

Retail Trade Analysis

Fiscal Year 2021

Hamilton County

report created: 05/04/2024

Overview

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

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

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

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

Table 1. Hamilton County Key Retail Indicators

	FY2020	FY2021	% Change
Real Total Taxable Sales	\$111,617,238	\$117,522,183	5.3% ▲
Number of Firms	467	468	0.3% ►
Population	15,042	14,954	-0.6% ►
Average Sales Per Capita	\$7,420	\$7,859	5.9% ▲
Average Sales Per Firm	\$239,137	\$250,982	5.0% ▲

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

10-Year Summary of Taxable Retail Sales Statistics

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

Figure 1. Number of Reporting Establishments

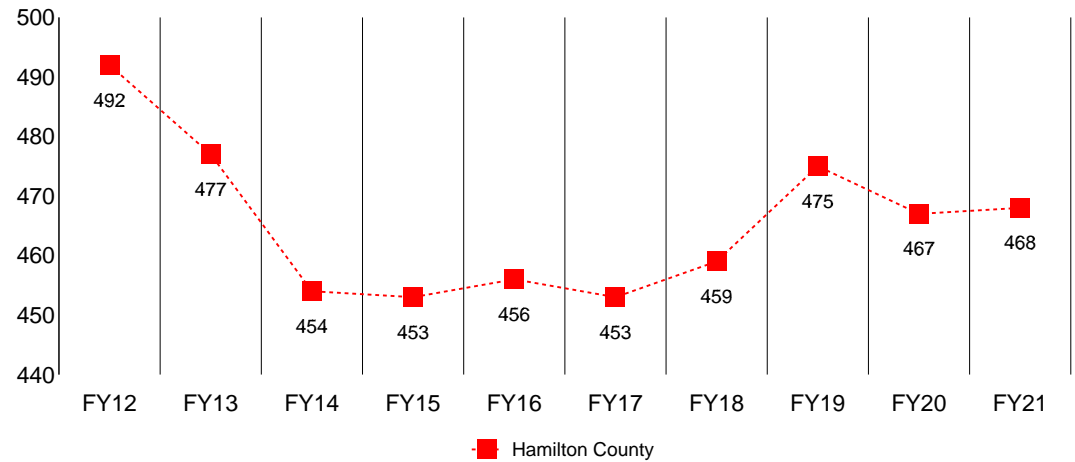


Figure 2 shows the dollar amount of total taxable retail sales reported by local businesses, measured in millions of real (i.e. inflation-adjusted) dollars.

