

Retail Trade Analysis

Fiscal Year 2023

Webster City

report created: 04/01/2025

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 2023 dollar equivalents, unless otherwise noted. The 2023 fiscal year began July 1, 2022, and ended June 30, 2023.

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

Table 1. Webster City Key Retail Indicators

	2022	2023	% Change
Real total taxable sales	\$91,707,974	\$98,355,704	7.2% ▲
Estimated population ¹	7,746	7,730	-0.2% ►
Annual average sales per capita	\$11,839	\$12,724	7.5% ▲
Monthly average number of sales tax return filings ²	NA	177	NA

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

2) The required filing frequency for sales tax returns increased to a monthly basis for most firms beginning in FY23.

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. inflation-adjusted) dollars.

Figure 1. Real Total Taxable Sales (in \$ millions)

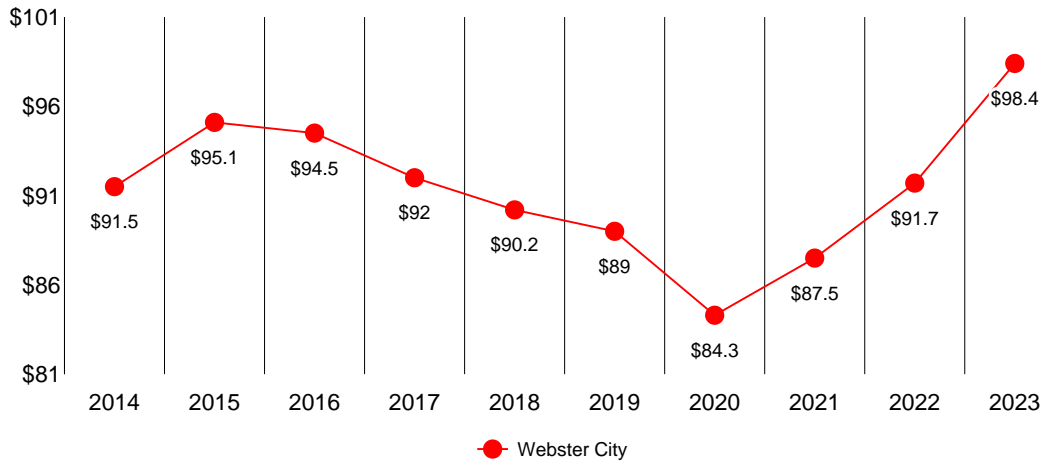
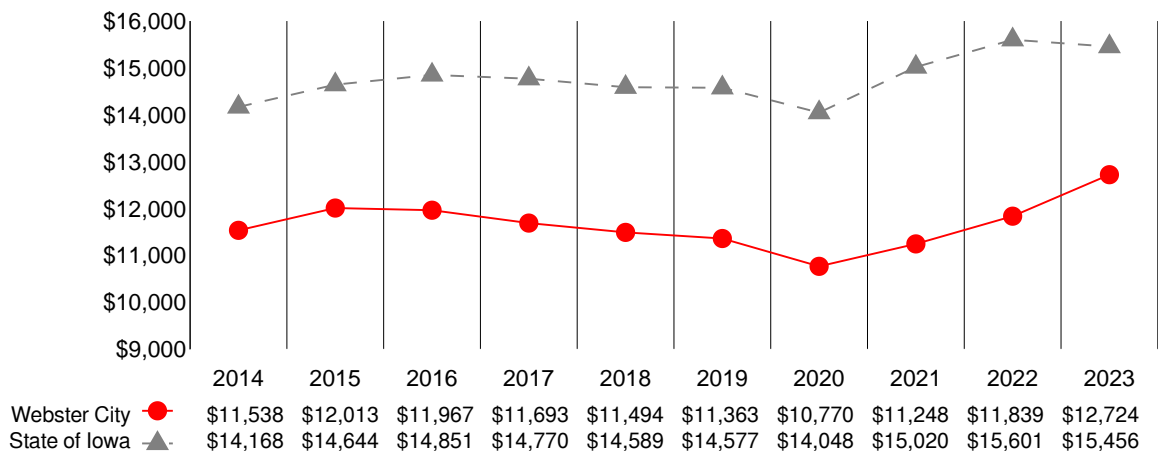


Figure 2 measures local taxable sales on a per capita basis, with comparisons to statewide averages by year. The per capita averages are expressed in real dollars.

