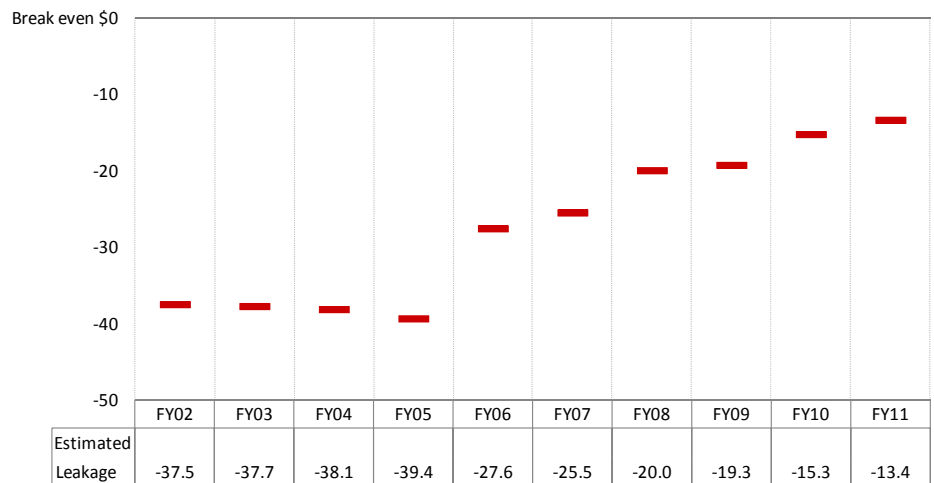


## Trade Surplus or Leakage

Trade surplus or leakage measures the dollar difference between the county’s actual sales and the total sales it could generate if residents satisfied all their retail needs locally, i.e. its self-sufficiency level of sales.

Any sales in excess of this self-sufficiency level suggests a surplus of sales that were attracted from non-residents. Any deficit suggests a leakage of local residents’ retail spending to other counties. Sales right at the break-even point would result in a surplus or leakage value of zero.

**Estimated Sales Surplus or Leakage**  
(\$ millions)



## The Pull Factor Ratio

The county's pull factor ratio is calculated by dividing its trade area capture measure by its resident population.

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.

Pull factor ratios may vary widely from one county to the next, even among counties in the same peer group. For any particular county, a comparison with the peer group's median pull factor value provides a reasonable performance benchmark.

The chart below shows recent trends in pull factor ratios for Cass County and its peer group. The county's pull factor values are indicated with red circles.

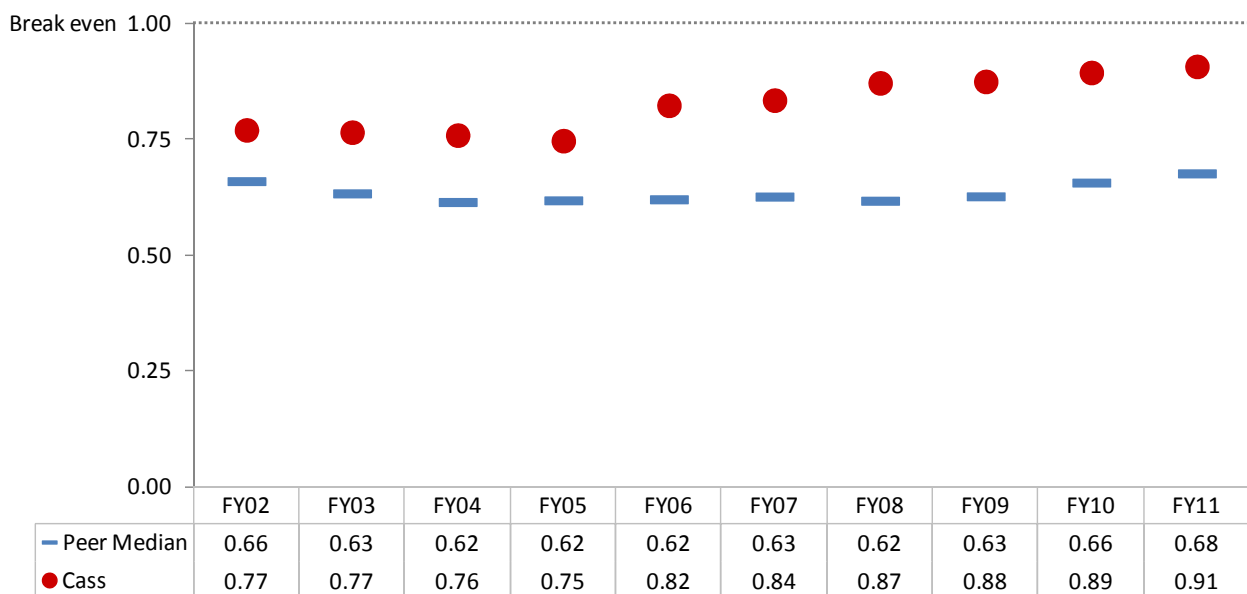
The blue dashes indicate the median pull factor for the peer group in each year. If the county's pull factor exceeds the group median, it ranks among the top half of its peer group. If its pull factor is below the median value, then it ranks among the bottom half of counties in its peer group.

Caution is urged in the interpretation of pull factors, especially for smaller counties.

For example, a high pull factor doesn't necessarily indicate retail self-sufficiency across all categories of retail sales. A county's pull factor could be inflated by the presence of one or more retail establishments that serve as a regional draw in a particular sales category, even if the county is experiencing substantial leakage of sales in other retail categories.

Similarly, a low pull factor does not necessarily suggest untapped sales potential in the local retail sector. Most small counties should expect to lose a at least a fraction of their residents' spending to larger trade center counties.

**Pull Factor Comparison With Peer Group**



# Regional Competition

Counties within a region compete with each other for shares of overall regional economic activity. This section explores some of the competitive forces at work in the area surrounding Cass County. First, the distribution of trade among cities within Cass County is assessed. Next, important interactions with surrounding cities and counties are examined using data on worker commuting flows. Finally, retail trade patterns in the broader region are illustrated by comparing average per capita sales levels and pull factor ratios for nearby counties.

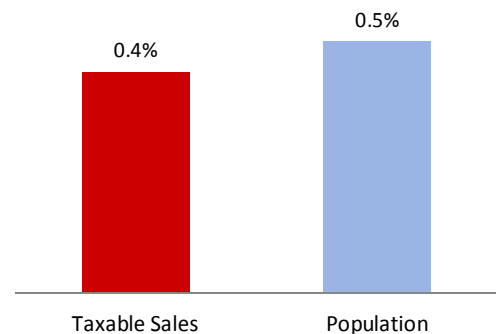
## Trade Centers Within Cass County

The table below lists cities within Cass County that reported taxable sales during the most recent fiscal year. The detail shown may not sum to the county totals, in part because sales data are suppressed for cities with 10 or fewer permit-holders filing sales tax returns. Values for those smaller jurisdictions are included within the county totals but are not listed individually by city.

The city values shown below measure population and reported sales activity for each city as a whole, regardless of whether it crosses into a neighboring county. The county totals, however, exclude any portions of cities that fall within some other county's jurisdiction. Any cities whose taxable sales were reported under two or more county jurisdictions are indicated with an asterisk (\*).

| <b>FY 2010</b>                 |                   | <b>Reporting</b> | <b>Total Sales</b>   |
|--------------------------------|-------------------|------------------|----------------------|
| <b>Reporting Jurisdictions</b> | <b>Population</b> | <b>Firms</b>     | <b>(\$ millions)</b> |
| Anita                          | 964               | 50               | 4.3                  |
| Atlantic                       | 7,116             | 339              | 112.4                |
| Cumberland                     | 262               | 16               | 0.4                  |
| Griswold                       | 1,037             | 64               | 7.1                  |
| Lewis                          | 433               | 13               | 0.4                  |
| Marne                          | 118               | 10               | 0.9                  |
| Massena                        | 352               | 27               | 4.3                  |
| Wiota                          | 114               | 14               | 0.9                  |
| <b>Cass Total</b>              | <b>13,919</b>     | <b>543</b>       | <b>131.9</b>         |

**Cass County % Shares of Statewide Totals**



The relative importance of Cass County as a trade and population center within the State of Iowa is illustrated above. The red bar on the left side of the chart shows the percentage share of statewide total taxable sales occurring within Cass County. The county's sales share is contrasted with its share of the statewide population, shown in the blue bar on the right.