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

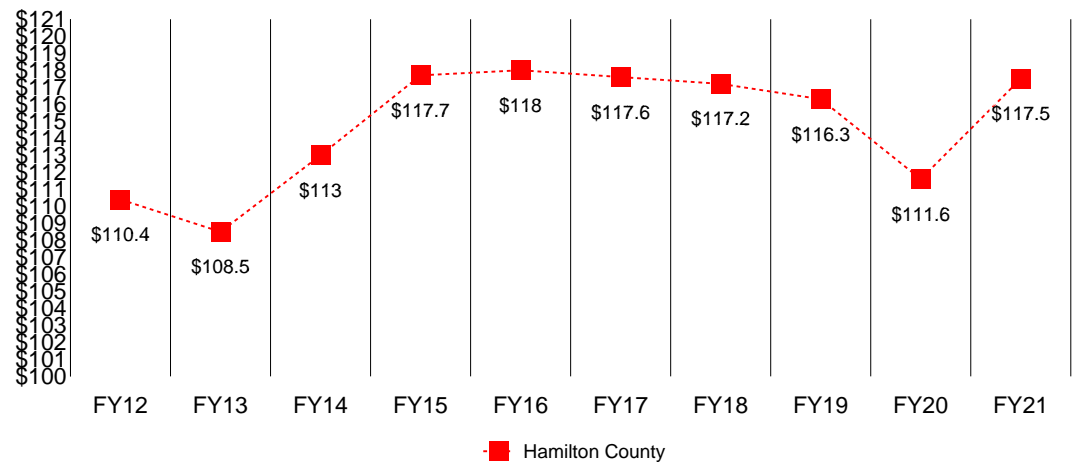
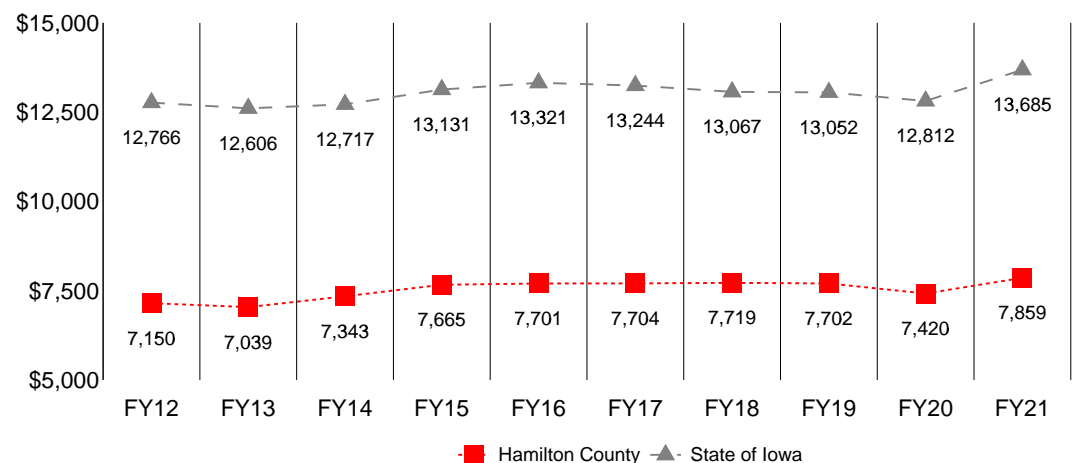


Figure 3 measures local taxable sales on a per capita basis, with comparisons to statewide averages by year. The per capita averages are expressed in real dollars.

Figure 3. Real Per Capita Taxable Sales



Historical Trends in Taxable Retail Sales

Table 2. Historical Statistics for Hamilton County

Fiscal Year	Reporting Firms	Total Taxable Sales (\$)		Real Average Sales (\$)		Statewide Real Average (\$)	
		Nominal	Real	Per Firm	Per Capita	Per Firm	Per Capita
1976	667	53,820,234	207,746,536	311,698	11,386	404,682	11,487
1977	667	55,692,206	203,245,871	304,945	11,209	417,211	12,163
1978	686	59,144,117	202,412,996	295,063	11,218	411,188	12,437
1979	688	67,736,661	215,162,305	312,622	11,925	417,090	12,995
1980	693	74,908,504	215,779,100	311,594	12,033	409,014	12,956
1981	687	70,898,706	185,296,547	269,718	10,380	363,695	11,755
1982	670	71,708,643	175,168,501	261,543	9,889	349,427	11,304
1983	671	74,433,265	173,406,240	258,333	9,903	339,738	11,175
1984	657	73,077,496	163,655,558	249,095	9,451	332,866	11,086
1985	640	71,253,848	154,160,930	240,876	9,019	329,249	11,062
1986	637	68,967,727	144,842,662	227,383	8,567	322,885	11,050
1987	628	71,243,520	146,455,853	233,117	8,769	341,537	11,529
1988	620	73,383,701	145,537,286	234,927	8,812	343,381	11,599
1989	615	75,320,249	143,057,957	232,615	8,733	348,926	11,701
1990	603	76,527,624	139,715,300	231,604	8,637	353,171	11,808
1991	592	80,892,682	141,555,918	239,014	8,807	354,551	11,734
1992	591	78,336,948	133,445,605	225,987	8,256	354,914	11,832
1993	608	80,018,835	132,798,938	218,599	8,193	355,227	11,979
1994	612	82,563,733	134,100,929	219,030	8,272	362,761	12,238
1995	602	84,412,956	134,125,910	222,801	8,203	370,247	12,483
1996	590	88,121,404	137,276,853	232,574	8,364	371,202	12,758
1997	581	85,288,420	130,096,224	224,111	7,950	390,199	12,967
1998	579	85,858,280	129,500,339	223,662	7,902	392,703	13,189
1999	559	88,159,305	131,699,313	235,809	8,032	420,262	13,742
2000	548	89,663,837	131,142,362	239,529	7,994	428,189	13,802
2001	536	93,488,720	133,402,431	248,769	8,169	428,817	13,833
2002	516	90,625,507	127,740,598	247,799	7,843	430,369	13,670
2003	482	88,371,298	122,176,534	253,347	7,472	449,351	13,507
2004	475	87,409,904	118,279,521	249,272	7,245	456,580	13,358
2005	486	86,713,394	114,342,857	235,394	7,027	454,829	13,282
2006	479	92,110,857	117,724,476	245,643	7,266	466,464	13,371
2007	507	94,222,065	117,599,145	231,951	7,320	457,214	13,206
2008	506	97,695,179	118,303,799	234,033	7,429	457,887	13,321
2009	512	97,067,456	116,373,479	227,292	7,365	449,908	13,302
2010	508	94,302,021	111,880,883	220,346	7,131	432,048	12,458
2011	490	95,015,229	110,674,176	225,866	7,107	447,767	12,522
2012	492	97,131,631	110,446,473	224,713	7,150	456,731	12,766
2013	477	96,877,715	108,517,426	227,739	7,039	450,935	12,606
2014	454	102,403,175	113,048,376	249,280	7,343	468,628	12,717
2015	453	107,536,724	117,737,988	259,764	7,665	487,645	13,131
2016	456	108,302,165	118,012,381	258,799	7,701	495,712	13,321
2017	453	109,568,448	117,562,611	259,807	7,704	495,547	13,244
2018	459	111,402,344	117,222,094	255,525	7,719	491,839	13,067
2019	475	112,486,195	116,266,533	244,643	7,702	484,140	13,052
2020	467	109,403,811	111,617,238	239,137	7,420	476,256	12,812
2021	468	117,522,183	117,522,183	250,982	7,859	505,926	13,685