Figure 2. Real Per Capita Taxable Sales



Historical Trends in Taxable Retail Sales

Table 2. Historical Statistics for Webster City

Fiscal Year	Total Returns Filed	Total Taxable Sales (\$)		Estimated Population	Real Sales Per Capita (\$)	Statewide Sales Per Capita (\$)
		Nominal	Real			
2023	2,122	98,355,704	98,355,704	7,730	12,724	15,456
2022	1,057	87,006,383	91,707,974	7,746	11,839	15,601
2021	1,063	78,311,551	87,509,947	7,780	11,248	15,020
2020	1,085	73,878,808	84,275,061	7,825	10,770	14,048
2019	1,092	77,068,449	88,972,585	7,830	11,363	14,577
2018	1,068	76,750,285	90,169,123	7,845	11,494	14,589
2017	1,072	76,899,715	92,020,273	7,870	11,693	14,770
2016	1,088	77,810,478	94,524,378	7,899	11,967	14,851
2015	1,076	77,879,074	95,081,485	7,915	12,013	14,644
2014	1,076	74,387,127	91,482,226	7,929	11,538	14,168
2013	1,160	72,458,289	90,348,168	7,928	11,396	14,034
2012	1,196	72,442,291	91,683,914	7,941	11,546	14,212
2011	1,196	72,123,580	93,506,181	8,014	11,668	13,940
2010	1,232	69,890,600	92,292,037	8,068	11,439	13,865
2009	1,240	72,363,246	96,562,716	8,111	11,905	14,801
2008	1,220	73,905,075	99,611,471	8,135	12,245	14,823
2007	1,208	69,716,693	96,849,949	8,159	11,870	14,696
2006	1,136	67,980,899	96,705,605	8,205	11,786	14,880
2005	1,128	63,950,031	93,858,340	8,217	11,422	14,781
2004	1,080	62,354,914	93,914,024	8,204	11,447	14,866
2003	1,072	61,906,302	95,262,942	8,182	11,643	15,033
2002	1,124	63,811,941	100,112,844	8,136	12,305	15,215
2001	1,164	65,044,885	103,306,428	8,144	12,685	15,396
2000	1,208	63,410,927	103,228,941	8,154	12,660	15,364
1999	1,220	61,706,941	102,602,520	8,124	12,630	15,299
1998	1,272	59,291,357	99,538,267	8,113	12,269	14,684
1997	1,244	58,819,881	99,864,263	8,096	12,335	14,437
1996	1,252	61,748,975	107,066,833	8,104	13,212	14,205
1995	1,308	59,022,520	104,383,556	8,057	12,956	13,899
1994	1,328	58,608,303	105,952,844	7,986	13,267	13,627
1993	1,300	55,939,178	103,330,603	7,994	12,926	13,338
1992	1,212	55,195,643	104,653,628	7,977	13,119	13,175
1991	1,184	56,420,865	109,893,169	7,927	13,863	13,066
1990	1,180	52,528,010	106,739,852	7,948	13,430	13,099
1989	1,208	51,371,637	108,600,788	8,019	13,543	12,895
1988	1,228	48,521,468	107,105,639	8,082	13,252	12,714
1987	1,228	45,936,736	105,111,125	8,146	12,903	12,631
1986	1,252	44,631,252	104,334,921	8,210	12,708	12,183
1985	1,244	46,004,011	110,789,982	8,275	13,389	12,282
1984	1,276	45,268,433	112,845,270	8,340	13,531	12,338
1983	1,296	43,216,452	112,070,670	8,406	13,332	12,441
1982	1,312	41,645,888	113,239,028	8,472	13,366	12,605
1981	1,340	39,863,954	115,971,776	8,539	13,581	13,103
1980	1,336	40,751,255	130,666,520	8,568	15,251	14,452
1979	1,344	37,374,717	132,147,962	8,560	15,438	14,552
1978	1,312	32,860,892	125,181,737	8,551	14,639	13,964
1977	1,228	31,293,315	127,121,845	8,543	14,880	13,664
1976	1,276	29,996,178	128,884,136	8,534	15,102	12,871

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 Webster City

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

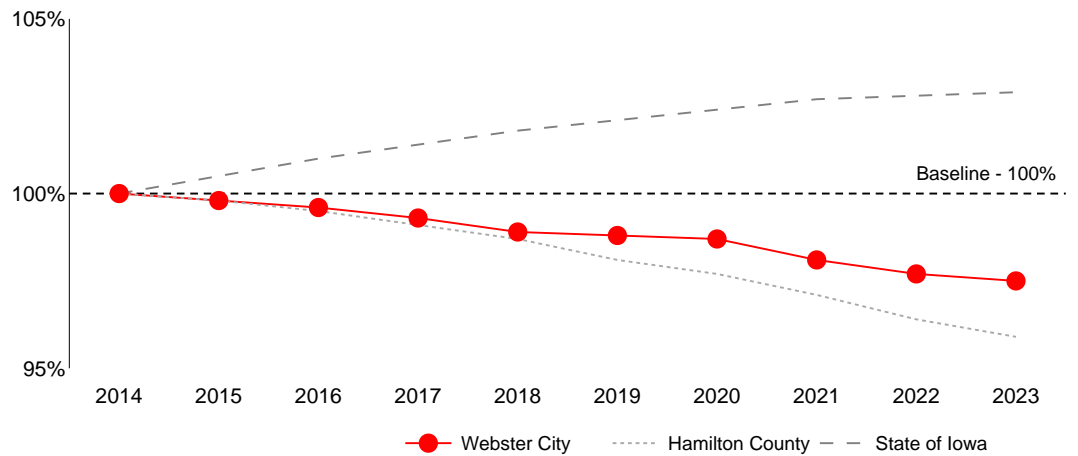
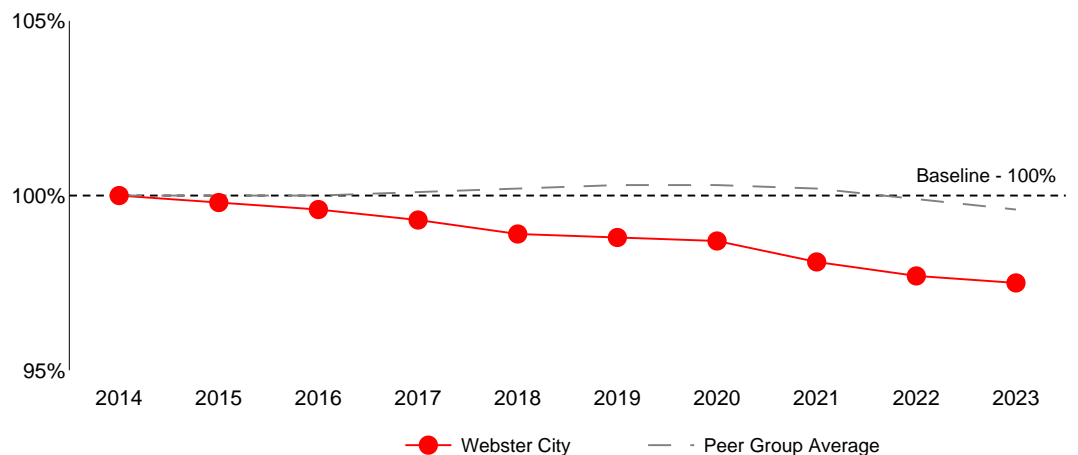


