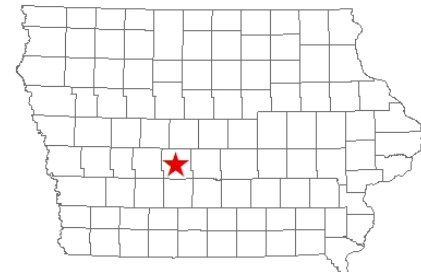


# Retail Trade Analysis Report

## Fiscal Year 2011

Waukee



Iowa State University  
Department of Economics

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## Overview

This report examines local retail sales and related economic trends in Waukee, 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 Waukee:

- Waukee is located within Dallas County, Iowa.
- Waukee is part of the Des Moines-West Des Moines, IA Metropolitan Statistical Area.
- Waukee recorded a total population of 13,790 residents in the 2010 Census, including 38 residents in group quarters such as skilled nursing facilities and group homes.

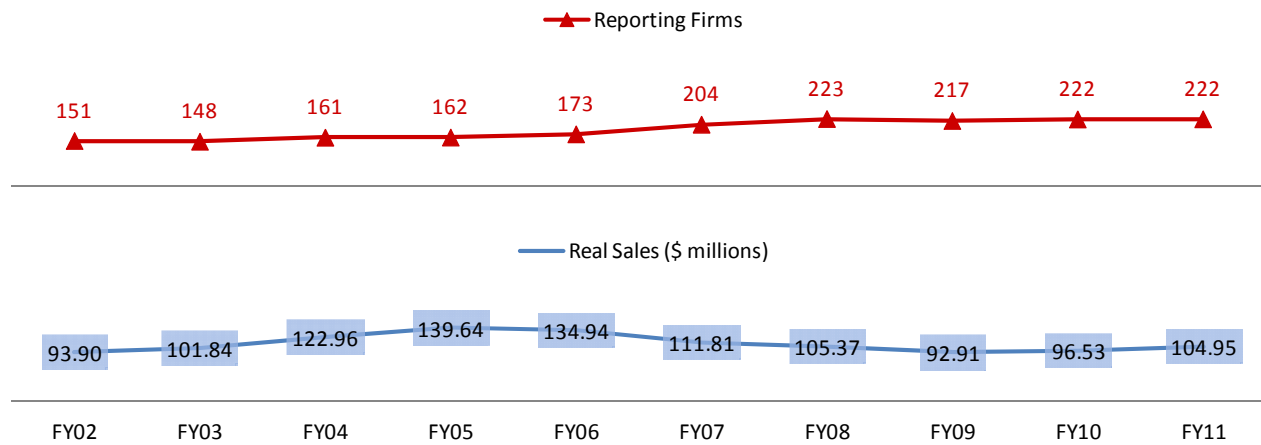
## Key Retail Indicators for Waukee

Waukee	FY2010	FY2011	% Change
Real total taxable sales (\$)	96,533,653	104,952,906	8.7% ▲
Number of reporting firms	222	222	0.0% ►
Population	13,399	14,715	9.8% ▲
Average sales per firm (\$)	435,818	473,294	8.6% ▲
Average sales per capita (\$)	7,205	7,132	-1.0% ▼

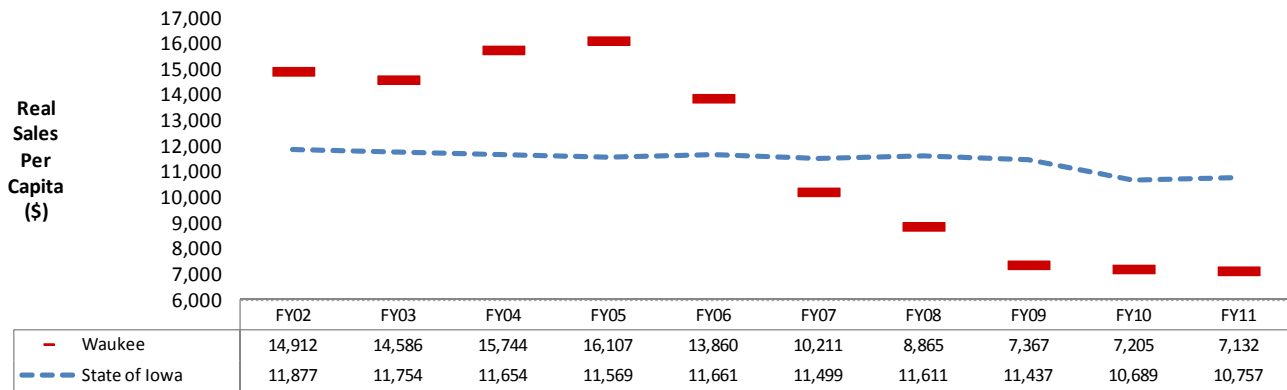
*No distinctions are made between households and group quarters residents in the calculation of per capita sales and related indicators.*

# 10-Year Summary Retail Statistics

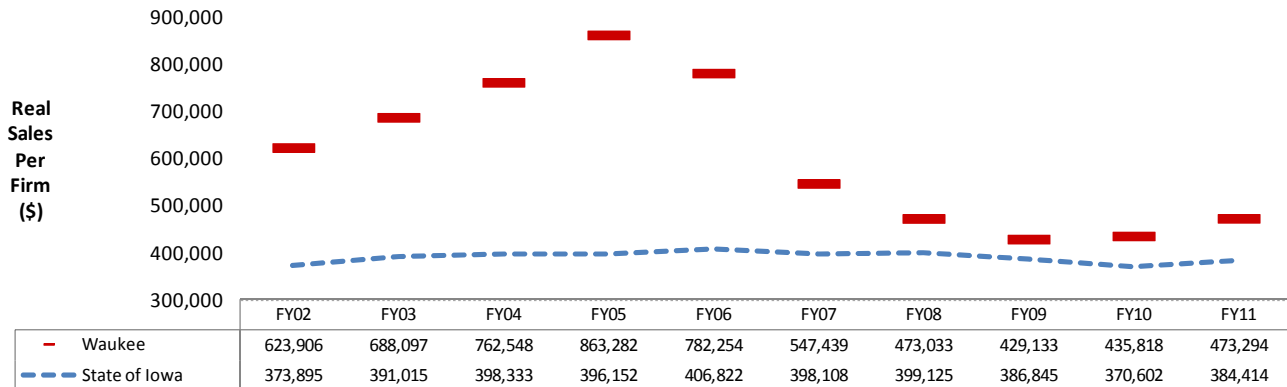
## Total Taxable Retail Sales and Number of Reporting Firms in Waukee



## Taxable Retail Sales Per Capita



## Taxable Retail Sales Per Firm



# Local Economic Trends

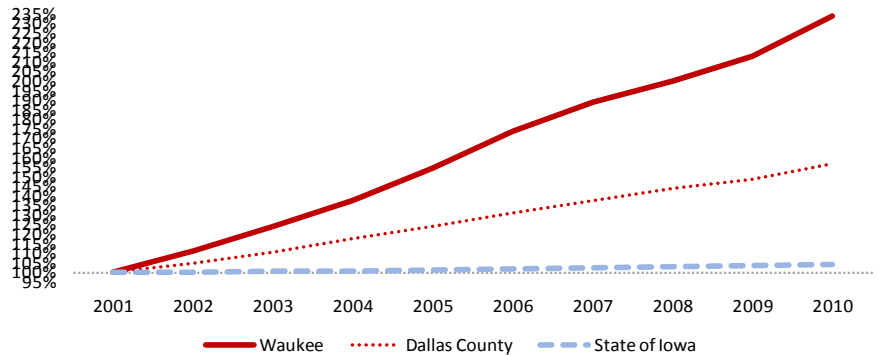
## Population

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.