Population Trends

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

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

Figure 4. Population Trends for Hamilton County

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

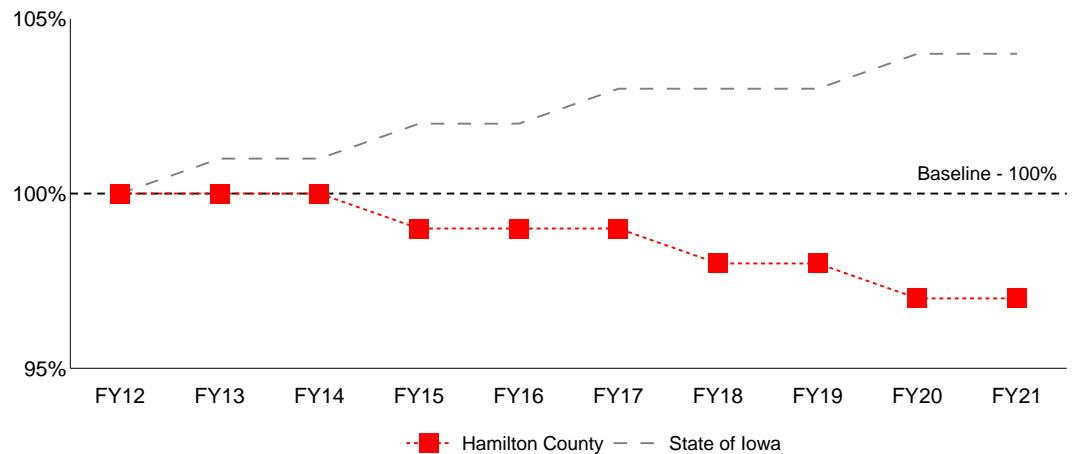
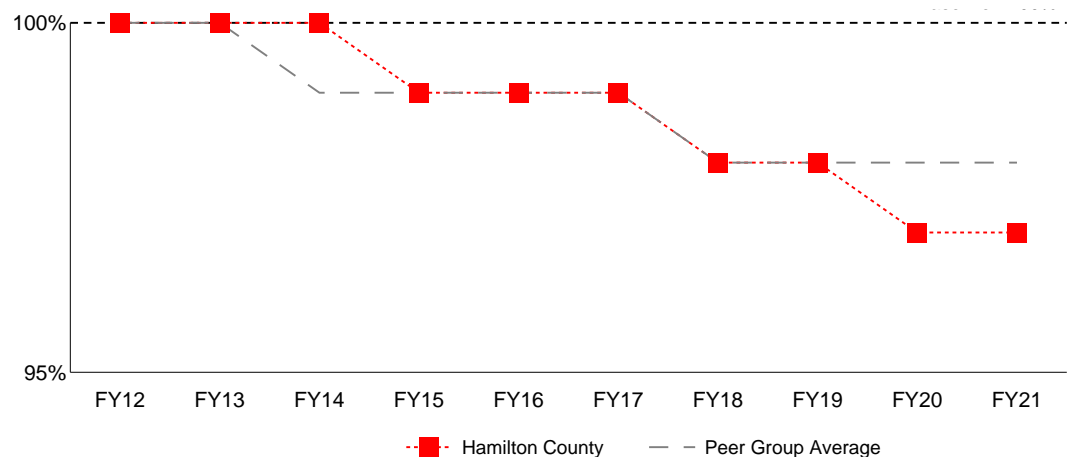


