# Retail Trade Analysis Fiscal Year 2024

report created: 05/09/2025

### Overview

This report examines local retail sales and related economic trends using a variety of historical and peerbased 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 2024 dollar equivalents, unless otherwise noted. The 2024 fiscal year began July 1, 2023, and ended June 30, 2024.

# Logan

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

#### Table 1. Logan Key Retail Indicators

	2023	2024	% Change
Real total taxable sales	\$14,409,357	\$13,467,252	-6.5%
Estimated population <sup>1</sup>	1,361	1,354	-0.5%
Anual average sales per capita	\$10,587	\$9,946	-6.1%
Monthly average number of sales tax return filings <sup>2</sup>	49	52	6% 🔺

1) The population estimate describes the average number of residents in households, dormitories, nursing homes, correctional institutions, and other group quaters during the fiscal year.

2) The required filing frequency for sales tax returns increased to a monthly basis for most firms begining in FY24.

# 10-Year Summary of Taxable Retail Sales Statistics

Figure 1 shows the dollar amount of total taxable retail sales reported by local businesses, measured in millions of real (i.e. inflationadjusted) dollars.

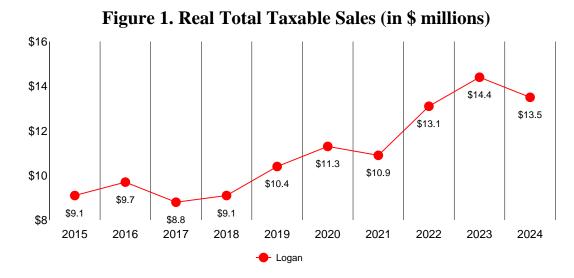
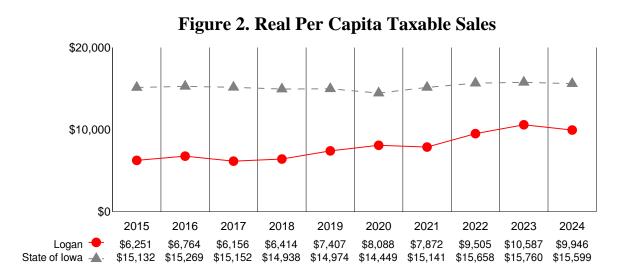


Figure 2 measures local taxable sales on a per capita basis, with comparisons to statewide averages by year. The per capita averages are expressed in real dollars.



# Historical Trends in Taxable Retail Sales

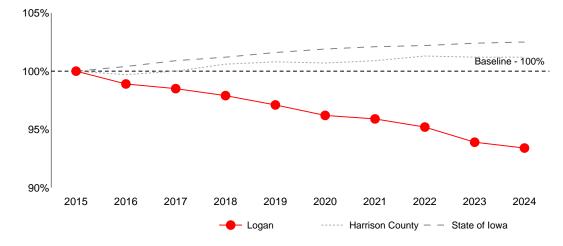
### Table 2. Historial Statistics for Logan