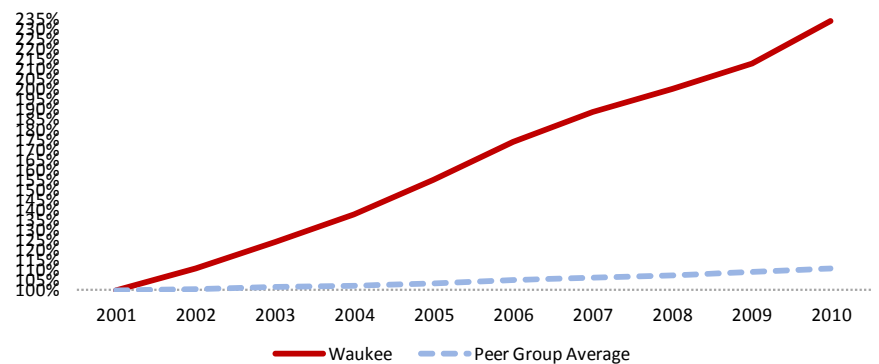
The top chart at right shows annual population estimates for Waukee and the state indexed to baseline values from 2001. The population in any given year is expressed in percentage terms compared to the population in 2001. The trend for Dallas County is also illustrated.

The middle chart at right compares population change in Waukee to the trend for similarly-sized cities in Iowa. See Pages 20-22 for a list of cities included in the peer group for Waukee.

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



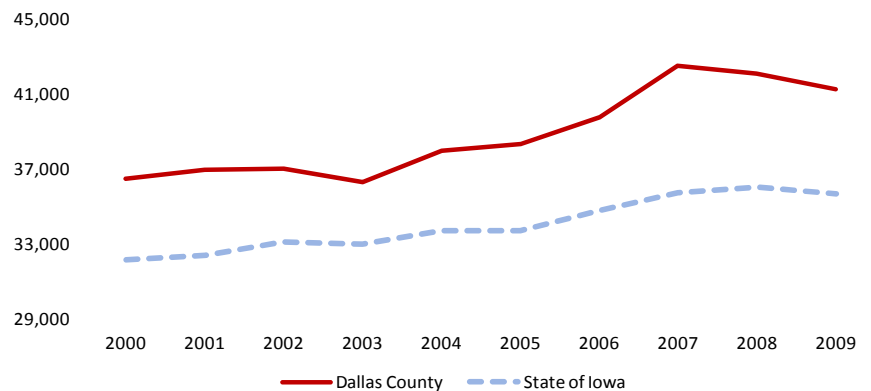
**Population Trend for Peer Cities**  
(Annual Estimates as a Percentage of 2001 Population)



## 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 Dallas County and the state.

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



## Employment

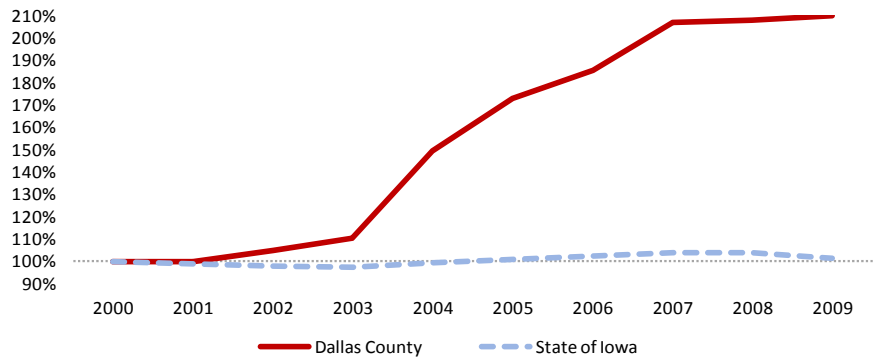
Area job growth creates earnings opportunities for current residents and also helps to attract new residents to the region.

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

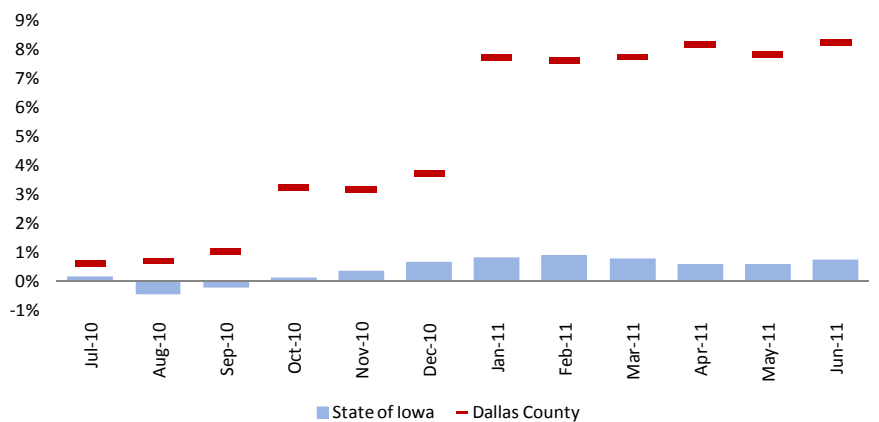
The chart at top right shows the 10-year trend in total employment in Dallas County compared to the state. The number of jobs in each year is expressed in percentage terms compared to employment in 2000.

The middle chart shows more recent job gains and losses in Dallas 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)

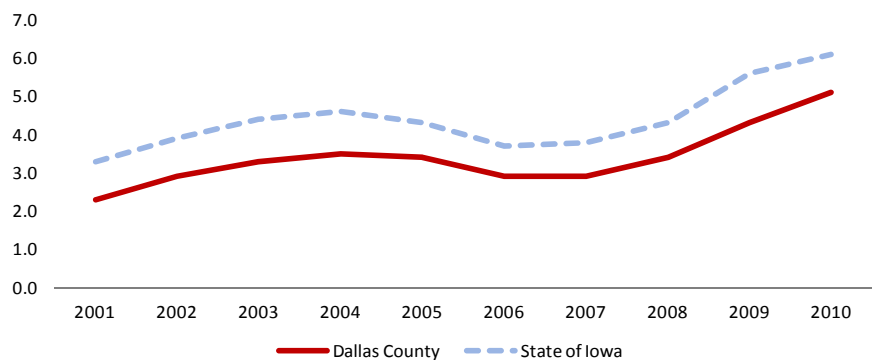


## Unemployment

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 Dallas 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 947 cities vary in the level and types of retail activity they can support. The state's metropolitan cities, 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 communities can support. The diversity of their retail offerings tends to attract non-resident shoppers at the expense of smaller communities in outlying areas. Similarly, in non-metropolitan areas, large and mid-sized communities may emerge as regional centers for retail trade, attracting shoppers from a broad geographic territory.

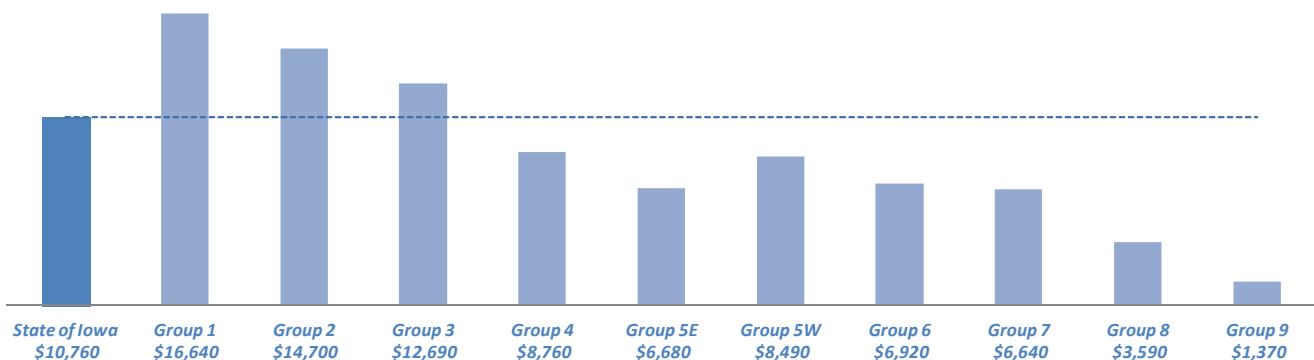
A city's retail prospects depend not only on its own population size, but also the size of nearby communities. With no two cities exactly alike in their competitive environment, how should a given community benchmark its own retail performance? Peer group analysis, which involves comparisons among a whole group of cities sharing similar characteristics, can provide a reasonable basis for evaluating local retail performance.