## Area Commuting Patterns

Worker commuting flows reveal important regional economic relationships that may influence the county's retail performance. In particular, the propensity of workers to out-commute to other counties may represent sources of potential sales leakage. When residents commute elsewhere for work, the likelihood that they will shop locally, especially during traditional business hours, decreases.

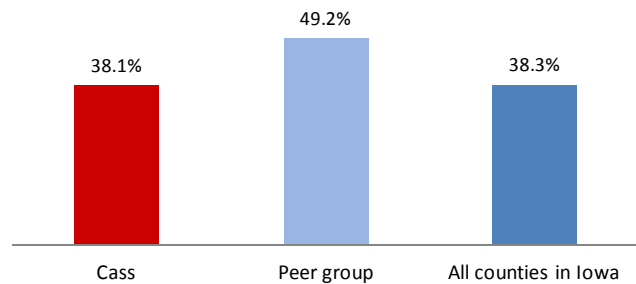
The top chart at right displays overall rates of worker out-commuting for Cass County, its peer group, and the state as a whole. The measured value is the percentage of working residents, excluding the self-employed, whose jobs are located somewhere besides their county of residence.

The middle chart at right identifies the three counties attracting the greatest number of Cass County workers in 2009. The values in the chart measure the percentage of Cass County's working residents who commute to the given county for work.

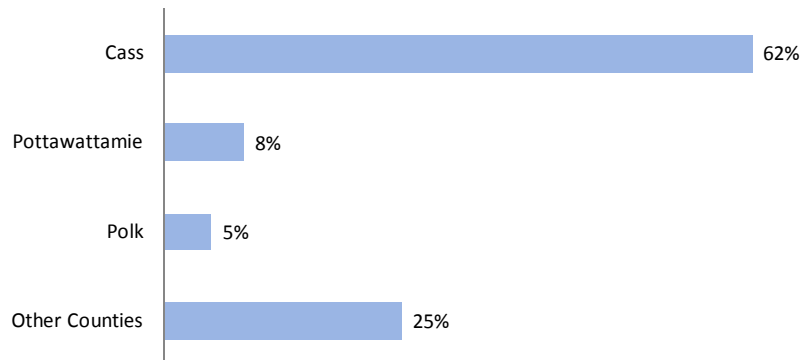
The bottom chart at right shows city-specific commuting flows, identifying the top five destination cities for Cass County residents. The values reflect the percentage of residents who commute to the given city for work.

*Note: The commuting charts on this page are based on 2009 worker commuting flow data published by the U.S. Census Bureau. In cases of small place-to-place commuting flows, the Census Bureau masks the data in order to protect the confidentiality of individual workers and/or business firms. Therefore, the actual size and destinations of the city's commuting flows may differ slightly from the values shown here.*

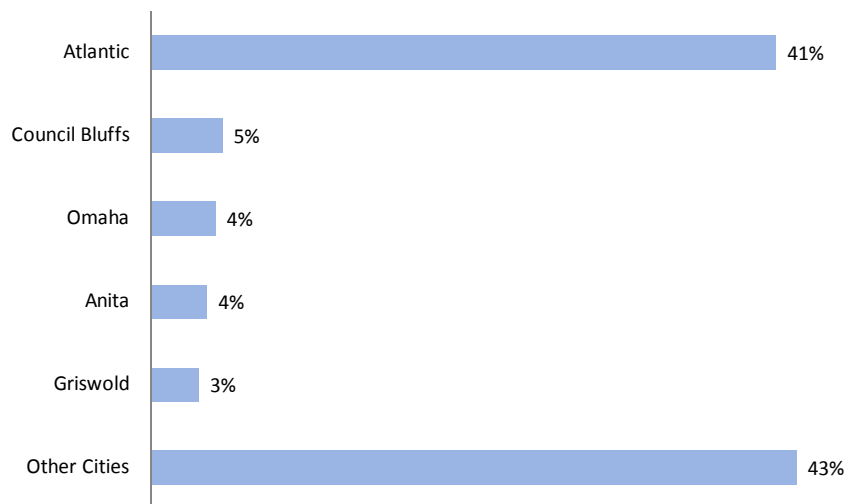
**Percentage of Employed Residents Commuting to Another County for Work**



**Percentage of Cass Workers by the County in Which They Work**



**Percentage of Cass Workers by the City in Which They Work**



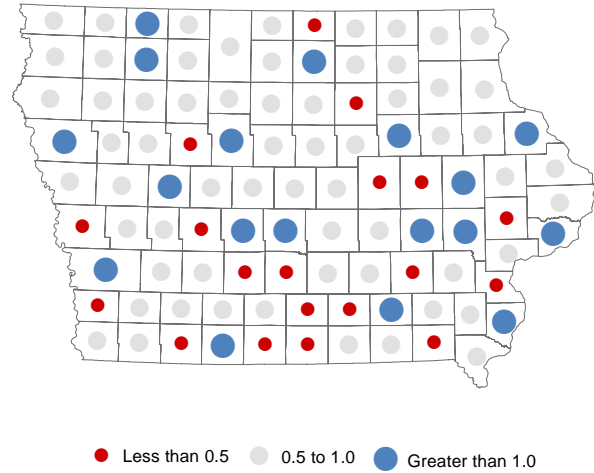
## Regional Trade Patterns

Regional shopping patterns may be inferred from the relative trade levels in surrounding counties. The graphics on this page illustrate which counties in the region serve as regional magnets for retail trade activity.

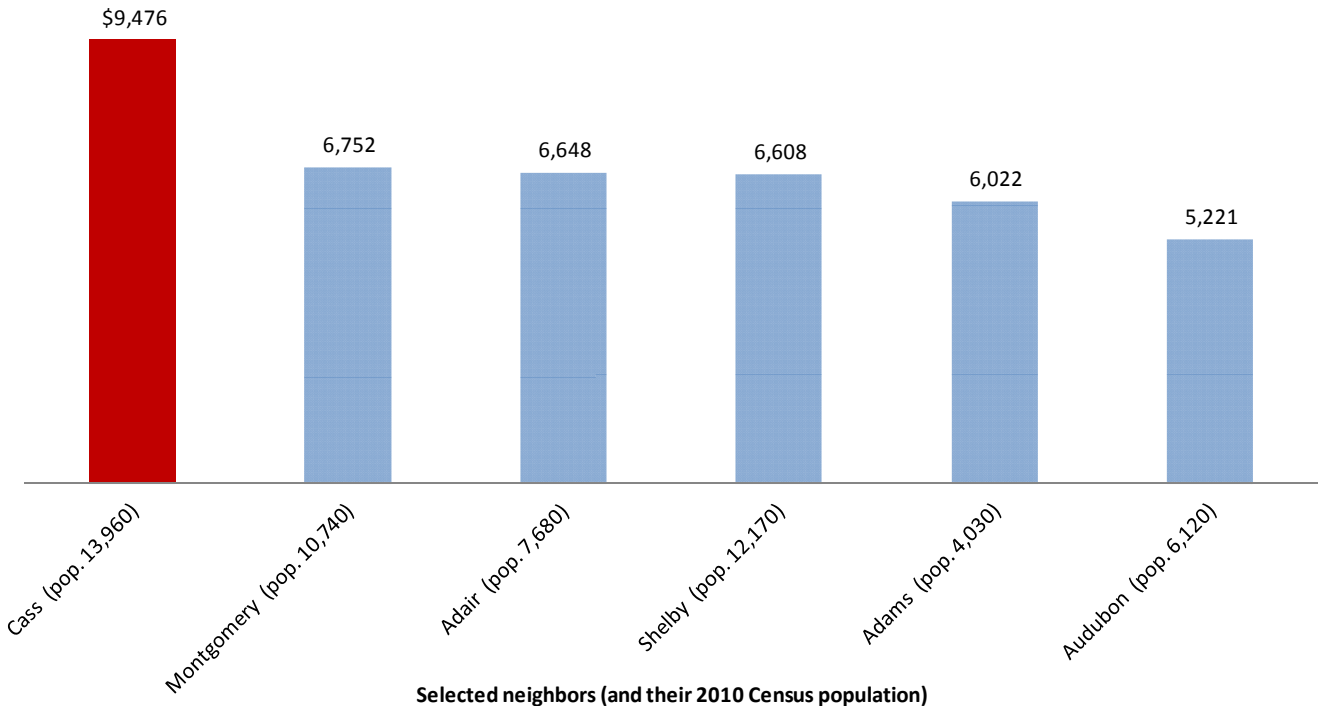
The map at right illustrates county retail pull factors for Fiscal Year 2011 (see Page 8 for a definition of pull factors). The counties with a pull factor exceeding 1.0, identified in the map with large blue dots, are likely exerting a strong retail influence on neighboring counties.

