

Retail Trade Analysis

Fiscal Year 2024

Webster City

report created: 06/28/2026

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 2024 dollar equivalents, unless otherwise noted. The 2024 fiscal year began July 1, 2023, and ended June 30, 2024.

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

Table 1. Webster City Key Retail Indicators

| | 2023 | 2024 | % Change |
|---|---------------|---------------|----------|
| Real total taxable sales | \$103,583,848 | \$103,483,906 | -0.1% ▶ |
| Estimated population ¹ | 7,730 | 7,713 | -0.2% ▶ |
| Annual average sales per capita | \$13,400 | \$13,416 | 0.1% ▶ |
| Monthly average number of sales tax return filings ² | 177 | 188 | 6% ▲ |

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 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. inflation-adjusted) dollars.

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

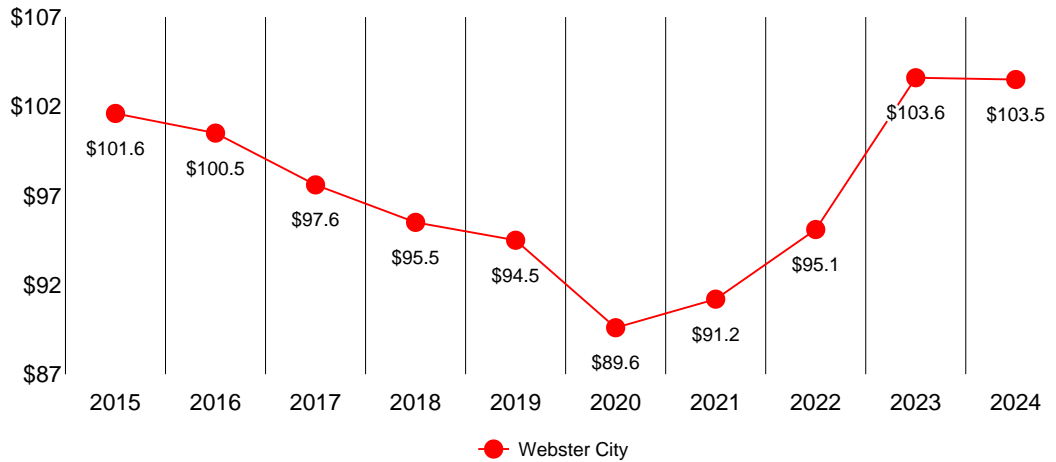
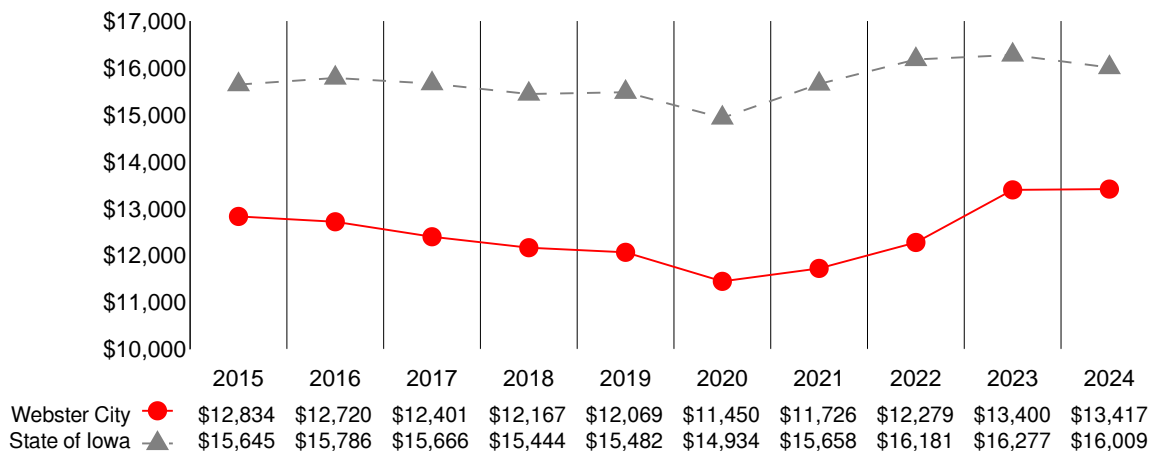


Figure 2 measures local taxable sales on a per capita basis, with comparisons to statewide averages by year. The per capita averages are expressed in real dollars.