Figure 4. Population Trends for Group 3 Cities

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.



Retail Performance Measures

Peer Group Comparisons

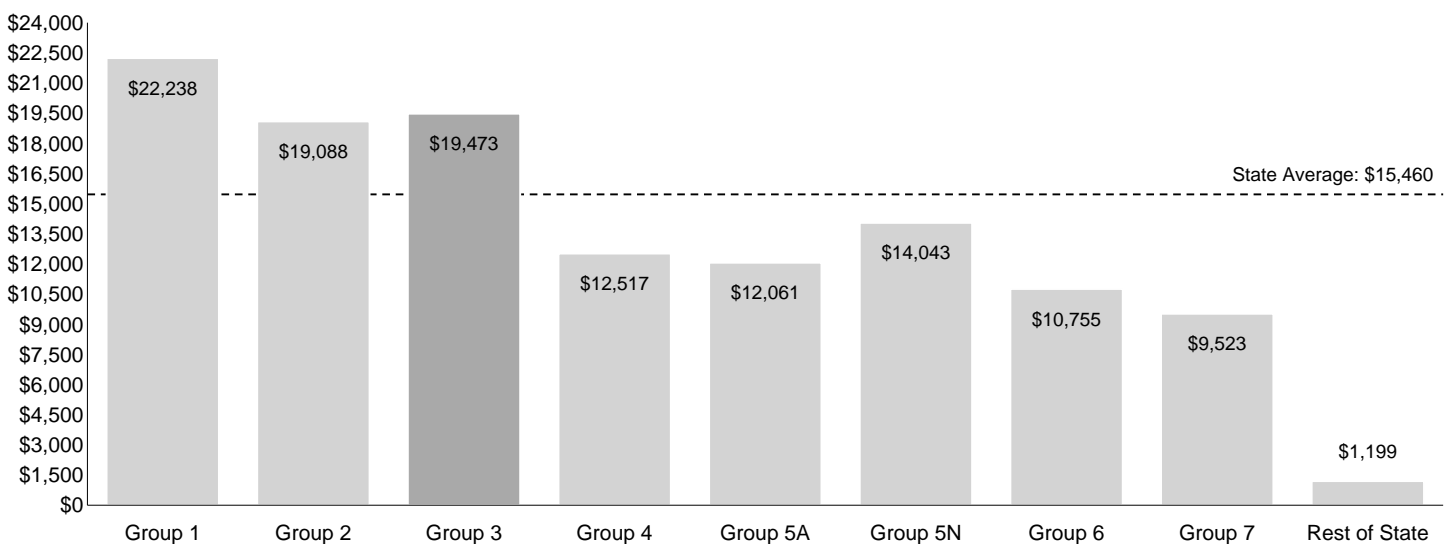
Iowa's 942 cities vary in the level and types of retail activity they can support. In general, retail sector size and diversity tend to increase with community size. Other determining factors include the proximity and size of competing trade centers and the overall population density in the region. Communities that are similar across these dimensions serve as useful benchmarks for gauging local retail 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 6** compares the average sales performance of all city peer groups during the most recent fiscal year.