This retail analysis report assigns all cities in Iowa to peer groups based on their population size and the urbanization characteristics of their host county. The peer groups are listed in the following table, with the relevant peer group for Waukee highlighted in blue (see Pages 20-22 for a complete list of member cities by peer group). The chart at the bottom of this page illustrates the comparative sales performance for all of the city peer groups during Fiscal Year 2011.

## Peer Group Definitions

Peer Group	City Population in the 2010 Census	Metropolitan Status of the County	Number of Cities	% of State Taxable Sales
<b>Group 1</b>	<b>10,000 or greater</b>	<b>Central metropolitan statistical area (MSA) county</b>	<b>21</b>	<b>58.2%</b>
Group 2	10,000 or greater	Outlying MSA county or non-metropolitan county	17	13.0%
Group 3	2,500 to 9,999	Non-metropolitan county	63	12.6%
Group 4	2,500 to 9,999	Metropolitan county	32	5.0%
Group 5 East	500 to 2,499	Non-metropolitan county east of Interstate 35	115	2.6%
Group 5 West	500 to 2,499	Non-metropolitan county west of Interstate 35	109	2.9%
Group 6	500 to 2,499	Metropolitan county	100	2.5%
Group 7	250 to 499	Any county	176	0.9%
Group 8	100 to 249	Any county	206	0.4%
Group 9	99 or fewer	Any county	108	0.0%

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



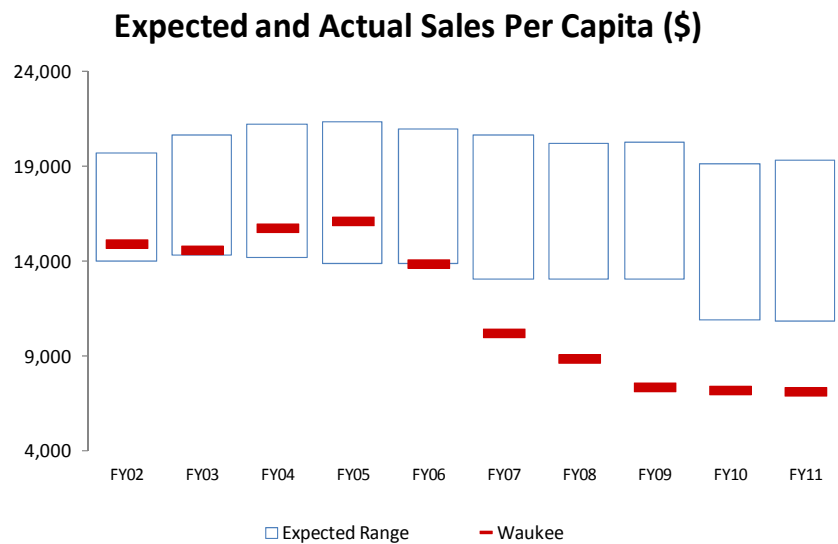
## Expected Range for Local Sales Per Capita

The chart at right compares sales levels in Waukee to a range of “expected,” or typical, values for cities 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 cities in the peer group.

Red dashes indicate the annual per capita sales values for Waukee.

In Fiscal Year 2011, per capita sales in Waukee were below the expected range, ranking within the bottom quartile of the peer group.



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

Among the 21 peer cities reporting data in the most recent fiscal year, Waukee ranked number 20 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.

In general, cities with per capita sales that exceed the statewide average by a factor of three or more should be viewed as anomalies that merit further investigation. The conditions leading to their performance may not be replicable in other communities.

Peer Group Top 10	Per Capita Sales (FY 2011)	Population (FY 2011 estimate)
Coralville.....	\$37,630	19,189
West Des Moines.....	26,840	57,423
Altoona.....	26,556	14,851
Clive.....	26,035	15,688
Cedar Rapids.....	22,502	127,191
Davenport.....	19,303	99,974
Dubuque.....	17,584	57,681
Sioux City.....	16,590	82,683
Waterloo.....	16,211	68,611
Des Moines.....	15,600	204,821
<b>Waukee.....</b>	<b>7,132</b>	<b>14,715</b>
State of Iowa.....	10,757	

*See Pages 20-22 for a complete listing of cities by peer group.*

# Pull Factor Analysis

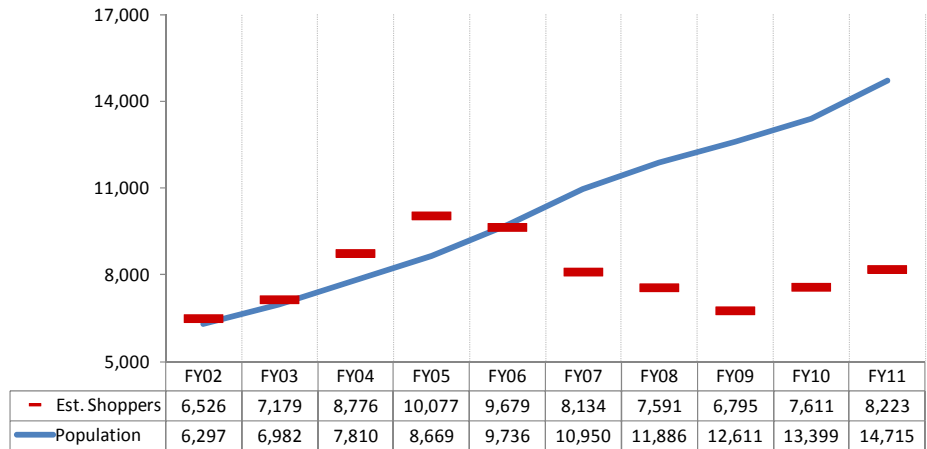
This section introduces three related measures for comparing the city’s actual sales performance with the total sales one might expect for a city of its population size and income characteristics: trade surplus or leakage, trade area capture, and the pull factor ratio. All three measures are based on a hypothetical “self-sufficiency” level of sales at which the city’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 city’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 city’s geographic trade area likely extends beyond its borders. If below, the city’s trade area likely overlaps or is subsumed by that of a nearby community.

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

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

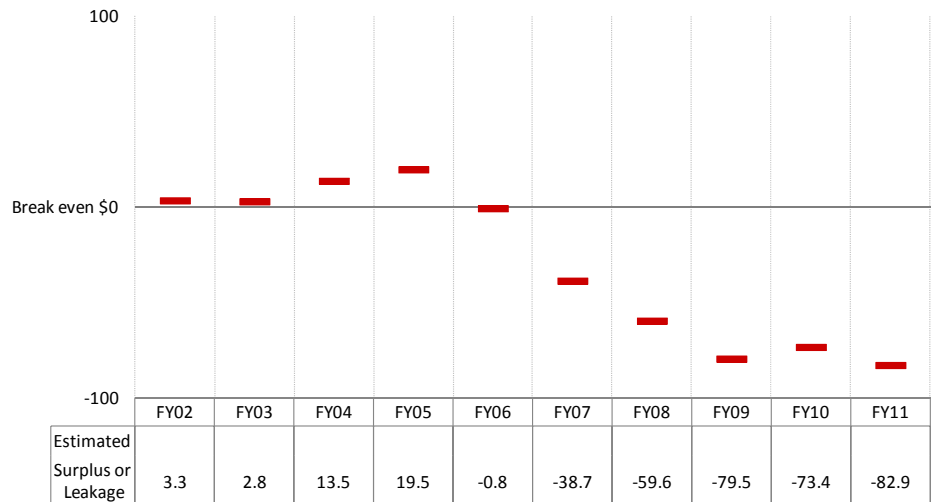


## Trade Surplus or Leakage

Trade surplus or leakage measures the dollar difference between the city’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 communities. 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 city'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 city's merchants are just satisfying the retail demands of local residents. This is equivalent to the "break even" sales level where the city is experiencing neither a surplus or leakage of sales.

A pull factor ratio greater than 1.0 suggests that the city's merchants are attracting shoppers from outside the city. For example, a city whose retail customer base is 25 percent larger than its population would have a pull factor of 1.25.

A pull factor ratio less than 1.0 indicates that the city's retail sector cannot satisfy all of the retail needs of its own residents.