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 | | | |
| 2025 | 2,378 | 101,377,398 | 101,377,398 | 0 | 0 | 0 |
| 2024 | 2,260 | 100,831,586 | 103,483,906 | 7,713 | 13,417 | 16,009 |
| 2023 | 2,122 | 98,355,704 | 103,583,848 | 7,730 | 13,400 | 16,277 |
| 2022 | 1,057 | 87,006,383 | 95,115,652 | 7,746 | 12,279 | 16,181 |
| 2021 | 1,063 | 78,311,551 | 91,230,069 | 7,780 | 11,726 | 15,658 |
| 2020 | 1,085 | 73,878,808 | 89,592,994 | 7,825 | 11,450 | 14,934 |
| 2019 | 1,092 | 77,068,449 | 94,496,558 | 7,830 | 12,069 | 15,482 |
| 2018 | 1,068 | 76,750,285 | 95,452,407 | 7,845 | 12,167 | 15,444 |
| 2017 | 1,072 | 76,899,715 | 97,597,473 | 7,870 | 12,401 | 15,666 |
| 2016 | 1,088 | 77,810,478 | 100,476,864 | 7,899 | 12,720 | 15,786 |
| 2015 | 1,076 | 77,879,074 | 101,582,236 | 7,915 | 12,834 | 15,645 |
| 2014 | 1,076 | 74,387,127 | 97,205,817 | 7,929 | 12,260 | 15,054 |
| 2013 | 1,160 | 72,458,289 | 96,009,999 | 7,928 | 12,110 | 14,913 |
| 2012 | 1,196 | 72,442,291 | 97,253,993 | 7,941 | 12,247 | 15,075 |
| 2011 | 1,196 | 72,123,580 | 98,631,390 | 8,014 | 12,307 | 14,704 |
| 2010 | 1,232 | 69,890,600 | 97,997,221 | 8,068 | 12,146 | 14,723 |
| 2009 | 1,240 | 72,363,246 | 103,279,689 | 8,111 | 12,733 | 15,831 |
| 2008 | 1,220 | 73,905,075 | 105,185,111 | 8,135 | 12,930 | 15,653 |
| 2007 | 1,208 | 69,716,693 | 102,165,120 | 8,159 | 12,522 | 15,502 |
| 2006 | 1,136 | 67,980,899 | 102,177,256 | 8,205 | 12,453 | 15,722 |
| 2005 | 1,128 | 63,950,031 | 98,828,627 | 8,217 | 12,027 | 15,564 |
| 2004 | 1,080 | 62,354,914 | 99,140,493 | 8,204 | 12,084 | 15,693 |
| 2003 | 1,072 | 61,906,302 | 100,868,669 | 8,182 | 12,328 | 15,918 |
| 2002 | 1,124 | 63,811,941 | 106,156,039 | 8,136 | 13,048 | 16,133 |
| 2001 | 1,164 | 65,044,885 | 109,624,362 | 8,144 | 13,461 | 16,338 |
| 2000 | 1,208 | 63,410,927 | 109,019,771 | 8,154 | 13,370 | 16,226 |
| 1999 | 1,220 | 61,706,941 | 108,775,792 | 8,124 | 13,389 | 16,219 |
| 1998 | 1,272 | 59,291,357 | 106,035,395 | 8,113 | 13,070 | 15,643 |
| 1997 | 1,244 | 58,819,881 | 106,028,926 | 8,096 | 13,096 | 15,328 |
| 1996 | 1,252 | 61,748,975 | 113,248,023 | 8,104 | 13,974 | 15,025 |
| 1995 | 1,308 | 59,022,520 | 110,561,622 | 8,057 | 13,722 | 14,722 |
| 1994 | 1,328 | 58,608,303 | 112,099,244 | 7,986 | 14,037 | 14,417 |
| 1993 | 1,300 | 55,939,178 | 109,226,666 | 7,994 | 13,664 | 14,100 |
| 1992 | 1,212 | 55,195,643 | 110,460,917 | 7,977 | 13,847 | 13,906 |
| 1991 | 1,184 | 56,420,865 | 115,917,538 | 7,927 | 14,623 | 13,783 |
| 1990 | 1,180 | 52,528,010 | 111,523,683 | 7,948 | 14,032 | 13,686 |
| 1989 | 1,208 | 51,371,637 | 113,865,059 | 8,019 | 14,199 | 13,520 |
| 1988 | 1,228 | 48,521,468 | 112,250,312 | 8,082 | 13,889 | 13,325 |
| 1987 | 1,228 | 45,936,736 | 110,421,224 | 8,146 | 13,555 | 13,269 |
| 1986 | 1,252 | 44,631,252 | 110,593,308 | 8,210 | 13,471 | 12,914 |
| 1985 | 1,244 | 46,004,011 | 116,480,716 | 8,275 | 14,076 | 12,913 |
| 1984 | 1,276 | 45,268,433 | 118,617,062 | 8,340 | 14,223 | 12,969 |
| 1983 | 1,296 | 43,216,452 | 117,531,802 | 8,406 | 13,982 | 13,048 |
| 1982 | 1,312 | 41,645,888 | 118,067,697 | 8,472 | 13,936 | 13,143 |
| 1981 | 1,340 | 39,863,954 | 119,276,074 | 8,539 | 13,968 | 13,477 |
| 1980 | 1,336 | 40,751,255 | 132,862,235 | 8,568 | 15,507 | 14,694 |
| 1979 | 1,344 | 37,374,717 | 134,987,095 | 8,560 | 15,770 | 14,865 |
| 1978 | 1,312 | 32,860,892 | 129,242,353 | 8,551 | 15,114 | 14,417 |
| 1977 | 1,228 | 31,293,315 | 131,632,467 | 8,543 | 15,408 | 14,148 |
| 1976 | 1,276 | 29,996,178 | 134,384,000 | 8,524 | 15,747 | 13,420 |