Figure 5. Population Trends for Group 3 Counties

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



Retail Performance Measures

Peer Group Comparisons

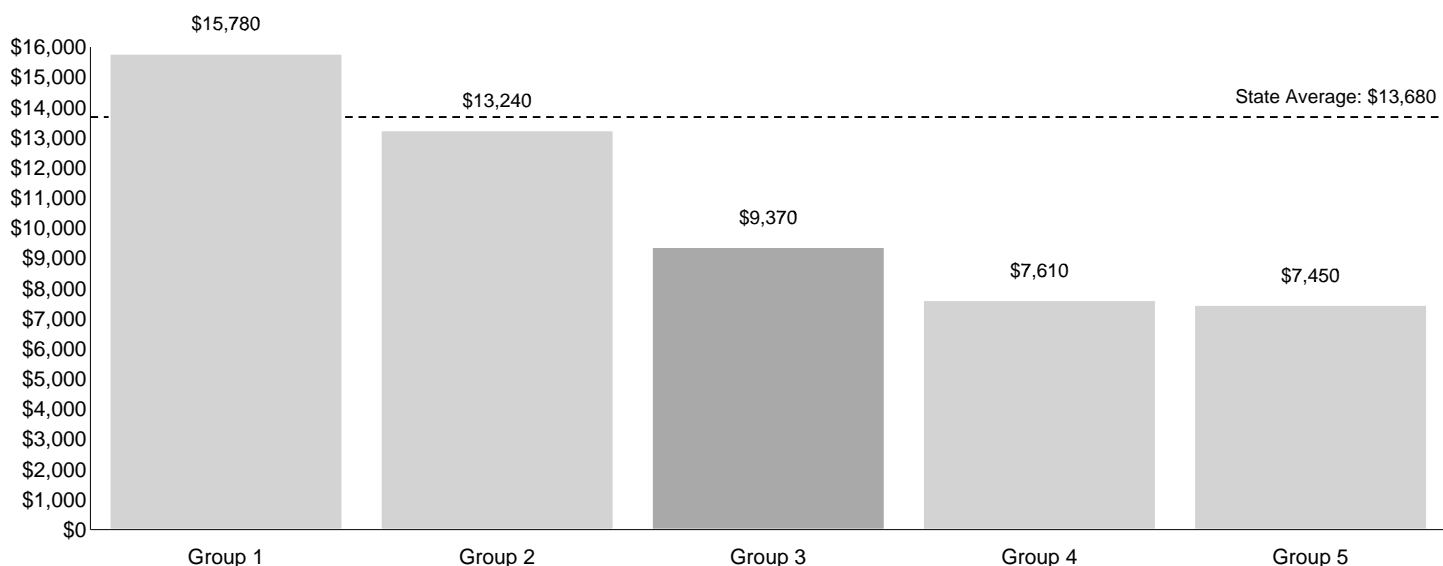
Iowa's 99 counties and their trade centers vary in the level and types of retail activity they can support. In general, retail sector size and diversity tend to increase with community size. Other determining factors include the proximity and size of competing trade centers in neighboring counties and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