Pull factor ratios may vary widely from one city to the next, even among cities in the same peer group. For any particular city, 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 Waukeee and its peer group. The city's pull factor values are indicated with red circles.

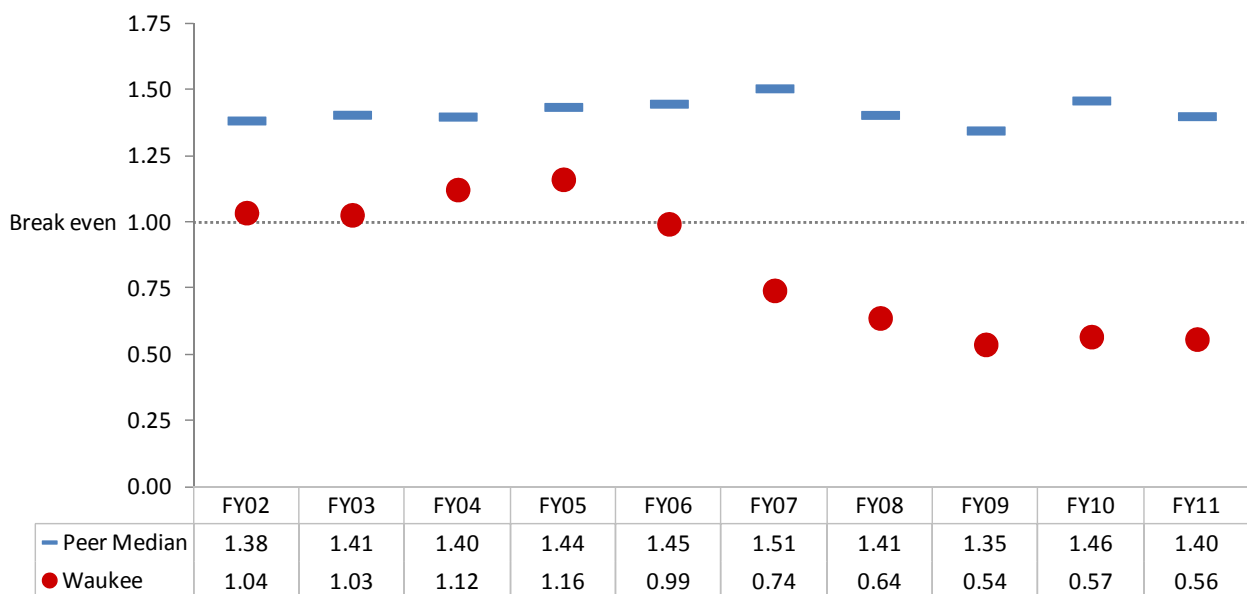
The blue dashes indicate the median pull factor for the peer group in each year. If the city's pull factor exceeds the group median, it ranks among the top half of its peer group. If its pull factor is below the median value, then it ranks among the bottom half of cities in its peer group.

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

For example, a high pull factor doesn't necessarily indicate retail self-sufficiency across all categories of retail sales. A city'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 city 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 cities should expect to lose a at least a fraction of their residents' spending to larger trade centers.

**Pull Factor Comparison With Peer Group**



# Regional Competition

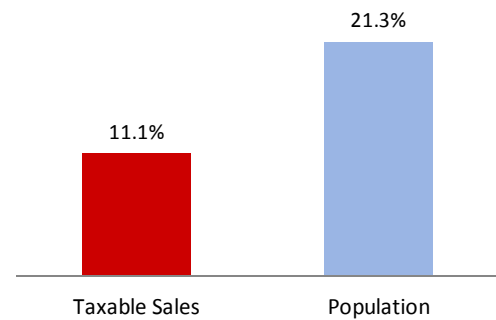
Communities within a region compete with each other for shares of overall regional economic activity. This section explores some of the competitive forces at work in the area surrounding Waukee. First, the distribution of trade among cities in Dallas County is assessed. Next, important interactions with 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 cities and counties.

## Trade Centers Within Dallas County

The table below lists cities within Dallas 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 (\*).

**Waukee % Shares of Dallas County Totals**



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

<b>FY 2010</b>		<b>Reporting</b>	<b>Total Sales</b>
<b>Reporting Jurisdictions</b>	<b>Population</b>	<b>Firms</b>	<b>(\$ millions)</b>
Adel	3,713	230	44.0
Bouton	129	13	7.6
Clive*	15,688	496	408.4
Dallas Center	1,644	66	8.7
De Soto	1,055	28	4.0
Dexter	608	33	2.7
Granger	1,302	30	7.6
Minburn	365	22	1.6
Perry	7,734	219	91.9
Redfield	838	32	3.4
Urbandale*	40,179	989	605.9
Van Meter	1,027	33	5.2
Waukee	14,715	222	105.0
West Des Moines*	57,423	1,628	1,541.2
Woodward	1,020	54	3.4
<b>Dallas Total</b>	<b>69,126</b>	<b>1,426</b>	<b>946.4</b>

## Area Commuting Patterns

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

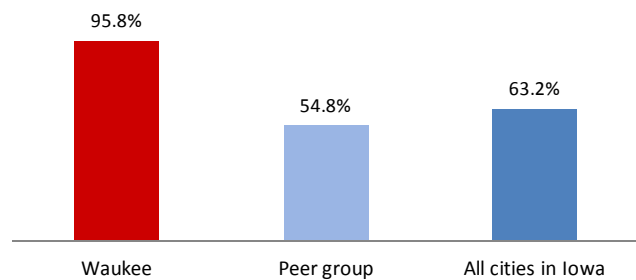
The top chart at right displays overall rates of worker out-commuting for Waukee, its peer group, and the state as a whole. The measured value is the percentage of working residents, excluding the self-employed, whose jobs are located in some other city besides their city of residence.

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

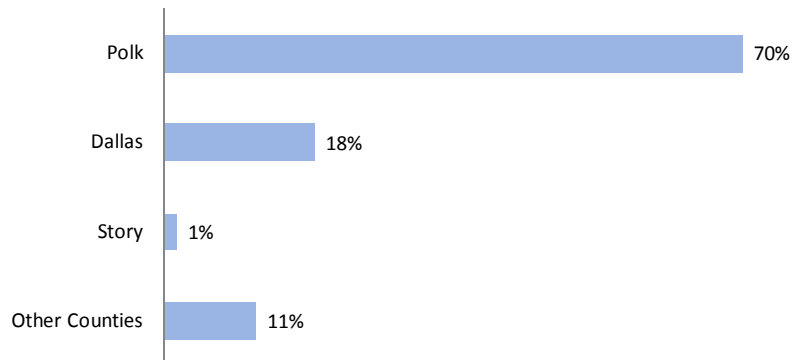
The bottom chart at right shows city-specific commuting flows, identifying the top five destination cities for Waukee residents. The values reflect the percentage of Waukee residents who commute to the given city for work.

*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.*

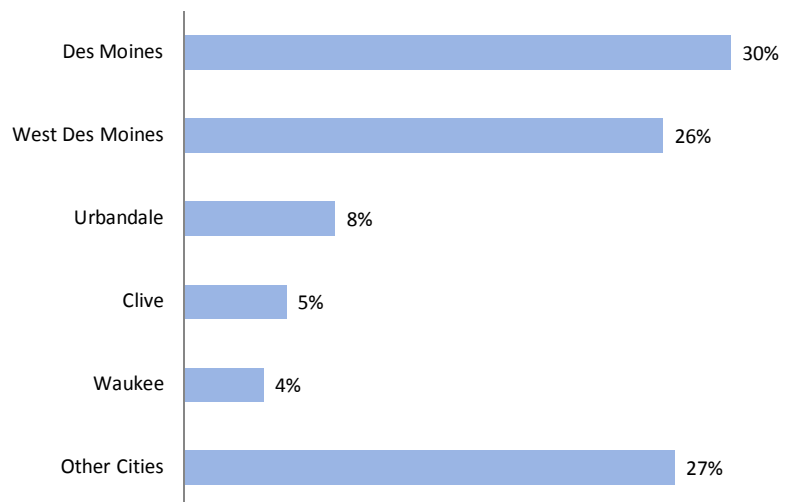
**Percentage of Employed Residents Commuting to Another City for Work**