Table 3. Peer Group Definitions

Group	City Population	Metropolitan or Micropolitan Status	Number of Cities	% of State Taxable Sales
Group 1	10,000 or greater	Core county of a metropolitan statistical area (MSA)	23	60.4%
Group 2	10,000 or greater	Non-core MSA county or non-metropolitan county	19	12.4%
Group 3	2,500 to 9,999	Non-metropolitan county	63	12.3%
Group 4	2,500 to 9,999	Metropolitan county	34	4.2%
Group 5N	500 to 2,499	Non-metropolitan county, not adjacent to a MSA	92	2.7%
Group 5A	500 to 2,499	Non-metropolitan county, adjacent to a MSA	110	2.8%
Group 6	500 to 2,499	Metropolitan county	101	2.6%
Group 7	250 to 499	Any county	169	1.1%
Rest of State	249 or fewer	Any County	329	1.0%

Figure 5. Average Sales Per Capita by City Peer Group



Retail Performance: Benchmark Measures

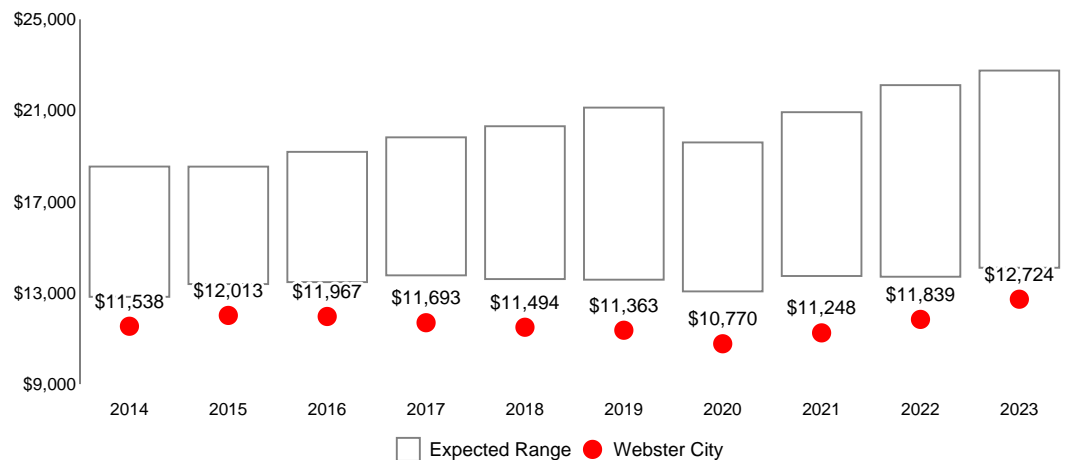
This page describes two benchmark measures for evaluation of local retail performance. The first defines an "expected" range for local sales based on typical values for similar cities. The second represents a hypothetical self-sufficiency sales level that may be used for breakeven analysis.

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 cities of similar size and urbanization characteristics. **Figure 6** illustrates whether recent local sales trends align with peer group expectations.

Figure 6. Expected and Actual Sales Per Capita (\$)

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.



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

This benchmark describes a hypothetical "self-sufficiency" sales level at which a city 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

Webster City	
Statewide average taxable sales per capita	\$15,456
multiplied by a local spending adjustment factor	x 0.95%
Equals estimated annual taxable spending by a local resident	= \$14,648
multiplied by estimated local population	x 7,730
Equals the break-even sales target (rounded)	= \$113,200,000

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 city'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 city.

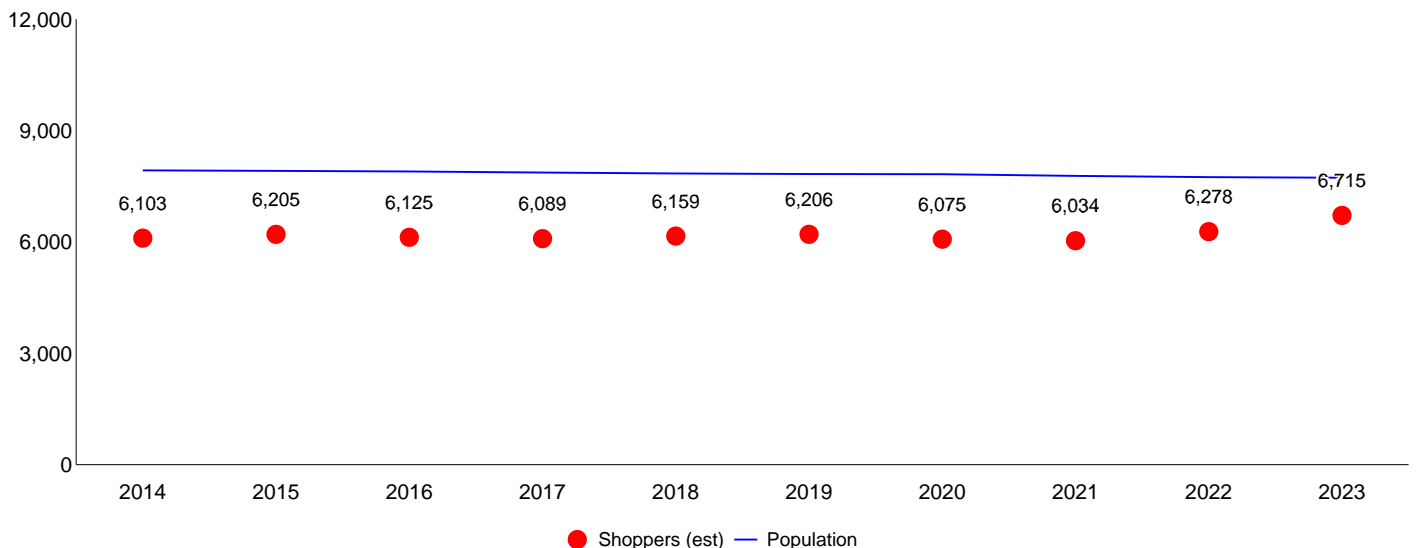
Table 5. Webster City Trade Surplus/Leakage (\$ millions)