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

Table 3. Peer Group Definitions

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

Figure 6. Average Sales Per Capita by County Peer Group



Retail Performance: Benchmark Measures

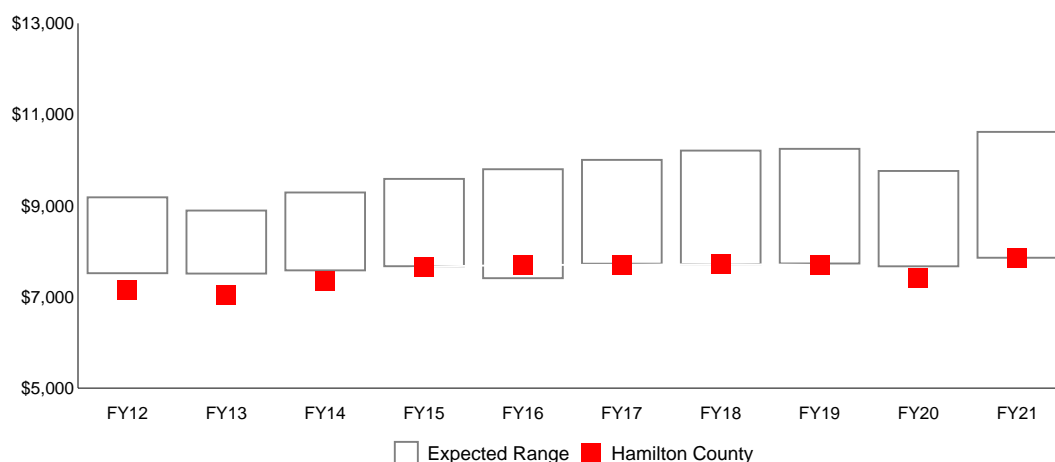
This page describes two benchmark measures for evaluation of local retail performance. The first defines an "expected" range for local sales based on typical values for similar counties. The second represents a hypothetical self-sufficiency sales level that may be used for breakeven analysis.

Benchmark 1: Expected Sales

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

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

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



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

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

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

Table 4. Break-even Analysis

Hamilton County		FY2021
Statewide average taxable sales per capita		\$13,685
multiplied by a local spending adjustment factor		x 1%
Equals estimated annual taxable spending by local residents		= \$13,635
multiplied by estimated local population		x 14,954
Equals the break-even sales target		= \$203,900,000