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



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



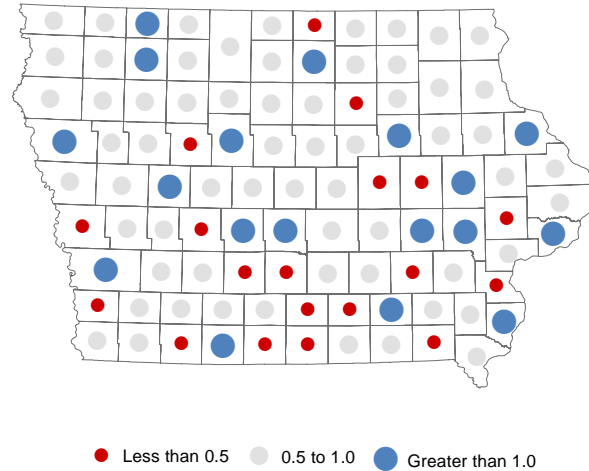
## Regional Trade Patterns

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

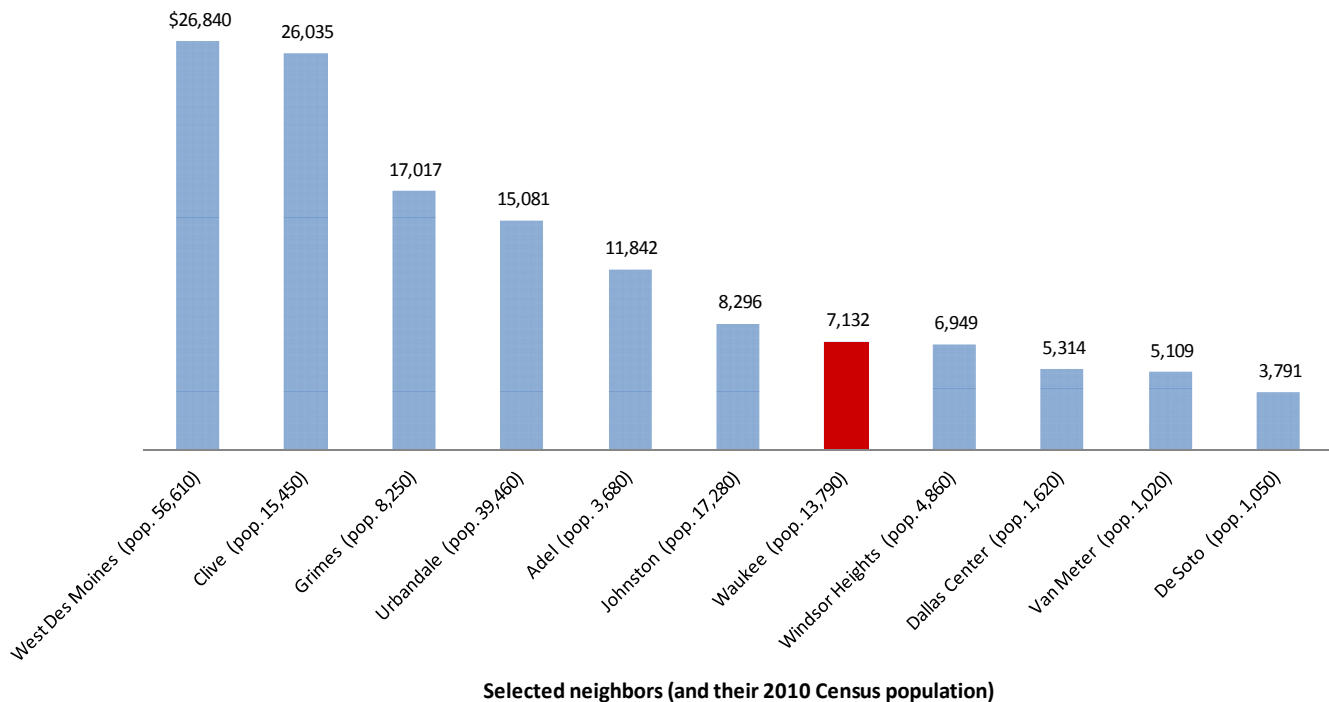
The map at right illustrates county retail pull factors for Fiscal Year 2011 (see Page 8 for a definition of pull factors). The counties with a pull factor exceeding 1.0, identified in the map with large blue dots, are likely exerting a strong retail influence on trade centers in neighboring counties.

The bar graph below shows Fiscal Year 2011 per capita sales values for Waukee and its ten nearest neighbors with 500 or more residents (as of the 2010 Census). The cities are listed left to right in descending order by their per capita sales.

### County Pull Factors, Fiscal Year 2011



### Neighboring Community Comparison of Per Capita Retail Sales (\$)



## Historical Trends in Taxable Sales

Historical retail sales statistics for Waukee 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 Waukee:

Fiscal Year	Reporting Firms	Total Sales (\$ millions)		Average Real Sales (\$)		Statewide Averages (\$)	
		Nominal	Real	Per Firm	Per Capita	Per Firm	Per Capita
1976	46	1.7	5.9	127,750	3,108	360,683	10,238
1977	45	2.8	9.3	205,560	4,717	372,915	10,872
1978	44	3.2	9.8	220,516	4,781	367,464	11,115
1979	48	4.4	12.7	263,611	5,988	374,152	11,657
1980	53	4.1	10.6	202,505	4,866	368,849	11,683
1981	58	3.4	7.9	136,683	3,531	327,113	10,572
1982	63	3.5	7.6	121,432	3,341	311,784	10,086
1983	61	6.7	14.0	228,062	5,998	302,406	9,947
1984	60	8.0	15.9	265,286	6,688	295,894	9,855
1985	56	9.2	17.8	318,393	7,308	292,271	9,820
1986	55	9.6	17.9	327,564	7,264	286,289	9,797
1987	58	9.5	17.3	297,481	6,891	302,025	10,196
1988	63	10.5	18.3	290,485	7,115	302,921	10,233
1989	65	11.5	19.3	297,085	7,287	308,445	10,343
1990	69	12.6	20.3	294,694	7,416	311,496	10,415
1991	78	13.9	21.4	274,649	7,427	311,871	10,322
1992	90	16.5	24.6	273,835	8,118	310,579	10,354
1993	106	17.9	26.0	244,254	7,975	310,352	10,466
1994	124	19.2	27.3	220,463	7,808	317,340	10,706
1995	130	21.8	30.3	234,220	8,125	323,981	10,923
1996	130	23.1	31.4	241,314	7,881	324,403	11,149
1997	140	24.6	32.8	233,622	7,659	340,598	11,318
1998	145	27.4	35.9	247,417	7,828	341,441	11,468
1999	144	28.9	37.5	261,546	7,605	365,250	11,943
2000	141	50.1	63.8	452,811	11,938	372,829	12,017
2001	151	70.9	88.2	585,100	15,292	373,636	12,053
2002	151	76.7	93.9	623,906	14,912	373,895	11,877
2003	148	84.6	101.8	688,097	14,586	391,015	11,754
2004	161	104.2	123.0	762,548	15,744	398,333	11,654
2005	162	121.6	139.6	863,282	16,107	396,152	11,569
2006	173	121.1	134.9	782,254	13,860	406,822	11,661
2007	204	102.9	111.8	547,439	10,211	398,108	11,499
2008	223	99.8	105.4	473,033	8,865	399,125	11,611
2009**	217	90.1	92.9	429,133	7,367	386,845	11,437
2010	222	94.9	96.5	435,818	7,205	370,602	10,689
2011	222	105.0	105.0	473,294	7,132	384,414	10,757