The bar graph below shows Fiscal Year 2011 per capita sales values for Cass County and its five nearest neighbors. The counties are listed left to right in descending order by their per capita sales.

**County Pull Factors, Fiscal Year 2011**



**Neighboring County Comparison of Per Capita Retail Sales (\$)**



# Historical Trends in Taxable Sales

Historical retail sales statistics for Cass County and the State of Iowa are presented in the table below. All dollar values, with the exception of nominal total sales, have been adjusted for inflation and are shown in Fiscal Year 2011-equivalent dollars.

**\*\*NOTE:** Values for Fiscal Year 2009 and later measure retail activity during a July 1-June 30 fiscal year period and are not directly comparable to Fiscal Years 2008 and earlier, which were compiled on an April 1-March 31 fiscal year basis.

## Historical Statistics for Cass:

| Fiscal Year | Reporting Firms | Total Sales (\$ millions) |       | Average Real Sales (\$) |            | Statewide Averages (\$) |            |
|-------------|-----------------|---------------------------|-------|-------------------------|------------|-------------------------|------------|
|             |                 | Nominal                   | Real  | Per Firm                | Per Capita | Per Firm                | Per Capita |
| 1976        | 666             | 53.7                      | 184.7 | 277,163                 | 10,866     | 360,683                 | 10,238     |
| 1977        | 682             | 61.8                      | 201.5 | 295,684                 | 11,795     | 372,915                 | 10,872     |
| 1978        | 709             | 65.9                      | 201.5 | 284,334                 | 11,726     | 367,464                 | 11,115     |
| 1979        | 724             | 76.4                      | 217.8 | 300,968                 | 12,644     | 374,152                 | 11,657     |
| 1980        | 729             | 82.2                      | 213.5 | 293,129                 | 12,491     | 368,849                 | 11,683     |
| 1981        | 720             | 82.8                      | 194.7 | 270,504                 | 11,444     | 327,113                 | 10,572     |
| 1982        | 714             | 81.0                      | 176.5 | 247,160                 | 10,391     | 311,784                 | 10,086     |
| 1983        | 745             | 85.8                      | 177.9 | 238,688                 | 10,526     | 302,406                 | 9,947      |
| 1984        | 734             | 84.8                      | 168.8 | 230,086                 | 10,002     | 295,894                 | 9,855      |
| 1985        | 723             | 84.7                      | 162.7 | 224,903                 | 9,786      | 292,271                 | 9,820      |
| 1986        | 702             | 78.2                      | 145.7 | 207,629                 | 9,048      | 286,289                 | 9,797      |
| 1987        | 700             | 79.3                      | 144.1 | 206,045                 | 9,222      | 302,025                 | 10,196     |
| 1988        | 692             | 79.5                      | 139.2 | 201,160                 | 9,052      | 302,921                 | 10,233     |
| 1989        | 680             | 80.4                      | 135.1 | 198,604                 | 8,840      | 308,445                 | 10,343     |
| 1990        | 676             | 81.7                      | 131.6 | 194,614                 | 8,677      | 311,496                 | 10,415     |
| 1991        | 666             | 84.4                      | 129.9 | 195,209                 | 8,611      | 311,871                 | 10,322     |
| 1992        | 655             | 86.6                      | 129.1 | 197,211                 | 8,575      | 310,579                 | 10,354     |
| 1993        | 653             | 86.5                      | 125.4 | 192,078                 | 8,318      | 310,352                 | 10,466     |
| 1994        | 654             | 88.5                      | 125.8 | 192,403                 | 8,314      | 317,340                 | 10,706     |
| 1995        | 651             | 90.2                      | 125.4 | 192,687                 | 8,301      | 323,981                 | 10,923     |
| 1996        | 644             | 92.3                      | 125.7 | 195,148                 | 8,365      | 324,403                 | 11,149     |
| 1997        | 641             | 98.2                      | 130.7 | 204,108                 | 8,747      | 340,598                 | 11,318     |
| 1998        | 626             | 97.2                      | 127.5 | 203,770                 | 8,592      | 341,441                 | 11,468     |
| 1999        | 605             | 101.6                     | 131.9 | 218,122                 | 8,956      | 365,250                 | 11,943     |
| 2000        | 594             | 107.1                     | 136.4 | 229,768                 | 9,301      | 372,829                 | 12,017     |
| 2001        | 595             | 106.1                     | 131.9 | 221,903                 | 9,047      | 373,636                 | 12,053     |
| 2002        | 590             | 103.0                     | 126.1 | 213,790                 | 8,777      | 373,895                 | 11,877     |
| 2003        | 550             | 102.6                     | 123.5 | 224,491                 | 8,659      | 391,015                 | 11,754     |
| 2004        | 529             | 102.1                     | 120.5 | 227,827                 | 8,482      | 398,333                 | 11,654     |
| 2005        | 524             | 101.5                     | 116.5 | 222,600                 | 8,281      | 396,152                 | 11,569     |
| 2006        | 508             | 115.8                     | 129.1 | 254,142                 | 9,214      | 406,822                 | 11,661     |
| 2007        | 535             | 118.8                     | 129.1 | 241,389                 | 9,221      | 398,108                 | 11,499     |
| 2008        | 540             | 129.2                     | 136.4 | 252,751                 | 9,771      | 399,125                 | 11,611     |
| 2009**      | 562             | 131.5                     | 135.5 | 241,164                 | 9,721      | 386,845                 | 11,437     |
| 2010        | 552             | 127.4                     | 129.7 | 235,020                 | 9,295      | 370,602                 | 10,689     |
| 2011        | 543             | 131.9                     | 131.9 | 243,016                 | 9,476      | 384,414                 | 10,757     |