Webster City	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
City actual sales	91.5	95.1	94.5	92.0	90.2	89.0	84.3	87.5	91.7	98.4
Breakeven sales target	118.9	121.3	121.9	118.9	114.8	112.3	108.5	112.8	113.2	113.2
Estimated surplus (+) or leakage (-)	-27.4	-26.2	-27.4	-26.9	-24.6	-23.3	-24.2	-25.3	-21.5	-14.8

Trade Area Capture

Translating a city's retail sales from dollars into annual customer equivalents enables us to approximate the geographic extent of a city's "trade area." If the estimated number of customers 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. **Figure 7** illustrates the city's trade area capture in relation to its population size.

Figure 7. Estimated Trade Area Capture for Webster City



Retail Performance: Pull Factor

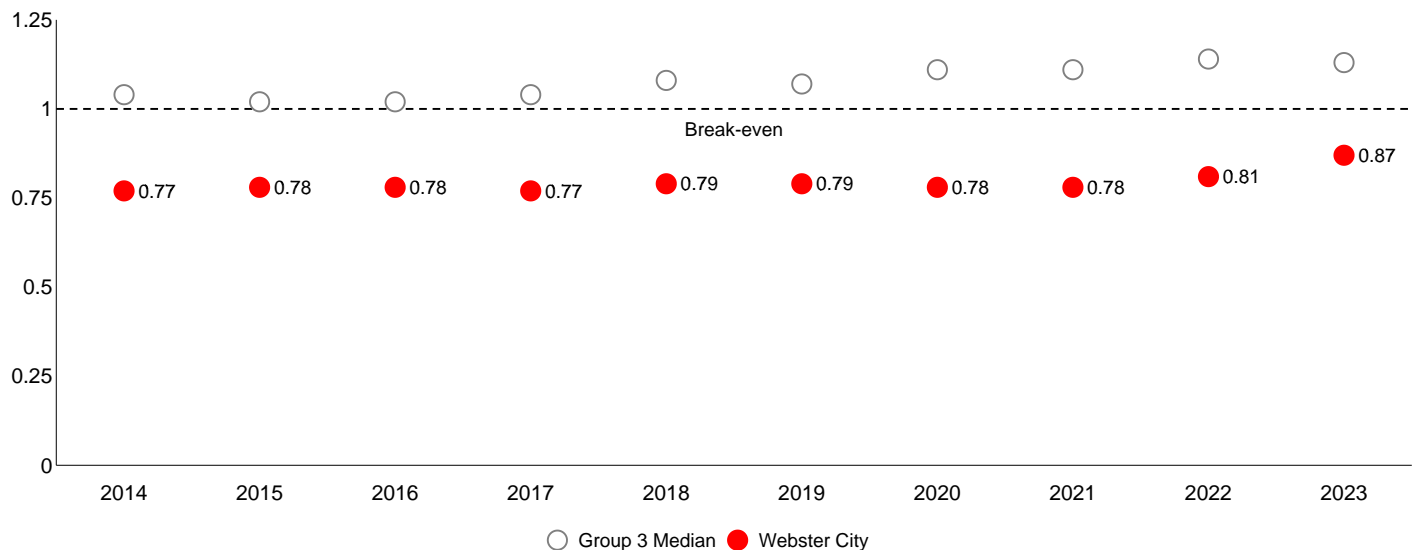
The Pull Factor Ratio

The city'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 city residents.

- 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.

While pull factors may vary widely from one city to the next, they tend to increase with city size. Peer group comparisons provide an additional benchmark for evaluating the local pull factor (see **Table 3** for peer group definitions). **Figure 8** shows recent trends in pull factor ratios for the city and its peer group. The city's pull factor values are indicated with solid red circles. The open white circle indicate the median pull factor for the peer group in each year.

Figure 8. Webster City 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 cities 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 city per capita sales to averages in neighboring cities. **Table 6** lists cities within the county that reported taxable sales activity during the most recent fiscal year.

Figure 9. Per Capita Retail Sales for Nearby Cities

Figure 9 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.