Retail Performance: Break-even Analysis

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

Trade Surplus or Leakage

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

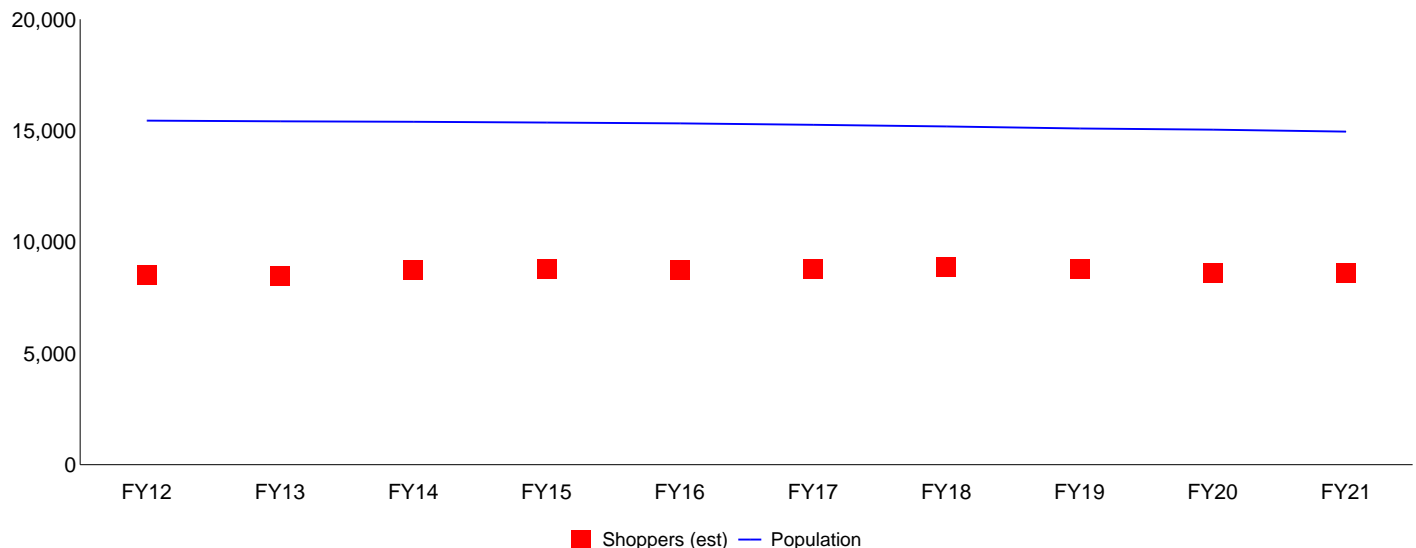
Table 5. Hamilton County Trade Surplus/Leakage (\$ millions)

Hamilton County	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21
County actual sales	110.4	108.5	113.0	117.7	118.0	117.6	117.2	116.3	111.6	117.5
Breakeven sales target	200.1	197.4	198.8	206.0	207.3	204.6	200.6	199.7	195.5	203.9
Estimated surplus (+) or leakage (-)	-89.7	-88.9	-85.8	-88.3	-89.3	-87.0	-83.4	-83.4	-83.9	-86.4

Trade Area Capture

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

Figure 8. Estimated Trade Area Capture for Hamilton County



Retail Performance: Pull Factor

The Pull Factor Ratio

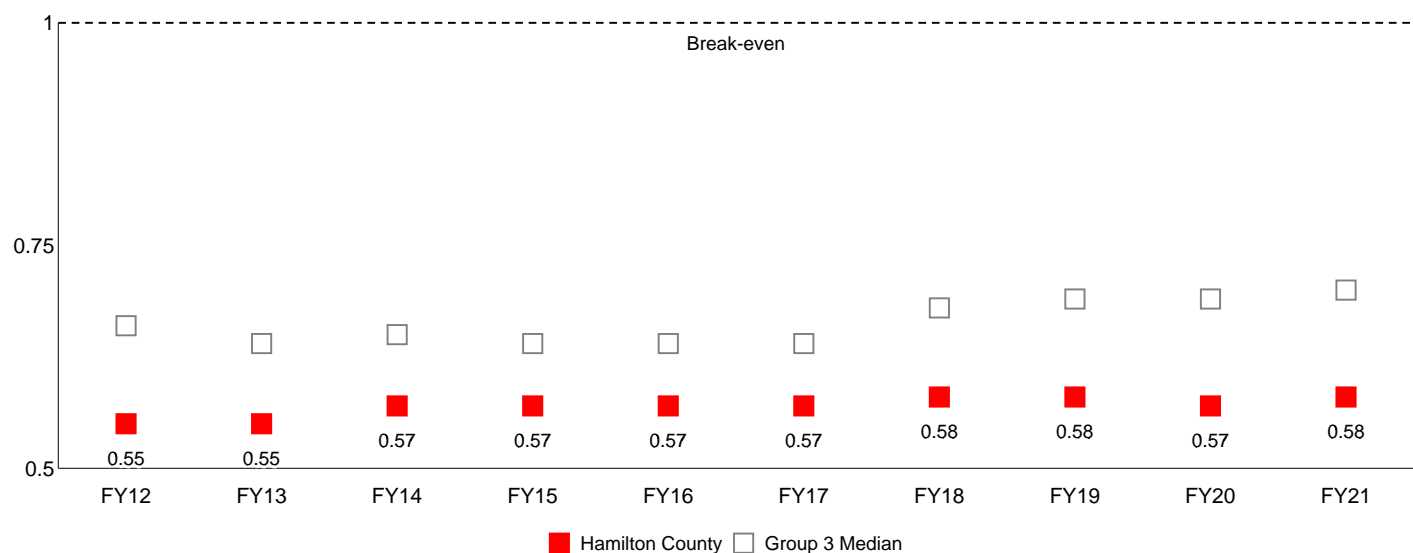
The county's pull factor compares the size of its estimated retail customer base to its population size. It is derived by dividing the trade area capture measure by the number of county residents.