# Sales by Business Group

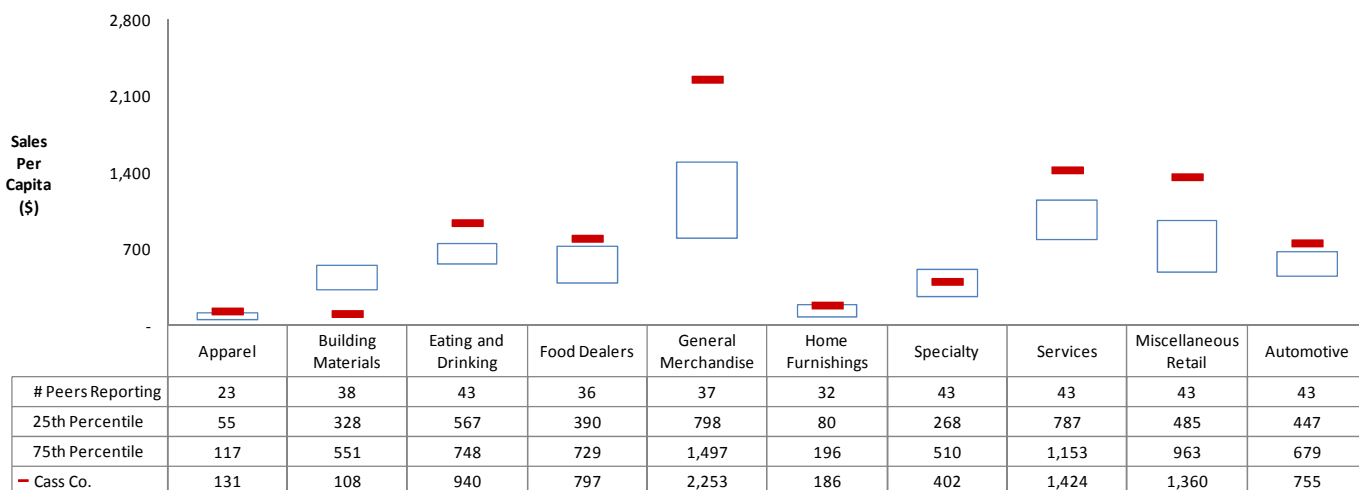
Areas of strength or weakness in the local retail sector may be revealed through a comparative analysis of sales by specific types of businesses. The following analysis describes sales patterns for Cass County. The county's total number of reporting firms, reported sales, and average sales per firm in various retail business groups are shown in the table below. Statewide average sales per firm are provided for comparison. See Pages 14-15 for more information about the specific types of businesses and distribution of statewide sales within each business group.

**Cass County Sales and Firms by Business Group, FY 2011:**

| Type of Firm  | Reporting Firms | Total Sales (\$) | Average Sales Per Firm (\$) |               |
|---|-----------------|------------------|-----------------------------|---------------|
|   |                 |                  | Cass County                 | State of Iowa |
| Apparel Stores.....                                 | 8               | 1,828,518        | 221,639                     | 574,807       |
| Building Materials Stores.....                      | 8               | 1,498,091        | 187,261                     | 1,511,293     |
| Eating and Drinking Establishments.....             | 47              | 13,084,598       | 278,396                     | 455,063       |
| Food Stores (excluding non-taxable food items)..... | 9               | 11,096,554       | 1,232,950                   | 1,024,388     |
| General Merchandise Stores.....                     | 9               | 31,356,807       | 3,389,925                   | 3,435,907     |
| Home Furnishings Stores.....                        | 11              | 2,588,343        | 235,304                     | 627,919       |
| Specialty Retail Stores.....                        | 70              | 5,600,913        | 80,013                      | 176,819       |
| Service Establishments.....                         | 191             | 19,815,843       | 104,020                     | 151,473       |
| Miscellaneous Retail Firms.....                     | 107             | 18,932,178       | 177,767                     | 212,809       |
| Automotive and Related Stores.....                  | 23              | 10,503,938       | 466,842                     | 567,663       |
| Other.....  | 61              | 15,591,047       | 256,643                     | 725,829       |

The bar chart below compares actual per capita sales by business group in Cass County with expected values for a county of its size. Red dashes indicate per capita sales values for Cass County. Blue bars illustrate an expected range of sales based on the 25th to 75th percentile values from a peer group of similar counties. Data are suppressed for counties that did not meet a minimum threshold for number of reporting firms.

**Per Capita Sales by Business Group:  
Cass County Actual and Expected Values**



## Sales by Detailed Business Type in the State of Iowa, FY 2011

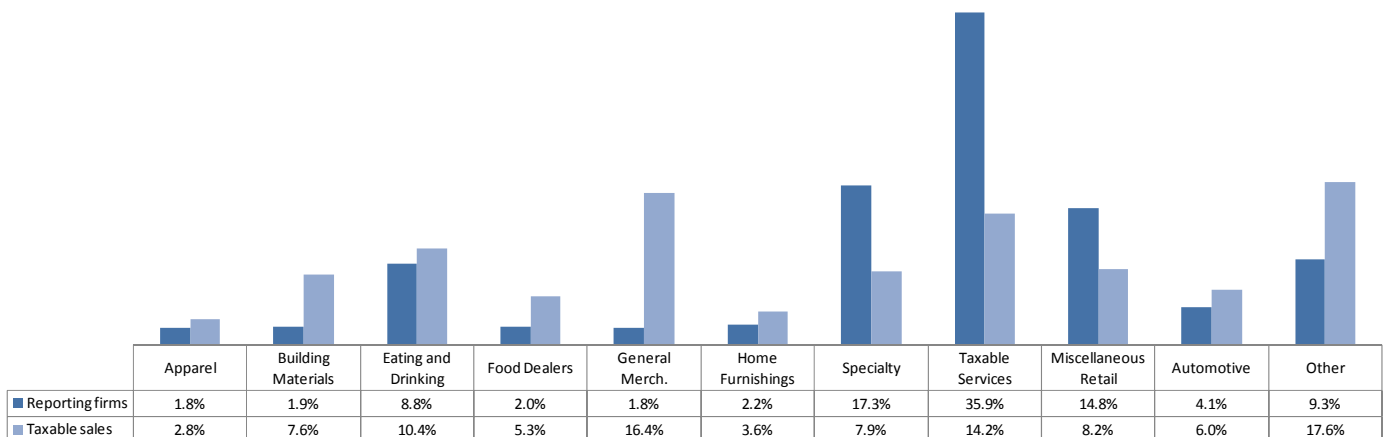
| Business Group                                       | Business Type                                 | % of Group<br>Total Sales | Sales (\$)<br>Per Capita) | Sales (\$)<br>Per Firm |
|--|---|---------------------------|---------------------------|------------------------|
| <b>Apparel Stores</b>                                | Clothing and Clothing Accessories Stores      | 84.5                      | 251                       | 568,154                |
|  | Shoe Stores                                   | 15.5                      | 46                        | 614,002                |
| <b>Building Materials Firms</b>                      | Building Material Dealers                     | 81.4                      | 667                       | 3,149,834              |
|  | Hardware Stores                               | 12.6                      | 103                       | 787,532                |
|  | Garden Supply Stores                          | 3.2                       | 27                        | 179,037                |
|  | Paint and Glass Stores                        | 2.5                       | 21                        | 509,523                |
|  | Mobile Home Dealers                           | 0.2                       | 1                         | 151,846                |
| <b>Eating And Drinking Places</b>                    | Restaurants, Taverns, and Bars                | 100.0                     | 1,123                     | 455,047                |
| <b>Food Dealers</b>                                  | Grocery Stores and Convenience Stores         | 94.8                      | 537                       | 1,514,958              |
|  | Specialized Grocery Stores                    | 5.2                       | 30                        | 148,911                |
| <b>General Merchandise Firms</b>                     | Department Stores                             | 78.4                      | 1,387                     | 14,575,875             |
|  | Miscellaneous Merchandise Stores              | 19.0                      | 335                       | 899,961                |
|  | Variety Stores                                | 2.6                       | 46                        | 982,519                |
| <b>Home Furnishings and Appliances</b>               | Appliances and Entertainment Equipment Stores | 55.0                      | 215                       | 669,739                |
|  | Furniture Stores                              | 29.3                      | 115                       | 747,607                |
|  | Home Furnishing Stores                        | 15.7                      | 61                        | 413,001                |
| <b>Specialty Retail Stores</b>                       | Other Specialty Stores                        | 28.0                      | 240                       | 151,061                |
|  | Sporting Goods Stores                         | 15.4                      | 132                       | 320,159                |
|  | Beauty and Health (Drug) Stores               | 14.2                      | 121                       | 494,774                |
|  | Direct Sellers                                | 7.5                       | 64                        | 153,765                |
|  | Hobby and Toy Stores                          | 7.4                       | 63                        | 89,442                 |
|  | Jewelry Stores                                | 6.6                       | 56                        | 308,065                |
|  | Book and Stationery Stores                    | 5.7                       | 49                        | 388,084                |
|  | Stationery, Gift, and Novelty Stores          | 4.0                       | 34                        | 109,622                |
|  | Vending Machine Operators                     | 3.6                       | 31                        | 234,153                |
|  | Used Merchandise Stores                       | 3.2                       | 27                        | 58,579                 |
|  | Liquor Stores                                 | 2.0                       | 17                        | 251,017                |
|  | Florists                                      | 1.9                       | 17                        | 123,478                |
|  | Electronic Shopping and Mail Order Houses     | 0.3                       | 3                         | 61,332                 |
|  | Fuel and Ice Dealers                          | 0.2                       | 2                         | 198,253                |
|  | <b>Services</b>                               | Auto Repair               | 20.8                      | 317                    |
| Hotels and All Other Lodging Places                  |   | 15.9                      | 242                       | 556,602                |
| Other Business Services                              |   | 15.4                      | 234                       | 152,531                |
| Arts and Entertainment                               |   | 9.2                       | 141                       | 230,927                |
| Beauty and Barber Shops                              |   | 7.5                       | 115                       | 53,789                 |
| Miscellaneous Repairs                                |   | 5.8                       | 88                        | 127,164                |
| Other Personal Services                              |   | 5.1                       | 77                        | 110,797                |
| Auto Rental and Storage                              |   | 2.9                       | 44                        | 284,747                |
| Motion Picture and Video Industries                  |   | 2.5                       | 38                        | 385,462                |
| Laundry and Floor Cleaning                           |   | 2.4                       | 37                        | 141,247                |
| Other Services                                       |   | 2.4                       | 37                        | 63,706                 |
| Electronic and Precision Equipment Repair and Maint. |   | 2.4                       | 37                        | 195,313                |
| Finance, Insurance, Real Estate, and Leasing         |   | 2.4                       | 36                        | 99,787                 |
| Funeral Service and Crematories                      |   | 1.7                       | 26                        | 185,723                |
| Education and Athletic Events                        |   | 1.2                       | 18                        | 193,186                |
| Photographic Studios                                 |   | 1.2                       | 18                        | 45,226                 |
| Employment Services                                  |   | 0.8                       | 13                        | 259,779                |
| Upholstery and Furniture Repair                      |   | 0.2                       | 3                         | 36,634                 |
| Watch, Clock, and Jewelry Repair                     |   | 0.1                       | 1                         | 105,015                |
| Footwear and Leather Repair                          |   | 0.0                       | 1                         | 70,452                 |