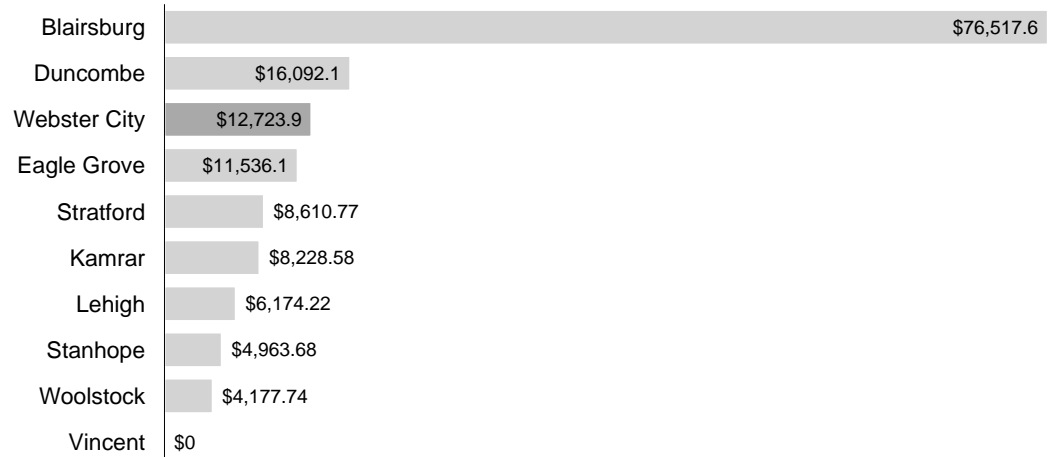


Table 6. Reporting Jurisdictions in Hamilton County

Area Name	Population	Total Returns	Sales \$ millions
Hamilton County Total	14,766	3,655	149.6
Blairsburg	176	77	13.5
Ellsworth	494	238	14.4
Kamrar	178	71	1.5
Randall	155	0	0.0
Stanhope	354	90	1.8
Stratford*	685	358	5.9
Webster City	7,730	2,122	98.4
Williams	299	104	6.1

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.

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 <http://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 City Groupings and 2020 Population (page 1 of 3)

Group 1					
Altoona	21,605	Council Bluffs	62,361	North Liberty	21,335
Ames	65,634	Davenport	100,347	Pleasant Hill	11,409
Ankeny	73,446	Des Moines	210,715	Sioux City	85,565
Bettendorf	39,695	Dubuque	58,892	Urbandale	46,695
Cedar Falls	40,654	Grimes	16,329	Waterloo	66,566
Cedar Rapids	136,175	Iowa City	75,757	Waukee	30,413
Clive	18,964	Johnston	24,512	West Des Moines	71,481
Coralville	23,384	Marion	42,014		
Group 2					
Boone	12,401	Le Mars	10,621	Ottumwa	25,233
Burlington	23,573	Marshalltown	27,485	Pella	10,790
Carroll	10,172	Mason City	26,909	Spencer	11,447
Clinton	24,293	Muscatine	23,389	Storm Lake	11,401
Fort Dodge	24,629	Newton	15,690	Waverly	10,541
Fort Madison	10,097	Norwalk	14,521		
Indianola	16,045	Oskaloosa	11,469		
Group 3					
Albia	3,670	Fairfield	9,364	Orange City	6,351
Algona	5,358	Forest City	4,274	Osage	3,548
Atlantic	6,784	Garner	3,044	Osceola	5,552
Bloomfield	2,773	Grinnell	9,497	Postville	2,437
Camanche	4,554	Hampton	4,289	Red Oak	5,484
Centerville	5,351	Harlan	4,876	Rock Rapids	2,691
Chariton	4,254	Hawarden	2,654	Rock Valley	4,059
Charles City	7,235	Humboldt	4,725	Sheldon	5,453
Cherokee	5,143	Independence	6,182	Shenandoah	4,887
Clarinda	5,347	Iowa Falls	5,024	Sibley	2,781
Clarion	2,751	Jefferson	4,129	Sioux Center	8,508
Clear Lake	7,563	Jesup	2,529	Spirit Lake	5,530
Cresco	3,918	Keokuk	9,554	Tama	3,060
Creston	7,390	Knoxville	7,435	Tipton	3,072
Decorah	7,596	Manchester	5,220	Waukon	3,773
Denison	8,146	Maquoketa	6,059	Webster City	7,730
De Witt	5,555	Milford	3,333	West Branch	2,700
Eagle Grove	3,568	Mount Pleasant	8,880	West Burlington	3,163
Eldora	2,602	New Hampton	3,423	West Liberty	3,736
Emmetsburg	3,626	Oelwein	5,810	Williamsburg	3,358
Estherville	5,819	Onawa	2,820	Wilton	2,934
Group 4					
Adel	6,472	Grundy Center	2,805	Polk City	6,177
Anamosa	5,679	Hiawatha	7,187	Robins	3,322
Asbury	5,991	Hudson	2,699	Sergeant Bluff	5,261
Bondurant	8,832	Huxley	4,594	Solon	3,158
Carlisle	4,305	Kalona	2,723	Story City	3,379
Carter Lake	3,758	Le Claire	4,735	Tiffin	6,058
Center Point	2,553	Madrid	2,805	Vinton	4,949
Dyersville	4,556	Missouri Valley	2,667	Washington	7,263
Eldridge	6,800	Monticello	4,067	Windsor Heights	5,090
Evansdale	4,491	Mount Vernon	4,555	Winterset	5,413
Fairfax	2,899	Nevada	6,955		
Glenwood	5,153	Perry	8,001		