Fiscal Year	Total Returns Filed	Total Ta Nominal	xable Sales (\$) Real	Estimated Population	Real Sales Per Capita (\$)	Statewide Sales Per Capita (\$)
2024	618	13,467,252	13,467,252	1,354	9,946	15,599
2023	583	14,130,772	14,409,357	1,361	10,587	15,760
2023	283	12,390,330	13,107,575	1,379	9,505	15,658
2022	274	9,706,238	10,933,856	1,389	7,872	15,141
2021	304	9,608,889	11,274,414	1,394	8,088	14,449
2020	292	8,788,394	10,422,231	1,407	7,407	14,974
2019	292	7,565,782	9,101,092	1,407	6,414	14,938
2018 2017	284	7,156,292	8,784,857	1,419	6,156	14,938
2017	300		9,692,104	1,427	6,764	
2016 2015	296	7,759,921				15,269
		7,179,958	9,058,404	1,449	6,251	15,132
2014	296	7,057,104	8,919,773	1,467	6,080	14,561
2013	296	7,535,437	9,657,609	1,476	6,543	14,425
2012	300	7,461,552	9,688,961	1,495	6,481	14,581
2011	288	6,655,717	8,803,706	1,522	5,784	14,223
2010	308	6,254,269	8,482,119	1,529	5,547	14,240
2009	308	6,449,100	8,902,844	1,517	5,869	15,312
2008	312	6,340,493	8,728,424	1,520	5,742	15,140
2007	332	6,372,335	9,032,277	1,535	5,884	14,994
2006	296	6,004,891	8,729,819	1,535	5,687	15,206
2005	288	6,496,058	9,710,122	1,535	6,326	15,054
2004	292	6,024,660	9,265,006	1,542	6,008	15,179
2003	280	6,138,060	9,673,538	1,546	6,257	15,396
2002	272	5,720,024	9,203,932	1,552	5,930	15,605
2001	272	6,537,871	10,657,690	1,560	6,832	15,802
2000	264	7,504,672	12,479,744	1,546	8,072	15,694
1999	280	7,633,696	13,015,651	1,531	8,501	15,688
1998	276	8,564,556	14,814,845	1,528	9,696	15,130
1997	260	8,577,316	14,954,931	1,520	9,839	14,826
1996	232	6,841,497	12,136,258	1,499	8,096	14,533
1995	244	7,455,997	13,509,061	1,470	9,190	14,239
1994	248	6,776,330	12,536,343	1,443	8,688	13,945
1993	232	6,358,011	12,007,889	1,424	8,433	13,638
1992	224	6,828,916	13,218,690	1,410	9,375	13,450
1991	240	6,274,262	12,468,231	1,400	8,906	13,331
1990	248	6,102,080	12,531,032	1,403	8,932	13,238
1989	252	5,932,447	12,718,437	1,417	8,976	13,077
1988	232	6,036,989	13,508,490	1,431	9,440	12,888
1987	240	5,528,888	12,854,731	1,445	8,896	12,834
1986	244	5,882,235	14,098,241	1,459	9,663	12,491
1985	272	6,799,965	16,653,204	1,474	11,298	12,191
1984	284	6,693,696	16,964,868	1,488	11,401	12,544
1983	292	7,094,585	18,662,339	1,503	12,417	12,620
1983	304	7,220,848	19,800,673	1,505	13,044	12,020
1982	300	7,726,369	22,360,484	1,518	14,586	13,035
1981	292	8,342,506	26,308,124	1,535	17,083	14,213
1980 1979	292 288					
		7,655,044	26,742,058	1,538	17,388	14,378
1978	272	6,322,086	24,050,200	1,537	15,647	13,945
1977	264	5,516,139	22,442,924	1,535	14,621	13,685
1976	256 Iniversity Extension & O	4,924,176	21,337,719	1,534	13,910	12,980

# **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.

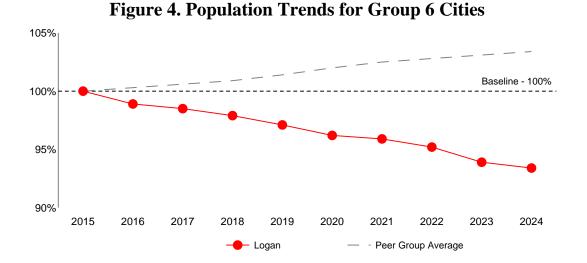
In the longer term, population trends also reflect the region's general economic climate. Population growth or stability suggests a more favorable retail environment than population decline, which may signify erosion in the region's economic vitality.



#### **Figure 3. Population Trends for Logan**

**Figure 3** shows annual population estimates for the city, county, and state, expressed as percentages of baseline values from 10 years ago.

Figure 4 compares the local population trend to the average experience for similarly-sized cities in Iowa. See **Table 3** for peer group definitions and **Table 7** for a list of Iowa cities by peer group.