Continued on the next page

## Sales by Detailed Business Type in the State of Iowa, FY 2011 (continued from previous page)

| Business Group                            | Business Type   | % of Group Total Sales | Sales (\$) Per Capita) | Sales (\$) Per Firm |
|---|---|------------------------|------------------------|---------------------|
| <b>Miscellaneous Retail Firms</b>         | Plumbing and Heating Contractors                            | 15.4                   | 136                    | 278,370             |
|   | Agricultural Production and Services                        | 14.3                   | 126                    | 107,365             |
|   | General Contractors   | 11.8                   | 104                    | 187,662             |
|   | Other Special Trade Contractors                             | 10.5                   | 92                     | 244,721             |
|   | Industrial Equipment Manufacturers                          | 9.6                    | 84                     | 584,063             |
|   | Miscellaneous Manufacturers                                 | 7.9                    | 69                     | 316,756             |
|   | Food Manufacturers  | 6.6                    | 58                     | 621,575             |
|   | Electrical Contractors                                      | 5.7                    | 50                     | 169,830             |
|   | Publishers of Books and Newspapers, and Commercial Printers | 3.8                    | 33                     | 241,514             |
|   | Nonmetallic Product Manufacturers                           | 3.4                    | 30                     | 362,221             |
|   | Carpentry Contractors                                       | 3.2                    | 28                     | 173,940             |
|   | Furniture, Wood and Paper Manufacturers                     | 3.2                    | 28                     | 267,853             |
|   | Mining  | 2.0                    | 18                     | 269,485             |
|   | Nonclassified   | 1.3                    | 11                     | 283,140             |
|   | Painting Contractors  | 1.2                    | 10                     | 53,813              |
|   | Apparel and Textile Manufacturers                           | 0.1                    | 1                      | 151,474             |
| <b>Automotive &amp; Related Firms</b>     | New and Used Car Dealers                                    | 32.3                   | 208                    | 819,172             |
|   | Automotive Parts and Accessories                            | 30.5                   | 196                    | 468,831             |
|   | Gas Stations and Convenience Stores Selling Gas             | 27.9                   | 179                    | 526,432             |
|   | Recreational and All Other Motorized Vehicles               | 9.4                    | 60                     | 498,493             |
| <b>Wholesale Firms</b>                    | Farm and Garden Equipment                                   | 37.3                   | 287                    | 560,014             |
|   | Construction Materials                                      | 32.3                   | 249                    | 830,226             |
|   | Miscellaneous Nondurable Goods                              | 19.1                   | 147                    | 376,229             |
|   | Motor Vehicle Parts and Supplies                            | 4.4                    | 34                     | 587,672             |
|   | Miscellaneous Durable Goods                                 | 2.9                    | 22                     | 359,542             |
|   | Groceries and Farm Products                                 | 2.8                    | 21                     | 234,985             |
|   | Furniture and Home Furnishings                              | 1.2                    | 10                     | 1,395,719           |
|   | Apparel and Piece Goods                                     | 0.0                    | 0                      | 162,280             |
| <b>Utilities and Transportation Firms</b> | Communications  | 41.9                   | 469                    | 1,335,513           |
|   | Electric and Gas  | 37.2                   | 417                    | 3,421,711           |
|   | Water and Sanitation  | 15.0                   | 168                    | 543,839             |
|   | Transportation and Warehousing                              | 5.9                    | 66                     | 164,329             |

## Percentage Distribution of Iowa Retail Sales and Firms by Business Group in FY 2011

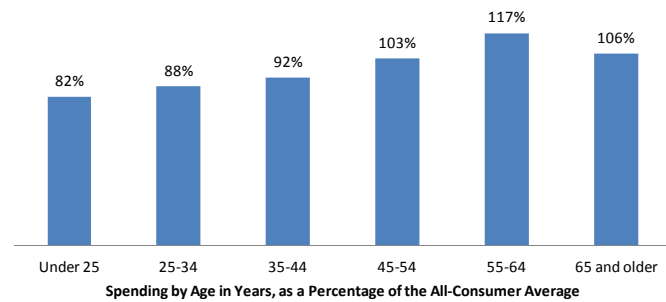
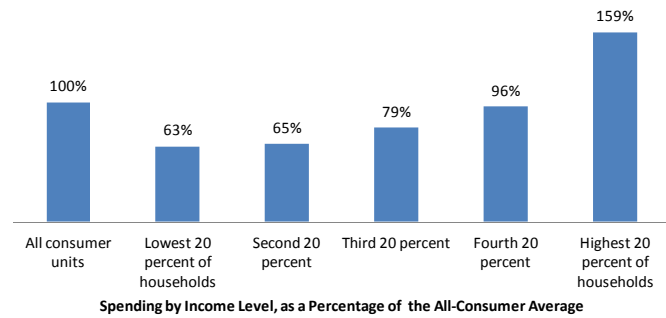


# Consumer Characteristics

## National Spending Patterns by Income and Age

Consumer expenditure patterns vary depending on personal characteristics such as the age and income level of the consumer. The charts at right illustrate variation in U.S. per capita spending on a selected bundle of goods and services that would likely be subject to Iowa's sales tax (including food away from home, household supplies and furnishings, apparel, entertainment, and personal services). Average spending levels by income level and age group are expressed as percentages of the all-consumer average.