Data Notes (continued)

Table 7. Peer City Groupings and 2020 Population (page 2 of 3)

Group 5A									
Ackley	1,548	Earlville	719	Guttenberg	1,813	Merrill	712	Stanton	677
Adair	786	Edgewood	912	Hamburg	871	Monona	1,466	Stanwood	624
Afton	862	Elgin	676	Hazleton	711	Montezuma	1,436	State Center	1,389
Akron	1,542	Elkader	1,202	Hedrick	722	Morning Sun	710	Stratford	685
Alden	742	Elk Horn	629	Hinton	954	Murray	633	Strawberry Pt.	1,150
Allison	948	Ellsworth	494	Holstein	1,481	Nashua	1,507	Tabor	986
Alton	1,241	Elma	492	Hopkinton	624	New Hartford	559	Toledo	2,391
Anita	966	Essex	723	Hospers	709	New London	1,880	Traer	1,551
Aplington	1,093	Fairbank	1,124	Hubbard	841	North English	1,039	Victor	855
Battle Creek	689	Fayette	1,242	Hull	2,426	Parkersburg	1,991	Villisca	1,116
Bellevue	2,324	Fontanelle	673	Ida Grove	2,003	Pleasantville	1,689	Wapello	2,024
Boyden	695	Fredericksburg	980	Inwood	951	Preston	939	Wayland	949
Brooklyn	1,467	Fruitland	932	Ireton	582	Quasqueton	589	West Union	2,437
Clarence	1,011	Garnavillo	754	Keota	890	Radcliffe	543	What Cheer	597
Clarksville	1,244	George	1,099	Kingsley	1,394	Remsen	1,680	Wheatland	767
Clermont	574	Gilman	532	Lansing	955	Richland	537	Whiting	727
Columbus Jct.	1,780	Gladbrook	785	Larchwood	945	Sabula	494	Winfield	1,017
Delmar	540	Grand Junction	712	Lowden	783	Scranton	497	Winthrop	819
Doon	640	Grand Mound	612	Mapleton	1,127	Shelby	725		
Dumont	621	Greene	980	Marengo	2,412	Shell Rock	1,275		
Durant	1,825	Greenfield	2,041	Mechanicsville	995	Sidney	1,041		
Dysart	1,262	Griswold	992	Melbourne	769	Sigourney	1,983		
Group 5N									
Agency	615	Corydon	1,526	Kanawha	641	Moulton	600	Sac City	2,022
Albert City	643	Dakota City	758	Keosauqua	944	Mount Ayr	1,632	St. Ansgar	1,167
Alta	2,029	Danville	908	Lake City	1,669	Newell	852	Sanborn	1,433
Arcadia	572	Dayton	761	Lake Mills	2,123	New Sharon	1,250	Schaller	719
Armstrong	856	Donnellson	870	Lake Park	1,168	Nora Springs	1,347	Schleswig	806
Arnolds Park	1,166	Dows	511	Lakeside	689	Northwood	2,049	Seymour	636
Audubon	2,006	Early	583	Lake View	1,131	Odebolt	984	Sheffield	1,112
Aurelia	963	Eddyville	958	Lamoni	1,977	Okoboji	746	Sioux Rapids	723
Badger	534	Eldon	777	Laurens	1,256	Ossian	785	Sutherland	623
Bancroft	682	Everly	574	Lenox	1,365	Paullina	969	Swea City	549
Bedford	1,499	Exira	769	Leon	1,822	Pocahontas	1,855	Titonka	489
Belmond	2,405	Farmington	588	Manilla	746	Pomeroy	518	Ventura	699
Breda	495	Fonda	638	Manly	1,233	Primghar	893	Wall Lake	748
Britt	2,003	Fremont	687	Manning	1,418	Riceville	808	West Bend	776
Buffalo Center	851	Glidden	1,152	Manson	1,661	Rockford	743	West Point	912
Calmar	1,103	Goldfield	616	Marcus	1,056	Rockwell	1,047		
Charter Oak	515	Gowrie	940	Mediapolis	1,655	Rockwell City	2,192		
Coon Rapids	1,271	Graettinger	812	Montrose	730	Rolfe	507		
Corning	1,503	Hartley	1,574	Moravia	627	Ruthven	710		

Data Notes (continued)

Table 12. Peer City Groupings and 2020 Population (page 3 of 3)