# Peer Group Comparisons

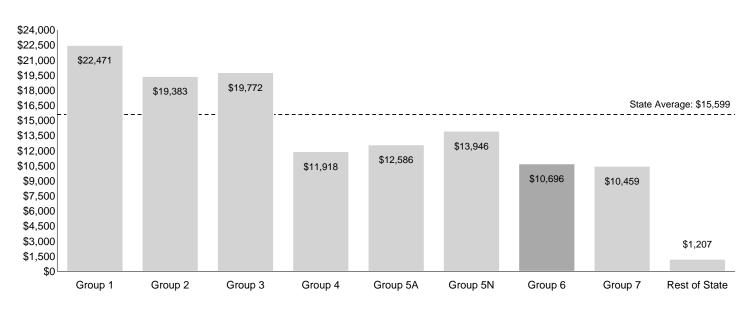
Iowa's 942 cities vary in the level and types of retail activity they can support. In general, retail sector size and diversity tend to increase with community size. Other determining factors include the proximity and size of competing trade centers and the overall population density in the region. Communities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

This report assigns all cities in Iowa to peer groups based on their population size and urbanization characteristics of their host county. **Table 3** contains peer group definitions. The relevant peer group for the city is highlighted in bold (see **Table 12** for a complete list of cities by peer group). **Figure 5** compares the average sales performance of all city peer groups during the most recent fiscal year.

			Number	% of State
Group	<b>City Population</b>	Metropolitan or Micropolitan Status	of Cities	<b>Taxable Sales</b>
Group 1	10,000 or greater	Core county of a metropolitan statistical area (MSA)	23.0	60.5%
Group 2	10,000 or greater	Non-core MSA county or non-metropolitan county	19.0	12.4%
Group 3	2,500 to 9,999	Non-metropolitan county	63.0	12.3%
Group 4	2,500 to 9,999	Metropolitan county	34.0	4.0%
Group 5N	500 to 2,499	Non-metropolitan county, not adjacent to a MSA	92.0	2.6%
Group 5A	500 to 2,499	Non-metropolitan county, adjacent to a MSA	110.0	2.8%
Group 6	500 to 2,499	Metropolitan county	101.0	2.6%
Group 7	250 to 499	Any county	169.0	1.1%
Rest of State	249 or fewer	Any County	329.0	1.7%

#### **Table 3. Peer Group Definitions**

#### Figure 5. Average Sales Per Capita by City Peer Group

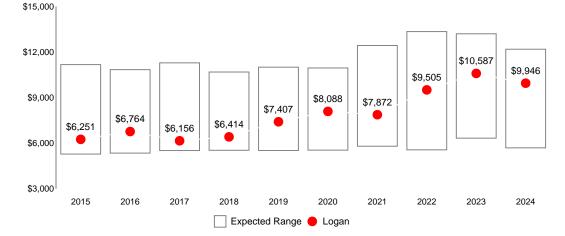


# Peer Group Comparisons

### **Expected Sales**

Using peer group data to describe an expected sales range, this benchmark helps determine whether local sales have been higher than, lower than, or typical for cities of similar size and urbanization characteristics. **Figure 6** illustrates whether recent local sales trends align with peer group expectations.

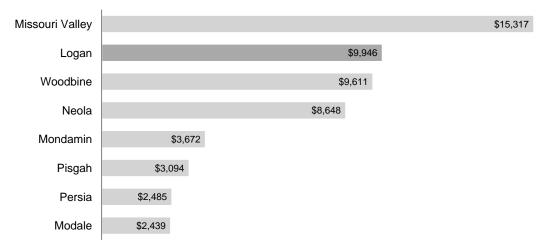
**Figure 6** compares local sales with typical values for peer cities. The gray rectangles illustrate the 25th to the 75th percentile range of values for the peer group. The solid red circles show actual local per capita sales.



#### Figure 6. Expected and Actual Sales Per Capita

### **Regional Competition**

This section explores broadly regional trade patterns competitive forces at work within the region. **Figure 7** compares city per capita sales to averages in neighboring cities. **Table 5** lists cities within the county that reported taxable sales activity during the most recent fiscal year.



#### Figure 7. Per Capita Retail Sales for Nearby Cities

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.