Spending by consumers in the top 20 percent of households by income level is more than twice the per capita average for households in the bottom 20 percent. Differences are also apparent by age group. Per capita spending is highest in households headed by persons 55-64 years of age, followed by those in the 45-54 age group. The under 25 age group has the lowest average spending levels.



## Cass County Profile

| Median Household Income (\$) | Cass            | State of Iowa   |
|------------------------------|-----------------|-----------------|
| Estimate                     | 40,867          | 48,031          |
| 90% Confidence Interval      | 37,730 - 44,010 | 47,420 - 48,640 |

| Poverty Rate (%)        | Cass        | State of Iowa |
|-------------------------|-------------|---------------|
| Estimate                | 13.7        | 12.5          |
| 90% Confidence Interval | 10.8 - 16.6 | 12.2 - 12.8   |

| Population (% of total) | Cass  | State of Iowa |
|-------------------------|-------|---------------|
| Under 5 years           | 6.6%  | 6.6%          |
| Age 5 to 17             | 16.2% | 17.3%         |
| Age 18 to 24            | 6.4%  | 10.0%         |
| Age 25 to 44            | 20.6% | 24.5%         |
| Age 45 to 64            | 29.2% | 26.7%         |
| Age 65 years and over   | 21.0% | 14.9%         |
| Median age              | 45.1  | 38.1          |

► Higher than state  
◄ Lower than state

## Local Income and Age Distributions

Recent county-level statistics may be used to profile the distribution of area households by income and area population by age. If the county deviates strongly from statewide averages on these measures, one might expect some differences in local residents' spending compared to the average spending of all Iowa residents.

The table at right shows the county's median household income level and estimated poverty rate compared to the state. A lower median income level, a higher poverty rate, or both suggest that the percentage of county residents in low income brackets exceeds the statewide average. In these cases, comparatively lower retail spending levels may be anticipated locally.

The bottom half of the table at right illustrates the percentage distribution of the county's population by age group in years. The table also highlights which of the county's age groups represent a higher or lower percentage of total population as compared to the state.

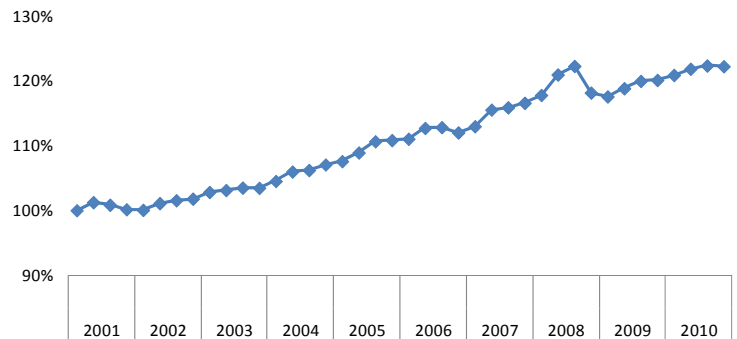
# Other Factors Influencing Retail Sales

## Inflation

The rate of inflation measures changes over time in the purchasing power of the dollar. When price levels rise faster than earnings and other income, consumers may have to reduce or reallocate their spending.

The pace of U.S. inflation during the last 10 years is illustrated at right. This chart shows annual changes in the U.S. Consumer Price Index for All Urban Consumers, using 2000 as the benchmark year.

**Midwest Consumer Price Index**  
(100% = Price Levels in Q1-2001)

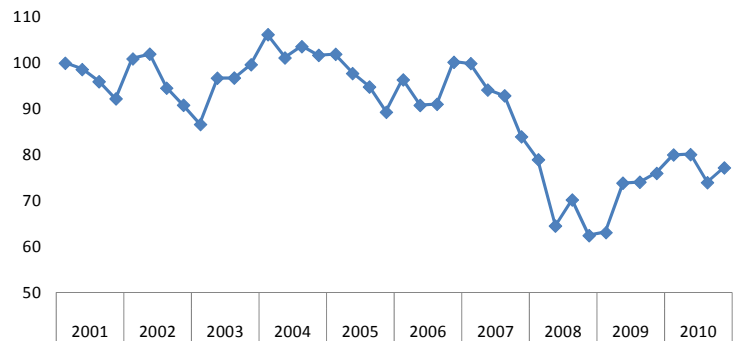


## Consumer Confidence

Consumer confidence refers to how favorably or unfavorably consumers view prospects for the economy and their own financial situation. Pessimism about the economy can have a dampening effect on the discretionary purchases of households, while optimism can boost the likelihood of purchases.

The chart at right illustrates a quarterly index of consumer confidence benchmarked to the 1st quarter of 2000. Source data were obtained from the Index of Consumer Sentiment, Reuters/University of Michigan Surveys of Consumers.

**U.S. Consumer Sentiment**  
(100% = Index value in Q1-2001)

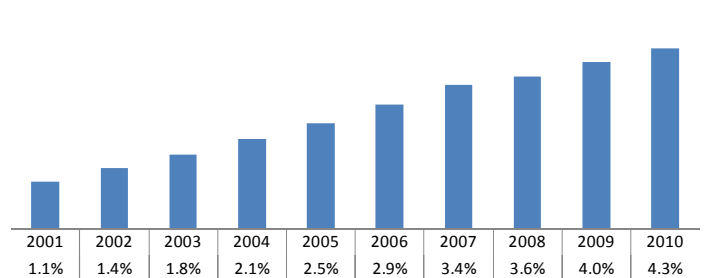


## Internet and Catalog Sales

E-commerce represents a small but rapidly growing share of retail activity in the United States. While e-commerce presents a sales growth opportunity for many retailers, it also poses a potentially important new source of retail sales leakage for Iowa's communities.

The chart at right shows the growing share of total U.S. retail sales that are transacted through e-commerce. E-commerce, which includes internet and catalog sales, describes transactions in which an order is placed by the buyer or price and terms of sale are negotiated over an internet or other online system.

**E-Commerce Sales in the U.S.**  
(as a Percentage of Total Retail Sales)



## Iowa's Retail Sales Tax Reporting

The state of Iowa imposes a tax on the gross receipts from sales of taxable tangible personal property and taxable services. In general, merchandise goods are taxable unless specifically exempted and services are taxable if specifically enumerated by the state.

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.

Iowa's sales tax reporting process may lead to occasional anomalies in retail sales data reported at the local level. The state compiles these data primarily for fiscal management purposes, and only secondarily for analytical purposes.

Certain accounting and other administrative constraints may result in the under-reporting or no reporting of sales activity for individual communities.

**Impact of Late Filers.** Retail sales totals for cities and counties exclude sales data for area merchants who did not meet their filing deadline. Data for the late filers are reported as an aggregated total in the state compilations and are not attributed back to specific communities. The exclusion of late returns may cause fluctuations in year-to-year sales amounts reported for individual localities, and is especially noticeable in small cities.

**Confidentiality.** In order to protect the confidentiality of individual filers, the Iowa Department of Revenue only reports data from localities with a minimum of 10 tax returns filed for a quarter or 40 returns per year. Sales data for localities not meeting this threshold level are reported for the county in which they are located.

Recent changes in the administration of Iowa's sales tax include the following:

- July 1, 2004. Iowa implemented several changes in its sales tax laws to meet Streamlined Sales Tax Project (SSTP) requirements. SSTP improves uniformity in sales tax laws across states, thereby encouraging businesses to collect and remit sales tax in every state in which they make taxable sales.
- January 1, 2006. The tax on certain types of energy was reduced to 0% after a 4-year phased decline.
- July 1, 2008. Iowa's sales tax rate increased from 5% to 6%.
- July 1, 2008. The Iowa Department of Revenue adopted a new fiscal year reporting period to align with the state fiscal year that runs from July 1 through June 30 of each year.