Group 6					
Ainsworth, 513	Colo, 844	Gilbert, 1,295	Milo, 765	Readlyn, 859	Urbana, 1,623
Alburnett, 667	Conrad, 1,094	Gilbertville, 788	Minden, 592	Redfield, 725	Van Horne, 771
Anthon, 531	Correctionville, 745	Granger, 2,020	Mitchellville, 2,577	Reinbeck, 1,661	Van Meter, 1,641
Atkins, 2,129	Crescent, 623	Guthrie Center, 1,579	Monroe, 2,011	Riverside, 1,048	Walcott, 1,549
Avoca, 1,675	Dallas Center, 1,960	Hartford, 726	Moville, 1,680	Roland, 1,355	Walford, 1,357
Baxter, 977	Denver, 1,945	Hills, 913	Neola, 907	Shellsburg, 986	Walker, 670
Belle Plaine, 2,339	De Soto, 936	Janesville, 1,052	Newhall, 886	Slater, 1,591	Walnut, 727
Blairstown, 705	Dexter, 633	Kellogg, 596	Oakland, 1,516	Sloan, 1,053	Wellman, 1,518
Blue Grass, 1,682	Dike, 1,297	Keystone, 613	Ogden, 1,969	Springville, 1,150	Wellsburg, 717
Brighton, 590	Dunkerton, 831	La Porte City, 2,260	Olin, 657	Stuart, 1,850	Woodbine, 1,677
Buffalo, 1,164	Dunlap, 1,040	Lawton, 934	Oxford, 713	Sully, 886	Woodward, 1,366
Cambridge, 828	Earlham, 1,419	Lisbon, 2,210	Palo, 1,460	Sumner, 2,032	Wyoming, 529
Carson, 766	Elkhart, 1,020	Logan, 1,361	Panora, 1,084	Swisher, 910	Zearing, 517
Cascade, 2,385	Elk Run Heights, 1,056	Lone Tree, 1,340	Peosta, 2,092	Treynor, 1,091	
Central City, 1,244	Ely, 2,336	Long Grove, 843	Prairie City, 1,711	Tripoli, 1,203	
Coggon, 689	Epworth, 2,021	Malvern, 1,045	Princeton, 916	Truro, 525	
Colfax, 2,257	Farley, 1,722	Maxwell, 855	Raymond, 748	Underwood, 959	
Group 7					
Albion, 441	Collins, 498	Grandview, 432	Little Rock, 443	Mystic, 322	Ryan, 347
Alleman, 434	Corwith, 261	Granville, 304	Livermore, 376	New Albin, 429	Salem, 388
Allerton, 430	Crawfordsville, 278	Harcourt, 256	Lohrville, 369	New Market, 385	Salix, 299
Andrew, 376	Crystal Lake, 247	Harpers Ferry, 268	Lorimor, 376	New Vienna, 378	Sheldahl, 308
Arlington, 419	Cumberland, 252	Hawkeye, 430	Lost Nation, 425	New Virginia, 494	Spillville, 374
Ashton, 437	Cumming, 493	Holland, 267	Lovilia, 463	Nichols, 329	Stacyville, 440
Atalissa, 288	Danbury, 311	Holy Cross, 349	Low Moor, 242	Norway, 465	Stanhope, 354
Auburn, 259	Delhi, 430	Hornick, 251	Luana, 306	Ocheyedan, 425	Steamboat Rock, 262
Batavia, 428	Deloit, 243	Humeston, 468	Lynnville, 382	Orient, 359	Stockport, 276
Bayard, 404	Delta, 258	Irwin, 319	Lytton, 274	Otho, 414	Templeton, 343
Bennett, 337	Diagonal, 340	Kelley, 310	Macedonia, 263	Oxford Jct., 426	Terril, 321
Birmingham, 372	Donahue, 335	Kensett, 256	Malcom, 262	Persia, 295	Thompson, 492
Blakesburg, 270	Dow City, 469	Kimballton, 283	Mallard, 255	Peterson, 320	Thornton, 394
Bode, 302	Duncombe, 371	Kiron, 259	Marble Rock, 262	Pierson, 331	Union, 383
Bonaparte, 361	Earling, 392	Klemme, 431	Marquette, 432	Plainfield, 395	Ute, 330
Brandon, 335	Emerson, 398	Lacona, 335	Martensdale, 413	Plymouth, 370	Vail, 378
Bronson, 295	Farmersburg, 268	Lakota, 262	Massena, 355	Protivin, 262	Wesley, 381
Burt, 406	Farnhamville, 370	Lamont, 433	Maurice, 270	Pulaski, 261	Westside, 278
Bussey, 374	Farragut, 478	Latimer, 473	Maynard, 469	Rhodes, 270	Whittemore, 481
Calamus, 351	Fenton, 255	Lawler, 396	Menlo, 342	Ridgeway, 267	Williams, 299
Callender, 361	Fertile, 299	Lehigh, 393	Middletown, 363	Ringsted, 354	Worthington, 372
Casey, 386	Floyd, 306	Lester, 307	Miles, 403	Riverdale, 377	Yale, 265
Charlotte, 390	Fort Atkinson, 303	Letts, 356	Milton, 397	Rowley, 268	
Churdan, 359	Galva, 420	Lewis, 362	Minburn, 319	Royal, 381	
Cincinnati, 284	Garrison, 345	Libertyville, 273	Mingo, 311	Rudd, 349	
Clearfield, 280	Garwin, 475	Lime Springs, 471	Modale, 281	Runnells, 450	
Colesburg, 384	Gilmore City, 480	Liscomb, 291	Mondamin, 338	Russell, 475	

**Iowa State University
Department of Economics**

For more information about
this report, please contact:

Liesl Eathington
175 Heady Hall
Iowa State University
Ames, IA 50011

Phone: (515) 294-2954
E-mail: leathing@iastate.edu

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