Figure 7 shows the ten

nearest cities as measured from the center of each

city. The cities are listed in descending order by

their average per capita

sales.

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 4. Reporting Jurisdictions in Harrison County

Area Name	Population	<b>Total Returns</b>	Sales \$ millions
Harrison County Total	14,670	3,415	92.3
Dunlap*	1,035	427	17.2
Logan	1,354	618	13.5
Missouri Valley	2,656	1,131	40.7
Modale	280	78	0.7
Mondamin	337	89	1.2
Persia	293	93	0.7
Pisgah	245	102	0.8
Woodbine	1,718	651	16.5

# Data Notes

### 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.

# Data Notes

### 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 <u>http://</u> <u>tax.iowa.gov/iowa-sales-and-use-tax-guide</u>.* 

### Data Notes (continued)

### 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. **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.

### Data Notes (continued)

### Frequently Asked Questions

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.

#### 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. 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.

### Table 5. Peer City Groupings and 2020 Population (page 1 of 3)

	1			
21,698	Council Bluffs	62,399	North Liberty	21,345
65,686	Davenport	100,354	Pleasant Hill	11,617
74,458	Des Moines	210,381	Sioux City	85,727
39,858	Dubuque	58,877	Urbandale	46,729
40,737	Grimes	16,362	Waterloo	66,606
	Iowa City		Waukee	31,645
			West Des Moines	72,205
		2		- ,
		,		
	Group 2			
12,416	Le Mars	10,618	Ottumwa	25,252
23,565	Marshalltown	27,574	Pella	10,820
10,163	Mason City	26,906	Spencer	11,451
				11,434
				10,561
- ,		7 -		
,				6,397
	Forest City		Osage	3,537
6,781	Garner	3,035	Osceola	5,568
2,772	Grinnell	9,473	Postville	2,415
4,552	Hampton	4,272	Red Oak	5,461
	Harlan		Rock Rapids	2,706
	Hawarden			4,045
	Humboldt			5,422
				4,884
				2,761
				8,543
				5,533
				3,046
				3,040
			1	
				3,777
				7,713
				2,754
				3,161
				3,728
	Oelwein			3,351
5,823	Onawa	2,816	Wilton	2,930
	Group	1		
6 474	1		Polk City	6,303
				3,312
				5,274
	-			3,182
				3,388
				6,325
				4,951
				7,252
	Monticello			5,067
4,490	Mount Vernon	4,552	Winterset	5,374
2,904	Nevada	6,967		
	$\begin{array}{r} 65,686\\74,458\\39,858\\40,737\\135,958\\19,005\\23,596\end{array}$	21,698Council Bluffs65,686Davenport74,458Des Moines39,858Dubuque40,737Grimes135,958Iowa City19,005Johnston23,596MarionGroup 212,416Le Mars23,565Marshalltown10,163Mason City24,239Muscatine24,591Newton10,053Norwalk16,043OskaloosaGroup 33,661Fairfield5,342Forest City6,781Garner2,772Grinnell4,552Hampton5,344Harlan4,280Hawarden7,228Humboldt5,167Independence5,305Iowa Falls2,745Jefferson7,567Jesup3,897Keokuk7,392Knoxville7,578Manchester8,114Maquoketa5,587Milford3,663Oelwein3,566Mount Pleasant2,589New Hampton3,623Oelwein5,823OnawaGroup 46,474Grundy Center5,704Hiawatha6,007Hudson8,959Huxley4,326Kalona3,759Le Claire2,549Madrid4,557Missouri Valley6,846Monticello	65,686         Davenport         100,354           74,458         Des Moines         210,381           39,858         Dubuque         58,877           40,737         Grimes         16,362           135,958         Iowa City         75,678           19,005         Johnston         24,640           23,596         Marion         42,213           Group 2           Group 2           12,416         Le Mars         10,618           23,555         Marshalltown         27,574           10,163         Mason City         26,906           24,239         Muscatine         23,341           24,551         Networn         15,645           10,053         Norwalk         14,873           16,043         Oskaloosa         11,448           Group 3           3,661         Fairfield         9,300           5,342         Forest City         4,272           6,781         Garner         3,035           2,772         Grinnell         9,473           4,552         Hampton         4,272           5,344         Harlan         4,891	21,698         Council Bluffs         62,399         North Liberty           65,686         Davenport         100,354         Pleasant Hill           74,458         Des Moines         210,381         Sioux City           39,858         Dubuque         58,877         Urbandale           40,737         Grimes         16,362         Waterloo           135,958         Iowa City         75,678         Waukce           19,005         Johnston         24,640         West Des Moines           23,596         Marion         42,213         Ottumwa           23,565         Marshalltown         27,574         Pella           10,163         Mascatine         23,341         Storm Lake           24,239         Muscatine         23,341         Storm Lake           24,591         Nervon         15,645         Waverly           10,053         Norwalk         14,873         Osage           6,781         Garner         3,035         Osceola           2,772         Grinnell         9,473         Postville           4,552         Hampton         4,272         Red Oak           5,344         Harlan         4,891         Rock Rapids <tr< td=""></tr<>