# Sales by Business Group

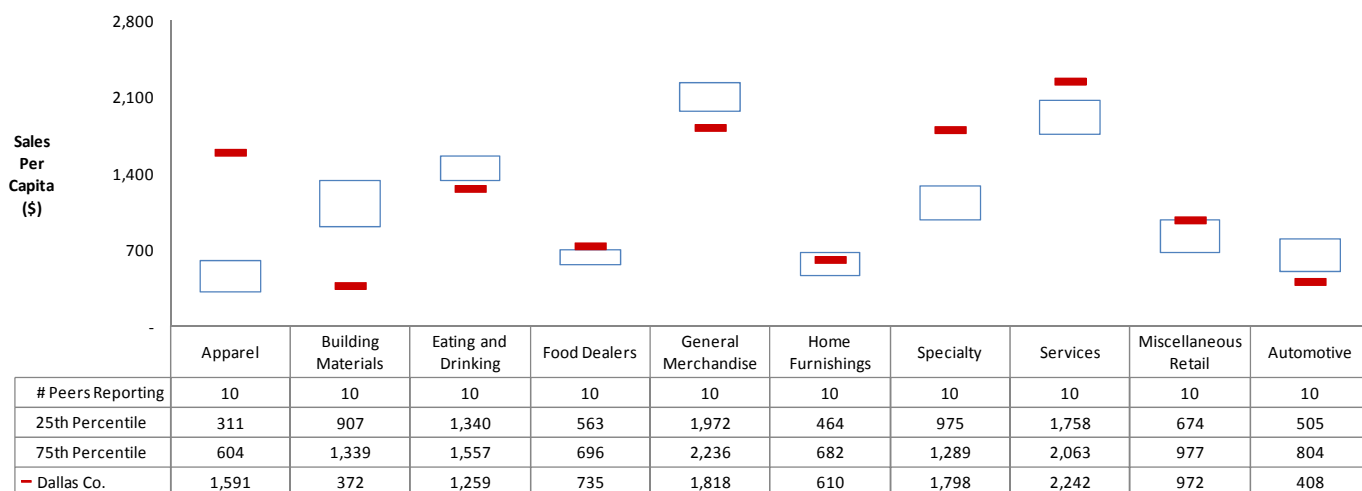
Areas of strength or weakness in the local retail sector may be revealed through a comparative analysis of sales by specific types of businesses. NOTE: Sales data by business group are not available for individual cities. The following analysis describes sales patterns for all of Dallas County. The county's 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.

## Dallas County Sales and Firms by Business Group, FY 2011:

Type of Firm	Reporting Firms	Total Sales (\$)	Average Sales Per Firm (\$)	
			Dallas County	State of Iowa
Apparel Stores.....	78	109,995,162	1,414,729	574,807
Building Materials Stores.....	23	25,688,712	1,129,174	1,511,293
Eating and Drinking Establishments.....	117	87,050,790	742,437	455,063
Food Stores (excluding non-taxable food items).....	26	50,782,207	1,972,125	1,024,388
General Merchandise Stores.....	36	125,643,903	3,490,108	3,435,907
Home Furnishings Stores.....	28	42,140,774	1,505,028	627,919
Specialty Retail Stores.....	257	124,272,592	484,494	176,819
Service Establishments.....	487	154,956,546	318,513	151,473
Miscellaneous Retail Firms.....	216	67,203,532	311,849	212,809
Automotive and Related Stores.....	36	28,224,317	789,491	567,663
Other.....	124	130,489,519	1,050,217	725,829

The bar chart below compares actual per capita sales by business group in Dallas County with expected values for a county of its size. Red dashes indicate the per capita sales values for Dallas 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:  
Dallas County Actual and Expected Values**



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

Business Group	Business Type	% of Group Total Sales	Sales (\$) Per Capita)	Sales (\$) 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

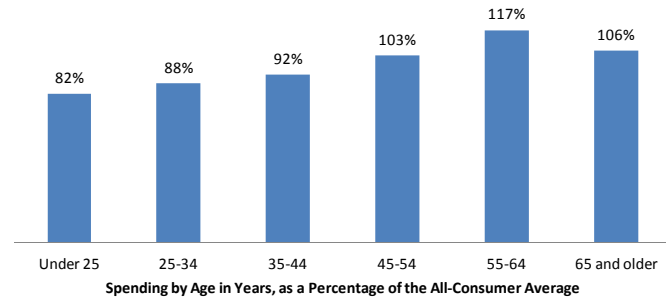
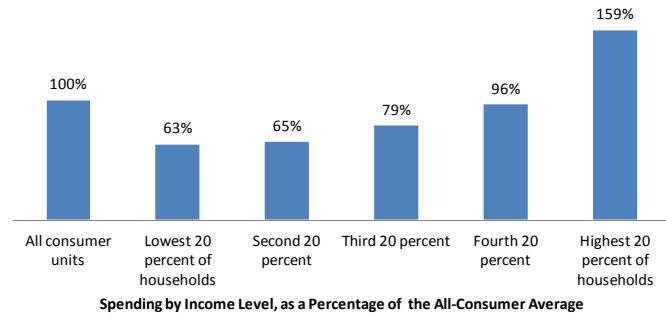


# Consumer Characteristics

## 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.



## 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.

## Dallas County Profile

Median Household Income (\$)	Dallas	State of Iowa
Estimate	68,568	48,031
90% Confidence Interval	63,670 - 73,470	47,420 - 48,640

Poverty Rate (%)	Dallas	State of Iowa
Estimate	6.4	12.5
90% Confidence Interval	5.2 - 7.6	12.2 - 12.8

Population (% of total)	Dallas	State of Iowa
Under 5 years	8.7%	6.6%
Age 5 to 17	20.3%	17.3%
Age 18 to 24	6.1%	10.0%
Age 25 to 44	31.6%	24.5%
Age 45 to 64	23.5%	26.7%
Age 65 years and over	9.8%	14.9%
Median age	34.3	38.1

▶ Higher than state  
◀ Lower than state

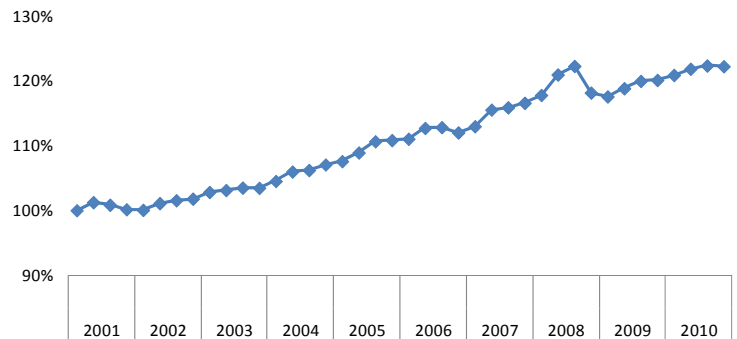
# Other Factors Influencing Retail Sales

## 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)

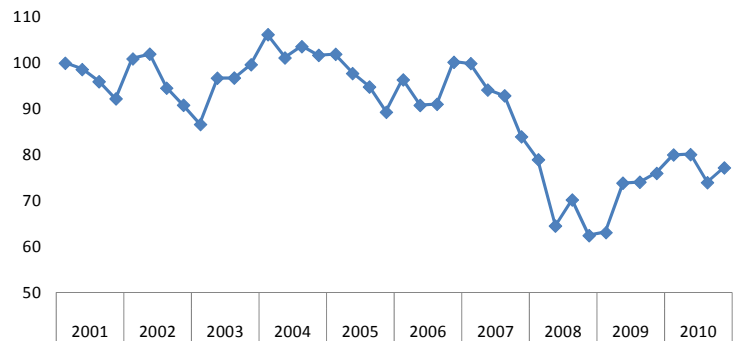


## Consumer Confidence

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 2001. 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)

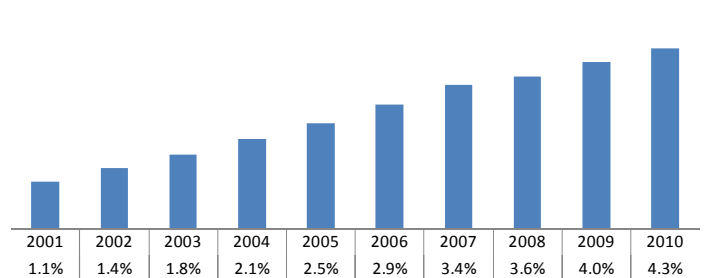


## Internet and Catalog Sales

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.