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.

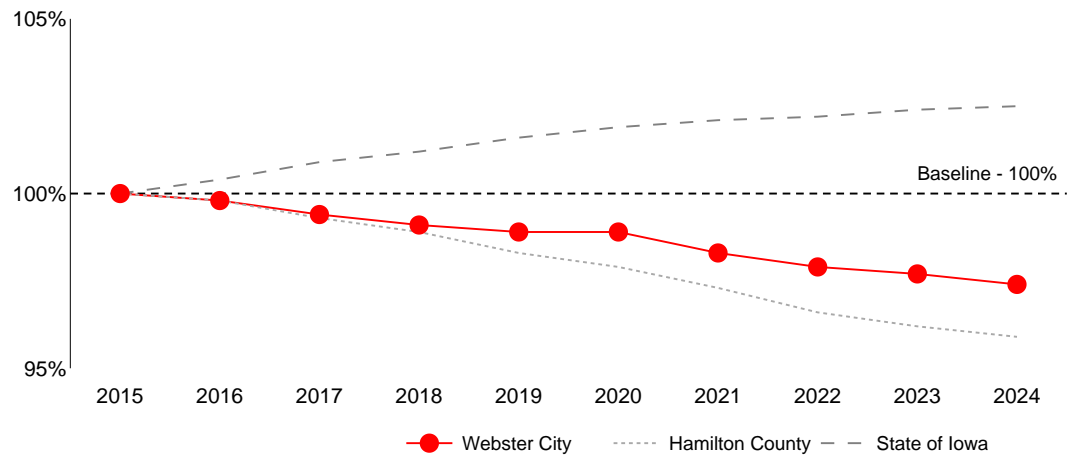
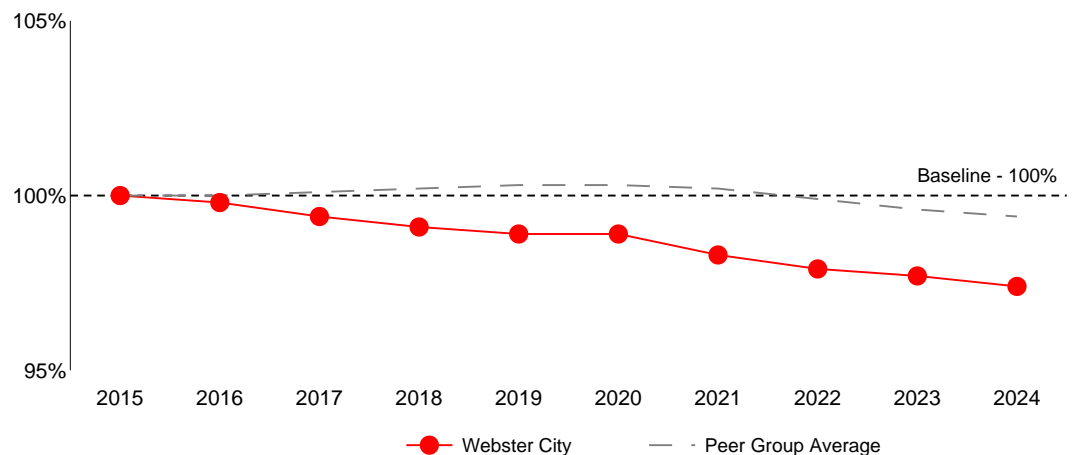


Figure 4. Population Trends for Group 3 Cities

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.