### Table 5. Peer City Groupings and 2020 Population (page 2 of 3)

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A .11.	1 5 2 0	E . 1 '11.	717	Group 5A	1.000	Manager	2 404	0111	729
Ackley	1,538	Earlville	717	Guttenberg	1,808	Marengo	2,404	Shelby	728
Adair	781	Edgewood	910	Hamburg	868	Mechanicsville	992	Shell Rock	1,272
Afton	863	Elgin	674	Hazleton	710	Melbourne	768	Sidney	1,039
Akron	1,542	Elkader	1,197	Hedrick	722	Melcher-Dallas		Sigourney	1,985
Alden	738	Elk Horn	631	Hinton	955	Merrill	710	Stanton	676
Allison	942	Ellsworth	492	Holstein	1,475	Monona	1,465	Stanwood	620
Alton	1,243	Elma	490	Hopkinton	624	Montezuma	1,432	State Center	1,392
Anita	965	Essex	717	Hospers	706	Morning Sun	693	Stratford	682
Aplington	1,089	Fairbank	1,128	Hubbard	837	Murray	624	Strawberry Pt.	1,147
Battle Creek	685	Fayette	1,240	Hull	2,432	Nashua	1,503	Tabor	984
Bellevue	2,320	Fontanelle	670	Ida Grove	1,990	New Hartford	556	Toledo	2,383
Boyden	697	Fredericksburg	976	Inwood	957	New London	1,870	Traer	1,549
Brooklyn	1,464	Fruitland	930	Ireton	578	North English	1,035	Victor	852
Clarence	1,004	Garnavillo	751	Jewell Junction	1,183	Parkersburg	1,983	Villisca	1,113
Clarksville	1,243	George	1,103	Keota	893	Pleasantville	1,690	Wapello	2,013
Clermont	571	Gilman	532	Kingsley	1,391	Preston	938	Wayland	947
Columbus Jct.	1,771	Gladbrook	781	Lansing	954	Quasqueton	591	West Union	2,432
Delmar	542	Grand Junction	708	Larchwood	950	Radcliffe	540	What Cheer	597
Doon	642	Grand Mound	610	Le Grand	894	Remsen	1,682	Wheatland	763
Dumont	618	Greene	977	Lowden	778	Richland	540	Whiting	727
Durant	1,815	Greenfield	2,033	McGregor	725	Sabula	493	Winfield	1,014
Dysart	1,261	Griswold	991	Mapleton	1,124	Scranton	492	Winthrop	818
				Group 5N					
Agency	614	Corydon	1,537	Kanawha	639	Moulton	599	Ruthven	712
Albert City	626	Dakota City	756	Keosauqua	945	Mount Ayr	1,626	Sac City	2,019
Alta	2,018	Danville	908	Lake City	1,670	Newell	847	St. Ansgar	1,160
Arcadia	2,018 578	Dayton	908 759	Lake Mills	2,115	New Sharon	1,247	Sanborn	1,100
Armstrong	856	Donnellson	866	Lake Park	1,158	Nora Springs	1,247	Schaller	717
Arnolds Park	1,185	Dows	800 509	Lakeside	686	Northwood	2,048	Schleswig	803
Audubon	1,185	Early	581	Lake View	1,138	Odebolt	2,048 985	Seymour	639
Aurelia	1,999 970	Eddyville	958	Lamoni	1,138	Okoboji	737	Sheffield	1,107
	532	Eldon	938 777			Orleans	508		718
Badger	552 680		572	Laurens	1,249	Ossian	783	Sioux Rapids Sutherland	625
Bancroft Bedford		Everly Exira		Lenox	1,372	Paullina	785 968		623 547
	1,503		763	Leon	1,817			Swea City	
Belmond	2,399	Farmington	589	Manilla	742	Pocahontas	1,842	Titonka	487
Breda	494	Fonda	633	Manly	1,231	Pomeroy Drive also r	520	Ventura	697 749
Britt	2,004	Fremont	685	Manning	1,416	Primghar	884	Wall Lake	748
Buffalo Center	847	Glidden	1,150	Manson	1,656	Riceville	804	West Bend	775
Calmar	1,097	Goldfield	614	Marcus	1,060	Rockford	741	West Point	909
Charter Oak	511	Gowrie	935	Mediapolis	1,664	Rockwell	1,044		
Coon Rapids	1,268	Graettinger	813	Montrose	727	Rockwell City	2,195		
Corning	1,491	Hartley	1,570	Moravia	626	Rolfe	503		