## Peer Group 1-4 Cities and Their 2010 Census Population Size

1	Altoona.....	14,541	Coralville.....	18,907	Marion.....	34,768
	Ames.....	58,965	Council Bluffs.....	62,230	North Liberty.....	13,374
	Ankeny.....	45,582	Davenport.....	99,685	Sioux City.....	82,684
	Bettendorf.....	33,217	Des Moines.....	203,433	Urbandale.....	39,463
	Cedar Falls.....	39,260	Dubuque.....	57,637	Waterloo.....	68,406
	Cedar Rapids.....	126,326	Iowa City.....	67,862	Waukee.....	13,790
	Clive.....	15,447	Johnston.....	17,278	West Des Moines...	56,609

2	Boone.....	12,661	Indianola.....	14,782	Oskaloosa.....	11,463
	Burlington.....	25,663	Keokuk.....	10,780	Ottumwa.....	25,023
	Carroll.....	10,103	Marshalltown.....	27,552	Pella.....	10,352
	Clinton.....	26,885	Mason City.....	28,079	Spencer.....	11,233
	Fort Dodge.....	25,206	Muscatine.....	22,886	Storm Lake.....	10,600
	Fort Madison.....	11,051	Newton.....	15,254		

3	Albia.....	3,766	Fairfield.....	9,464	Oelwein.....	6,415
	Algona.....	5,560	Forest City.....	4,151	Onawa.....	2,998
	Atlantic.....	7,112	Garner.....	3,129	Orange City.....	6,004
	Bloomfield.....	2,640	Grinnell.....	9,218	Osage.....	3,619
	Camanche.....	4,448	Hampton.....	4,461	Osceola.....	4,929
	Centerville.....	5,528	Harlan.....	5,106	Red Oak.....	5,742
	Chariton.....	4,321	Hawarden.....	2,546	Rock Rapids.....	2,549
	Charles City.....	7,652	Humboldt.....	4,690	Rock Valley.....	3,354
	Cherokee.....	5,253	Independence.....	5,966	Sheldon.....	5,188
	Clarinda.....	5,572	Iowa Falls.....	5,238	Shenandoah.....	5,150
	Clarion.....	2,850	Jefferson.....	4,345	Sibley.....	2,798
	Clear Lake.....	7,777	Jesup.....	2,520	Sioux Center.....	7,048
	Cresco.....	3,868	Knoxville.....	7,313	Spirit Lake.....	4,840
	Creston.....	7,834	Le Mars.....	9,826	Tama.....	2,877
	Decorah.....	8,127	Madrid.....	2,543	Tipton.....	3,221
	Denison.....	8,298	Manchester.....	5,179	Waukon.....	3,897
	De Witt.....	5,322	Maquoketa.....	6,141	Webster City.....	8,070
	Eagle Grove.....	3,583	Marengo.....	2,528	West Burlington....	2,968
	Eldora.....	2,732	Milford.....	2,898	West Liberty.....	3,736
	Emmetsburg.....	3,904	Mount Pleasant.....	8,668	Williamsburg.....	3,068
	Estherville.....	6,360	New Hampton.....	3,571	Wilton.....	2,802

4	Adel.....	3,682	Grimes.....	8,246	Pleasant Hill.....	8,785
	Anamosa.....	5,533	Grundy Center.....	2,706	Polk City.....	3,418
	Asbury.....	4,170	Hiawatha.....	7,024	Robins.....	3,142
	Belle Plaine.....	2,534	Huxley.....	3,317	Sergeant Bluff.....	4,227
	Bondurant.....	3,860	Le Claire.....	3,765	Story City.....	3,431
	Carlisle.....	3,876	Missouri Valley.....	2,838	Vinton.....	5,257
	Carter Lake.....	3,785	Monticello.....	3,796	Washington.....	7,266
	Dyersville.....	4,058	Mount Vernon.....	4,506	Waverly.....	9,874
	Eldridge.....	5,651	Nevada.....	6,798	Windsor Heights....	4,860
	Evansdale.....	4,751	Norwalk.....	8,945	Winterset.....	5,190
	Glenwood.....	5,269	Perry.....	7,702		

## Peer Group 5 Cities and Their 2010 Census Population Size

5E	Ackley.....	1,589	Elma.....	546	Manly.....	1,323	Riceville.....	785
	Agency.....	638	Fairbank.....	1,113	Maynard.....	518	Richland.....	584
	Albion.....	505	Farmington.....	664	Mechanicsville....	1,146	Rockford.....	860
	Alden.....	787	Fayette.....	1,338	Mediapolis.....	1,560	Rockwell.....	1,039
	Allerton.....	501	Fredericksburg....	931	Melbourne.....	830	Russell.....	554
	Allison.....	1,029	Fremont.....	743	Melcher-Dallas....	1,288	Sabula.....	576
	Aplington.....	1,128	Fruitland.....	977	Monona.....	1,549	St. Ansgar.....	1,107
	Baxter.....	1,101	Garnavillo.....	745	Monroe.....	1,830	Seymour.....	701
	Bellevue.....	2,191	Garwin.....	527	Montezuma.....	1,462	Sheffield.....	1,172
	Brooklyn.....	1,468	Gilman.....	509	Montrose.....	898	Shell Rock.....	1,296
	Calmar.....	978	Gladbrook.....	945	Moravia.....	665	Sigourney.....	2,059
	Clarence.....	974	Grand Mound.....	642	Morning Sun.....	836	Stanwood.....	684
	Clarksville.....	1,439	Grandview.....	556	Moulton.....	605	State Center.....	1,468
	Clermont.....	632	Greene.....	1,130	Nashua.....	1,663	Strawberry Point..	1,279
	Colfax.....	2,093	Guttenberg.....	1,919	New Albin.....	522	Sully.....	821
	Columbus Junction	1,899	Hazleton.....	823	New Hartford.....	516	Toledo.....	2,341
	Corydon.....	1,585	Hedrick.....	764	New London.....	1,897	Traer.....	1,703
	Danville.....	934	Hopkinton.....	628	New Sharon.....	1,293	Ventura.....	717
	Delmar.....	525	Hubbard.....	845	Nora Springs.....	1,431	Victor.....	893
	Donnellson.....	912	Kellogg.....	599	North English.....	1,041	Wapello.....	2,067
	Dumont.....	637	Keosauqua.....	1,006	Northwood.....	1,989	Wayland.....	966
	Durant.....	1,832	Keota.....	1,009	Ossian.....	845	West Branch.....	2,322
	Dysart.....	1,379	Lansing.....	999	Parkersburg.....	1,870	West Point.....	966
	Earlville.....	812	Latimer.....	507	Pleasantville.....	1,694	West Union.....	2,486
	Eddyville.....	1,024	Le Grand.....	938	Postville.....	2,227	What Cheer.....	646
	Edgewood.....	864	Lime Springs.....	505	Prairie City.....	1,680	Wheatland.....	764
	Eldon.....	927	Lovilia.....	538	Preston.....	1,012	Winfield.....	1,134
	Elgin.....	683	Lowden.....	789	Quasqueton.....	554	Winthrop.....	850
Elkader.....	1,273	McGregor.....	871	Radcliffe.....	545			