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

While pull factors may vary widely from one county to the next, they tend to increase with county size. Peer group comparisons provide an additional benchmark for evaluating the local pull factor (see **Table 3** for peer group definitions).

Figure 9 shows recent trends in pull factor ratios for the county and its peer group. The county's pull factor values are indicated with solid red squares. The open white squares indicate the median pull factor for the peer group in each year.

Figure 9. Hamilton County Pull Factor Comparison with Peer Group 3



Cautions for interpreting pull factors:

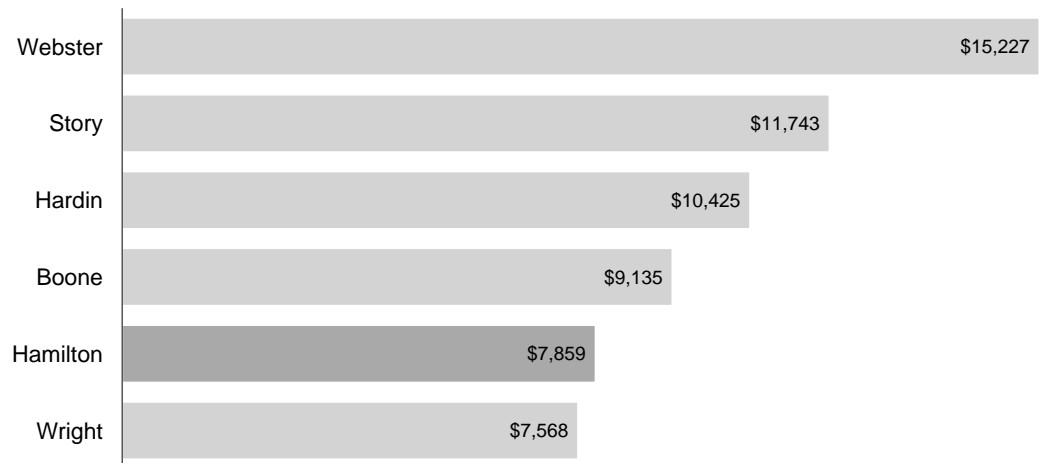
- A low pull factor does not necessarily indicate untapped sales potential in the local retail sector. Most small counties should expect to lose at least some fraction of their residents' spending to larger regional trade centers.
- A high pull factor may send a false signal of retail strength. Pull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

Regional Competition

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

Figure 10. Per Capita Retail Sales for Nearby Counties

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



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

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

Table 6. Reporting Jurisdictions in Hamilton County

Area Name	Population	Average # Filers	Sales \$ millions
Hamilton County Total	14,954	468	117.5
Blairsburg	175	14	2.2
Ellsworth	505	33	12.5
Jewell Junction	1,209	51	6.7
Stanhope	362	15	1.8
Stratford	703	34	5.0
Webster City	7,781	257	77.2
Williams	305	22	5.1

Iowa's Retail Sales Tax Reporting

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

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

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

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

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

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

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

Cautions and Limitations for Interpreting Reported Sales Data

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

Notable Exclusions from Iowa's Retail Sales Tax

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

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

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

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

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

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

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

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

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

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

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

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

Definitions of Retail Measures

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

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

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

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

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

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

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

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

Self Sufficiency (or Break-Even) Level of Sales.

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

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

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

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

Definitions and Frequently Asked Questions

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

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

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

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

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

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

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

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

Data Notes (continued)

Table 7. Peer County Groupings and 2020 Population (page 1 of 2)

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

Data Notes (continued)

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

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

Data Notes (continued)

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

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

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