## Notable Exemptions and Exclusions from Iowa's Retail Sales Tax

Many retail transactions, because they are exempt or otherwise excluded from the state's sales tax, are not included in the taxable sales values reported in this report. Following are some notable exemptions from Iowa's sales tax. More detailed documentation is available from the Iowa Department of Revenue.

**Exempt or Excluded Goods.** Goods that are exempt from the sales tax include certain foods used for home consumption, prescription drugs, and medical devices. Sales of gasoline, subject to a separate fuel tax, are excluded from taxable retail sales. Taxable retail sales also exclude the sale or lease of new or used vehicles that are subject to registration. Vehicle purchases are taxed separately under the state's one-time registration fee.

**Exempt Services.** Unlike tangible goods, services are exempt from tax unless specifically enumerated. Professional

services such as medical and legal services are not subject to the sales tax.

**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. Specific exemptions may also apply to certain businesses and industries.

**Sales to Agriculture, Manufacturing, and Other Industries.** The state exempts sales of many goods and services that are used as inputs to agriculture and other industrial processes.

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

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 Department of Revenue Web site for more detailed information about exempt sales to industry and business.

**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.

## Cautions for Interpreting Reported Sales Data

**Non-Taxable Goods & Services.** The sales information presented in this report provides only a partial picture of retail and service sector activity in Iowa's communities, due in part to the data reporting practices and sales tax exemptions listed on the previous page.

**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.** Some cities' reported sales values may appear inflated if they are home to the business office or headquarters of a firm with a broad, geographically-defined service territory such as a rural telecommunications or cable television provider.

## 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.

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

**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.

**Nominal Sales.** Nominal sales are the dollar amounts reported in the year the transactions actually took place. These values have not been adjusted for 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, including group quarters residents.

**Expected Per Capita Spending.** An expected value for residents' average spending on taxable retail goods and services is used in the calculation of trade surplus and leakage, trade area capture, and pull factor values. For more information on the derivation of this measure, please contact the author.

**Sales by Business Group.** Sales tabulations by business group describe the types of firms where retail transactions occurred. They do *not* describe the type of merchandise that was sold.

## Other Data Notes

**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 2010 Census.

**Commuting Flows:** Local Employment Dynamics Program, U.S. Census Bureau. These commuting flows describe the place of work and place of residence of wage and salary workers in 2009. Self-employed individuals such as sole proprietors and partners are excluded from these data.

**Consumer Spending Patterns:** Consumer Expenditure Survey, 2010, U.S. Bureau of Labor Statistics.

**Consumer Sentiment:** Index of Consumer Sentiment, University of Michigan Surveys of Consumers, via the Federal Reserve Bank of St. Louis.

**E-commerce Sales:** Monthly and Annual Retail Trade Survey, Quarterly E-Commerce Report, U.S. Census Bureau.

**Employment:** U.S. Bureau of Economic Analysis. Employment includes full-time and part-time jobs, with all jobs counted equally.

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

**Inflation Rate:** Consumer Price Index, U.S. Bureau of Labor Statistics.

**Nonfarm Personal Income:** U.S. Bureau of Economic Analysis. This report excludes farm earnings and income from measures of local personal income due to the annual volatility of farm income and the fact that many farm-related purchases are exempt from Iowa sales tax.

**Population:** Iowa State University estimates, based on data released through the Population Estimates Program, U.S. Census Bureau. With each annual data release, the U.S. Census Bureau may revise its estimates from prior years. This report incorporates the most recently available estimates and revisions. 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.

**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.

**Unemployment:** Local Area Unemployment Statistics, U.S. Bureau of Labor Statistics.

## County Peer Group Definitions

| 1             | County Name        | 2010 Population                                    | Metropolitan or Micropolitan Statistical Area Name                |
|---------------|--------------------|--|---|
|               | Black Hawk.....    | 131,090  | Waterloo-Cedar Falls, IA Metropolitan Statistical Area            |
|               | Dallas.....        | 66,135   | Des Moines-West Des Moines, IA Metropolitan Statistical Area      |
|               | Dubuque.....       | 93,653   | Dubuque, IA Metropolitan Statistical Area                         |
|               | Johnson.....       | 130,882  | Iowa City, IA Metropolitan Statistical Area                       |
|               | Linn.....          | 211,226  | Cedar Rapids, IA Metropolitan Statistical Area                    |
|               | Polk.....          | 430,640  | Des Moines-West Des Moines, IA Metropolitan Statistical Area      |
|               | Pottawattamie..... | 93,158   | Omaha-Council Bluffs, NE-IA Metropolitan Statistical Area         |
|               | Scott.....         | 165,224  | Davenport-Moline-Rock Island, IA-IL Metropolitan Statistical Area |
|               | Story.....         | 89,542   | Ames, IA Metropolitan Statistical Area                            |
| Woodbury..... | 102,172            | Sioux City, IA-NE-SD Metropolitan Statistical Area |   |

|   |                  |        |  |
|---|------------------|--------|--|
| 2 | Boone.....       | 26,306 | Boone, IA Micropolitan Statistical Area                  |
|   | Buena Vista..... | 20,260 | Storm Lake, IA Micropolitan Statistical Area             |
|   | Cerro Gordo..... | 44,151 | Mason City, IA Micropolitan Statistical Area             |
|   | Clay.....        | 16,667 | Spencer, IA Micropolitan Statistical Area                |
|   | Clinton.....     | 49,116 | Clinton, IA Micropolitan Statistical Area                |
|   | Des Moines.....  | 40,325 | Burlington, IA-IL Micropolitan Statistical Area          |
|   | Dickinson.....   | 16,667 | Spirit Lake, IA Micropolitan Statistical Area            |
|   | Jasper.....      | 36,842 | Newton, IA Micropolitan Statistical Area                 |
|   | Lee.....         | 35,862 | Fort Madison-Keokuk, IA-MO Micropolitan Statistical Area |
|   | Mahaska.....     | 22,381 | Oskaloosa, IA Micropolitan Statistical Area              |
|   | Marion.....      | 33,309 | Pella, IA Micropolitan Statistical Area                  |
|   | Marshall.....    | 40,648 | Marshalltown, IA Micropolitan Statistical Area           |
|   | Muscatine.....   | 42,745 | Muscatine, IA Micropolitan Statistical Area              |
|   | Wapello.....     | 35,625 | Ottumwa, IA Micropolitan Statistical Area                |
|   | Webster.....     | 38,013 | Fort Dodge, IA Micropolitan Statistical Area             |

|                                |                |  |  |
|--------------------------------|----------------|--|--|
| 3<br><br>(continues next page) | Allamakee..... | 14,330                                     | Not in a metropolitan or micropolitan area |
|                                | Appanoose..... | 12,887                                     | Not in a metropolitan or micropolitan area |
|                                | Buchanan.....  | 20,958                                     | Not in a metropolitan or micropolitan area |
|                                | Carroll.....   | 20,816                                     | Not in a metropolitan or micropolitan area |
|                                | Cass.....      | 13,956                                     | Not in a metropolitan or micropolitan area |
|                                | Cedar.....     | 18,499                                     | Not in a metropolitan or micropolitan area |
|                                | Cherokee.....  | 12,072                                     | Not in a metropolitan or micropolitan area |
|                                | Chickasaw..... | 12,439                                     | Not in a metropolitan or micropolitan area |
|                                | Clarke.....    | 9,286                                      | Not in a metropolitan or micropolitan area |
|                                | Crawford.....  | 17,096                                     | Not in a metropolitan or micropolitan area |
|                                | Delaware.....  | 17,764                                     | Not in a metropolitan or micropolitan area |
|                                | Emmet.....     | 10,302                                     | Not in a metropolitan or micropolitan area |
|                                | Fayette.....   | 20,880                                     | Not in a metropolitan or micropolitan area |
|                                | Floyd.....     | 16,303                                     | Not in a metropolitan or micropolitan area |
|                                | Franklin.....  | 10,680                                     | Not in a metropolitan or micropolitan area |
|                                | Greene.....    | 9,336                                      | Not in a metropolitan or micropolitan area |
|                                | Hamilton.....  | 15,673                                     | Not in a metropolitan or micropolitan area |
|                                | Hancock.....   | 11,341                                     | Not in a metropolitan or micropolitan area |
|                                | Hardin.....    | 17,534                                     | Not in a metropolitan or micropolitan area |
|                                | Henry.....     | 20,145                                     | Not in a metropolitan or micropolitan area |
|                                | Howard.....    | 9,566                                      | Not in a metropolitan or micropolitan area |
| Humboldt.....                  | 9,815          | Not in a metropolitan or micropolitan area |  |
| Jackson.....                   | 19,848         | Not in a metropolitan or micropolitan area |  |