5W	Adair.....	781	Early.....	557	Kanawha.....	652	Paullina.....	1,056
	Afton.....	845	Elk Horn.....	662	Kingsley.....	1,411	Pocahontas.....	1,789
	Akron.....	1,486	Ellsworth.....	531	Klemme.....	507	Pomeroy.....	662
	Albert City.....	699	Essex.....	798	Lake City.....	1,727	Primghar.....	909
	Alta.....	1,883	Everly.....	603	Lake Mills.....	2,100	Remsen.....	1,663
	Alton.....	1,216	Exira.....	840	Lake Park.....	1,105	Rockwell City.....	1,709
	Anita.....	972	Fonda.....	631	Lakeside.....	596	Rolfe.....	584
	Armstrong.....	926	Fontanelle.....	672	Lake View.....	1,142	Ruthven.....	737
	Arnolds Park.....	1,126	George.....	1,080	Lamoni.....	2,324	Sac City.....	2,220
	Audubon.....	2,176	Gilmore City.....	504	Larchwood.....	866	Sanborn.....	1,404
	Aurelia.....	1,036	Glidden.....	1,146	Laurens.....	1,258	Schaller.....	772
	Badger.....	561	Goldfield.....	635	Lenox.....	1,407	Schleswig.....	882
	Bancroft.....	732	Gowrie.....	1,037	Leon.....	1,977	Scranton.....	557
	Battle Creek.....	713	Graettinger.....	844	Manilla.....	776	Shelby.....	641
	Bedford.....	1,440	Grand Junction....	824	Manning.....	1,500	Sidney.....	1,138
	Belmond.....	2,376	Greenfield.....	1,982	Manson.....	1,690	Sioux Rapids.....	775
	Boyden.....	707	Griswold.....	1,036	Mapleton.....	1,224	Stanton.....	689
	Britt.....	2,069	Hamburg.....	1,187	Marcus.....	1,117	Stratford.....	743
	Buffalo Center.....	905	Hartley.....	1,672	Merrill.....	755	Sutherland.....	649
	Burt.....	533	Hinton.....	928	Mount Ayr.....	1,691	Swea City.....	536
	Charter Oak.....	502	Holstein.....	1,396	Murray.....	756	Tabor.....	1,040
	Coon Rapids.....	1,305	Hospers.....	698	Newell.....	876	Thompson.....	502
	Corning.....	1,635	Hull.....	2,175	Odebolt.....	1,013	Villisca.....	1,252
	Dakota City.....	843	Ida Grove.....	2,142	Ogden.....	2,044	Wall Lake.....	819
	Dayton.....	837	Inwood.....	814	Okoboji.....	807	West Bend.....	785
	Doon.....	577	Ireton.....	609	Orleans.....	608	Whiting.....	762
	Dow City.....	510	Jewell Junction....	1,215	Otho.....	542	Whittemore.....	504
	Dows.....	538						

## Peer Group 6-7 Cities and Their 2010 Census Population Size

6	Ainsworth, 567	Denver, 1,780	Janesville, 930	Oxford, 807	Sumner, 2,028
	Alburnett, 673	De Soto, 1,050	Kalona, 2,363	Palo, 1,026	Swisher, 879
	Anthon, 565	Dexter, 611	Keystone, 622	Panora, 1,124	Tiffin, 1,947
	Atkins, 1,670	Dike, 1,209	La Porte City, 2,285	Peosta, 1,377	Treynor, 919
	Avoca, 1,506	Dunkerton, 852	Lawton, 908	Princeton, 886	Tripoli, 1,313
	Blairstown, 692	Dunlap, 1,042	Lisbon, 2,152	Raymond, 788	Underwood, 917
	Blue Grass, 1,452	Earlham, 1,450	Logan, 1,534	Readlyn, 808	University Heights, 1,051
	Brighton, 652	Elkhart, 683	Lone Tree, 1,300	Redfield, 835	Urbana, 1,458
	Buffalo, 1,270	Elk Run Heights, 1,117	Long Grove, 808	Reinbeck, 1,664	Van Horne, 682
	Cambridge, 827	Ely, 1,776	Malvern, 1,142	Riverside, 993	Van Meter, 1,016
	Carson, 812	Epworth, 1,860	Maxwell, 920	Roland, 1,284	Walcott, 1,629
	Cascade, 2,159	Fairfax, 2,123	Milo, 775	Runnells, 507	Walford, 1,463
	Center Point, 2,421	Farley, 1,537	Minden, 599	St. Charles, 653	Walker, 791
	Central City, 1,257	Gilbert, 1,082	Mitchellville, 2,254	Shellsburg, 983	Walnut, 785
	Coggon, 658	Gilbertville, 712	Moville, 1,618	Shueyville, 577	Wellman, 1,408
	Colo, 876	Granger, 1,244	Neola, 842	Slater, 1,489	Wellsburg, 707
	Conrad, 1,108	Guthrie Center, 1,569	Newhall, 875	Sloan, 973	Woodbine, 1,459
	Correctionville, 821	Hartford, 771	Norway, 545	Solon, 2,037	Woodward, 1,024
	Crescent, 617	Hills, 703	Oakland, 1,527	Springville, 1,074	Wyoming, 515
	Dallas Center, 1,623	Hudson, 2,282	Olin, 698	Stuart, 1,648	Zearing, 554

7	Alleman, 432	Crawfordsville, 264	Ionia, 291	Mallard, 274	Rhodes, 305
	Alta Vista, 266	Crystal Lake, 250	Irwin, 341	Marble Rock, 307	Ridgeway, 315
	Andrew, 434	Cumberland, 262	Kellerton, 315	Marquette, 375	Ringsted, 422
	Arcadia, 484	Cumming, 351	Kelley, 309	Martelle, 255	Rippey, 292
	Arlington, 429	Danbury, 348	Kensett, 266	Martensdale, 465	Riverdale, 405
	Ashton, 458	Dedham, 266	Kimballton, 322	Massena, 355	Riverton, 304
	Atalissa, 311	Deep River, 279	Kiron, 279	Maurice, 275	Rowley, 264
	Auburn, 322	Defiance, 284	Lacona, 361	Menlo, 353	Royal, 446
	Bagley, 303	Delhi, 460	Ladora, 283	Meservey, 256	Rudd, 369
	Batavia, 499	Deloit, 264	Lakota, 255	Middletown, 318	Ryan, 361
	Bayard, 471	Delta, 328	Lamont, 461	Miles, 445	Salem, 383
	Beacon, 494	Diagonal, 330	La Motte, 260	Milton, 443	Salix, 363
	Bennett, 405	Donahue, 346	Lawler, 439	Minburn, 365	Sheldahl, 319
	Bertram, 294	Duncombe, 410	Lehigh, 416	Mingo, 302	Spillville, 367
	Birmingham, 448	Earling, 437	Leland, 289	Modale, 283	Stacyville, 494
	Blakesburg, 296	Elliott, 350	Lester, 294	Mondamin, 402	Stanhope, 422
	Bode, 302	Emerson, 438	Letts, 384	Mystic, 425	Steamboat Rock, 310
	Bonaparte, 433	Farmersburg, 302	Lewis, 433	New Market, 415	Stockport, 296
	Brandon, 309	Farnhamville, 371	Libertyville, 315	New Vienna, 407	Templeton, 362
	Breda, 483	Farragut, 485	Liscomb, 301	New Virginia, 489	Terril, 367
	Bronson, 322	Fenton, 279	Little Rock, 459	Nichols, 374	Thornton, 422
	Bussey, 422	Fertile, 370	Livermore, 384	Ocheyedan, 490	Titonka, 476
	Calamus, 439	Floyd, 335	Lockridge, 268	Orient, 408	Truro, 485
	Callender, 376	Fort Atkinson, 349	Lohrville, 368	Oxford Junction, 496	Union, 397
	Casey, 426	Galva, 434	Lorimor, 360	Pacific Junction, 471	University Park, 487
	Charlotte, 394	Garrison, 371	Lost Nation, 446	Persia, 319	Ute, 374
	Chelsea, 267	Grafton, 252	Low Moor, 288	Peterson, 334	Vail, 436
	Churdan, 386	Granville, 312	Luana, 269	Pierson, 366	Wadena, 262
	Cincinnati, 357	Greeley, 256	Lu Verne, 261	Pisgah, 251	Wahpeton, 341
	Clearfield, 363	Harcourt, 303	Lynnville, 379	Plainfield, 436	Waucoma, 257
	Colesburg, 404	Harpers Ferry, 328	Lytton, 315	Plymouth, 382	Wesley, 390
	Collins, 495	Hawkeye, 449	McCallsburg, 333	Prescott, 257	West Okoboji, 289
	Columbus City, 391	Holland, 282	McCausland, 291	Protivin, 283	Westside, 299
	Conesville, 432	Holy Cross, 374	Maharishi Vedic City, 259	Pulaski, 260	Williams, 344
	Corwith, 309	Humeston, 494	Malcom, 287	Quimby, 319	Worthington, 401
	Coulter, 281				

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## 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 Peer Group Assignments.** City 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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