### Table 5. Peer City Groupings and 2020 Population (page 3 of 3)

	<b>v 1</b> 8	L	<b>A B</b>	,	
		Grou	p 6		
Ainsworth, 513	Colo, 842	Gilbert, 1,331	Milo, 761	Readlyn, 860	Truro, 522
Alburnett, 667	Conrad, 1,095	Gilbertville, 791	Minden, 591	Redfield, 719	Underwood, 959
Anthon, 531	Correctionville, 746	Granger, 2,038	Mitchellville, 2,617	Reinbeck, 1,665	University Hts.,
Atkins, 2,140	Crescent, 624	Guthrie Center,	Monroe, 2,010	Riverside, 1,046	1,187
Avoca, 1,678	Dallas Center, 1,966	1,579	Moville, 1,690	Roland, 1,354	Urbana, 1,627
Baxter, 976	Denver, 1,946	Hartford, 725	Neola, 906	St. Charles, 643	Van Horne, 769
Belle Plaine, 2,340	De Soto, 933	Hills, 910	Newhall, 888	Shellsburg, 989	Van Meter, 1,725
Blairstown, 704	Dexter, 629	Janesville, 1,051	Oakland, 1,518	Shueyville, 723	Walcott, 1,549
Blue Grass, 1,686	Dike, 1,298	Kellogg, 596	Ogden, 1,963	Slater, 1,600	Walford, 1,355
Brighton, 589	Dunkerton, 832	Keystone, 621	Olin, 655	Sloan, 1,058	Walker, 668
Buffalo, 1,164	Dunlap, 1,035	La Porte City, 2,259	Oxford, 710	Springville, 1,148	Walnut, 725
Cambridge, 828	Earlham, 1,413	Lawton, 938	Palo, 1,505	Stuart, 1,855	Wellman, 1,516
Carson, 766	Elkhart, 1,041	Lisbon, 2,208	Panora, 1,083	Sully, 885	Wellsburg, 716
Cascade, 2,385	Elk Run Heights,	Logan, 1,354	Peosta, 2,122	Sumner, 2,031	Woodbine, 1,718
Central City, 1,241	1,055	Lone Tree, 1,336	Prairie City, 1,712	Swisher, 904	Woodward, 1,363
Coggon, 686	Ely, 2,335	Long Grove, 844	Princeton, 916	Treynor, 1,095	Wyoming, 527
Colfax, 2,262	Epworth, 2,024	Malvern, 1,051	Raymond, 748	Tripoli, 1,202	Zearing, 503
Collax, 2,202	-		Kaymonu, 740	111poll, 1,202	Zearing, 505
	Farley, 1,722	Maxwell, 854			
		Grou	n 7		
Albion, 441	Collins, 496	Gilmore City, 478	Livermore, 375	Mondamin, 337	Salem, 386
Alleman, 434	Columbus City, 378	Grandview, 429		Mystic, 321	
Allerton, 432	Conesville, 346	Granville, 303	Lohrville, 370 Lorimor, 376	New Albin, 431	Salix, 299 Sheldahl, 311
	Corwith, 260		Lost Nation, 423	,	,
Andrew, 375	,	Harcourt, 255		New Market, 387	Spillville, 372
Arlington, 418	Crawfordsville, 278	Harpers Ferry, 270	Lovilia, 460	New Vienna, 380	Stacyville, 437