## County Peer Group Definitions

| 3<br>(continued from previous page) | County Name    | 2010 Population                            | Metropolitan or Micropolitan Statistical Area Name |
|-------------------------------------|----------------|--|--|
|                                     | Jefferson..... | 16,843                                     | Not in a metropolitan or micropolitan area         |
| Kossuth.....                        | 15,543         | Not in a metropolitan or micropolitan area |  |
| Lucas.....                          | 8,898          | Not in a metropolitan or micropolitan area |  |
| Mitchell.....                       | 10,776         | Not in a metropolitan or micropolitan area |  |
| Monona.....                         | 9,243          | Not in a metropolitan or micropolitan area |  |
| Monroe.....                         | 7,970          | Not in a metropolitan or micropolitan area |  |
| Montgomery.....                     | 10,740         | Not in a metropolitan or micropolitan area |  |
| O'Brien.....                        | 14,398         | Not in a metropolitan or micropolitan area |  |
| Osceola.....                        | 6,462          | Not in a metropolitan or micropolitan area |  |
| Page.....                           | 15,932         | Not in a metropolitan or micropolitan area |  |
| Palo Alto.....                      | 9,421          | Not in a metropolitan or micropolitan area |  |
| Plymouth.....                       | 24,986         | Not in a metropolitan or micropolitan area |  |
| Poweshiek.....                      | 18,914         | Not in a metropolitan or micropolitan area |  |
| Shelby.....                         | 12,167         | Not in a metropolitan or micropolitan area |  |
| Sioux.....                          | 33,704         | Not in a metropolitan or micropolitan area |  |
| Tama.....                           | 17,767         | Not in a metropolitan or micropolitan area |  |
| Union.....                          | 12,534         | Not in a metropolitan or micropolitan area |  |
| Winnebago.....                      | 10,866         | Not in a metropolitan or micropolitan area |  |
| Winneshiek.....                     | 21,056         | Not in a metropolitan or micropolitan area |  |
| Wright.....                         | 13,229         | Not in a metropolitan or micropolitan area |  |

| 4 | Benton.....     | 26,076 | Cedar Rapids, IA Metropolitan Statistical Area               |
|---|-----------------|--------|--|
|   | Bremer.....     | 24,276 | Waterloo-Cedar Falls, IA Metropolitan Statistical Area       |
|   | Grundy.....     | 12,453 | Waterloo-Cedar Falls, IA Metropolitan Statistical Area       |
|   | Guthrie.....    | 10,954 | Des Moines-West Des Moines, IA Metropolitan Statistical Area |
|   | Harrison.....   | 14,928 | Omaha-Council Bluffs, NE-IA Metropolitan Statistical Area    |
|   | Jones.....      | 20,638 | Cedar Rapids, IA Metropolitan Statistical Area               |
|   | Madison.....    | 15,679 | Des Moines-West Des Moines, IA Metropolitan Statistical Area |
|   | Mills.....      | 15,059 | Omaha-Council Bluffs, NE-IA Metropolitan Statistical Area    |
|   | Warren.....     | 46,225 | Des Moines-West Des Moines, IA Metropolitan Statistical Area |
|   | Washington..... | 21,704 | Iowa City, IA Metropolitan Statistical Area                  |

| 5          | Adair.....      | 7,682  | Not in a metropolitan or micropolitan area  |
|------------|-----------------|--|---|
|            | Adams.....      | 4,029  | Not in a metropolitan or micropolitan area  |
|            | Audubon.....    | 6,119  | Not in a metropolitan or micropolitan area  |
|            | Butler.....     | 14,867                                       | Not in a metropolitan or micropolitan area  |
|            | Calhoun.....    | 9,670  | Not in a metropolitan or micropolitan area  |
|            | Clayton.....    | 18,129                                       | Not in a metropolitan or micropolitan area  |
|            | Davis.....      | 8,753  | Not in a metropolitan or micropolitan area  |
|            | Decatur.....    | 8,457  | Not in a metropolitan or micropolitan area  |
|            | Fremont.....    | 7,441  | Not in a metropolitan or micropolitan area  |
|            | Ida.....        | 7,089  | Not in a metropolitan or micropolitan area  |
|            | Iowa.....       | 16,355                                       | Not in a metropolitan or micropolitan area  |
|            | Keokuk.....     | 10,511                                       | Not in a metropolitan or micropolitan area  |
|            | Louisa.....     | 11,387                                       | Muscatine, IA Micropolitan Statistical Area |
|            | Lyon.....       | 11,581                                       | Not in a metropolitan or micropolitan area  |
|            | Pocahontas..... | 7,310  | Not in a metropolitan or micropolitan area  |
|            | Ringgold.....   | 5,131  | Not in a metropolitan or micropolitan area  |
|            | Sac.....        | 10,350                                       | Not in a metropolitan or micropolitan area  |
|            | Taylor.....     | 6,317  | Not in a metropolitan or micropolitan area  |
|            | Van Buren.....  | 7,570  | Not in a metropolitan or micropolitan area  |
|            | Wayne.....      | 6,403  | Not in a metropolitan or micropolitan area  |
| Worth..... | 7,598           | Mason City, IA Micropolitan Statistical Area |   |

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Find these retail reports, along with other economic and demographic profiles for Iowa's communities, online at:

[www.recap.iastate.edu](http://www.recap.iastate.edu)

## Changes from Previous ISU Retail Trade Analysis Reports

Following is a summary of notable changes in data and methodology introduced for the Fiscal Year 2011 Retail Trade Analysis reports:

**City and County Peer Group Assignments.** City and county peer group assignments have been updated based on population counts from the 2010 Census.

**Historical Population Data.** The time series of population data for all cities and counties have been re-estimated using 2010 Census results and revised estimates for 2001 through 2009. Historical per capita sales and related retail measures have been adjusted accordingly.

**Trade Surplus/Leakage and Pull Factor Calculations.** This report introduces a slightly revised methodology for estimating local trade surplus/leakage and pull factor values. The new methodology incorporates local personal income data available from the American Community Survey, U.S. Census Bureau. Due to high variability in these small-area data, a spatial smoothing technique has been employed in the calculation of average income for each community. These income estimates are used to derive city-level pull factor and related retail measures.

**Historical Sales Data.** The Iowa Department of Revenue has adopted a fiscal year ending June 30 for its annual reporting of retail sales data. Prior to 2009, retail data were reported for fiscal years that ended on March 31 of each year. When making comparisons over time, users should note that annual sales totals tabulated on the old fiscal year basis are not directly comparable with new fiscal year tabulations.

**Sales by Merchandise Category.** Long-time users of the Iowa State University Retail Trade Analysis reports may notice the absence of city-level sales data by detailed type of retail business. Beginning with its Fiscal Year 2009 Annual Retail Sales and Use Tax Report, the Iowa Department of Revenue ceased publication of detailed sales data by business group for cities of 2,500 population and above. As a consequence, Iowa State University now provides analysis of business group sales at the county and state levels only. Subject to disclosure limitations, detailed categorical sales data for some cities may be available by request directly from the Iowa Department of Revenue.

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For more than 25 years Iowa State University has provided retail trade analysis and outreach services to Iowa's communities.

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