Ashton, 432	Crystal Lake, 244	Hawkeye, 429	Low Moor, 241	New Virginia, 493	Stanhope, 353
Atalissa, 287	Cumberland, 250	Holland, 266	Luana, 304	Nichols, 328	Steamboat Rock, 261
Auburn, 258	Cumming, 501	Holy Cross, 348	Lu Verne, 248	Norway, 465	
Batavia, 424	Danbury, 311	Hornick, 251	Lynnville, 383	Ocheyedan, 421	Stockport, 275
Bayard, 404	Delhi, 432	Humeston, 470	Lytton, 274	Orient, 356	Templeton, 341
Beacon, 431	Deloit, 242	Irwin, 320	McCallsburg, 354	Otho, 411	Terril, 316
Bennett, 335	Delta, 258	Kelley, 308	McCausland, 311	Oxford Jct., 424	Thompson, 489
Bertram, 267	Diagonal, 338	Kensett, 255	Macedonia, 263	Persia, 293	Thornton, 393
Birmingham, 372	Donahue, 336	Kimballton, 282	Maharishi Vedic	Peterson, 319	Union, 381
Blakesburg, 269	Dow City, 467	Kiron, 257	City, 296	Pierson, 331	University Park, 475
Bode, 301	Duncombe, 370	Klemme, 430	Malcom, 261	Plainfield, 394	Ute, 330
Bonaparte, 361	Earling, 393	Lacona, 334	Mallard, 255	Plymouth, 369	Vail, 376
Brandon, 333	Elliott, 331	Lakota, 261	Marble Rock, 262	Protivin, 260	Wahpeton, 341
Bronson, 294	Emerson, 399	Lamont, 432	Marquette, 432	Pulaski, 261	Wesley, 380
Burt, 405	Farmersburg, 266	Latimer, 471	Martensdale, 411	Rhodes, 270	West Okoboji, 308
Bussey, 374	Farnhamville, 370	Lawler, 394	Massena, 355	Ridgeway, 265	Westside, 277
Calamus, 350	Farragut, 478	Lehigh, 391	Maurice, 272	Ringsted, 354	Whittemore, 479
Callender, 359	Fenton, 253	Lester, 309	Maynard, 468	Riverdale, 377	Williams, 298
Casey, 385	Fertile, 299	Letts, 354	Menlo, 343	Rowley, 266	Worthington, 372
Charlotte, 389			M. 111 / 264	Dove1 290	Vala 264
	Floyd, 305	Lewis, 362	Middletown, 364	Royal, 380	Yale, 264
Churdan, 357	Floyd, 305 Fort Atkinson, 301	Lewis, 362 Libertyville, 271	Mildletown, 364 Miles, 402	Rudd, 348	1 ale, 204
Churdan, 357 Cincinnati, 283	•				1 ale, 204
	Fort Atkinson, 301	Libertyville, 271	Miles, 402	Rudd, 348	1 ale, 204
Cincinnati, 283	Fort Atkinson, 301 Galva, 417	Libertyville, 271 Lime Springs, 467	Miles, 402 Milton, 397	Rudd, 348 Runnells, 451	Tale, 204

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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

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