Peer Group Comparisons

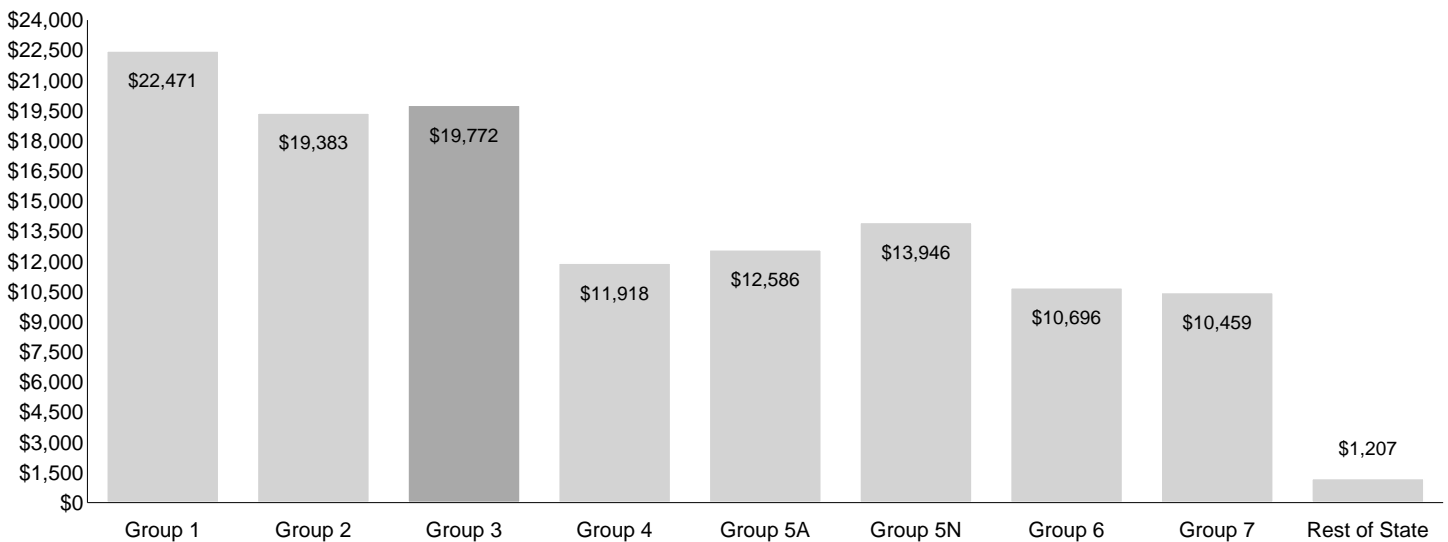
Iowa's 942 cities vary in the level and types of retail activity they can support. In general, retail sector size and diversity tend to increase with community size. Other determining factors include the proximity and size of competing trade centers and the overall population density in the region. Communities 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 5** 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) | 23.0 | 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% |

Figure 5. Average Sales Per Capita by City Peer Group



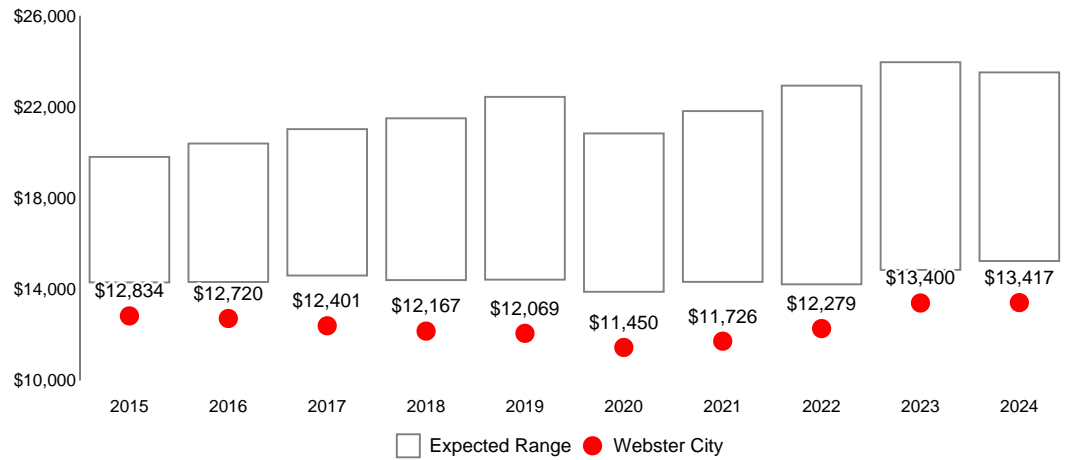
Peer Group Comparisons

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. 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.



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

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.

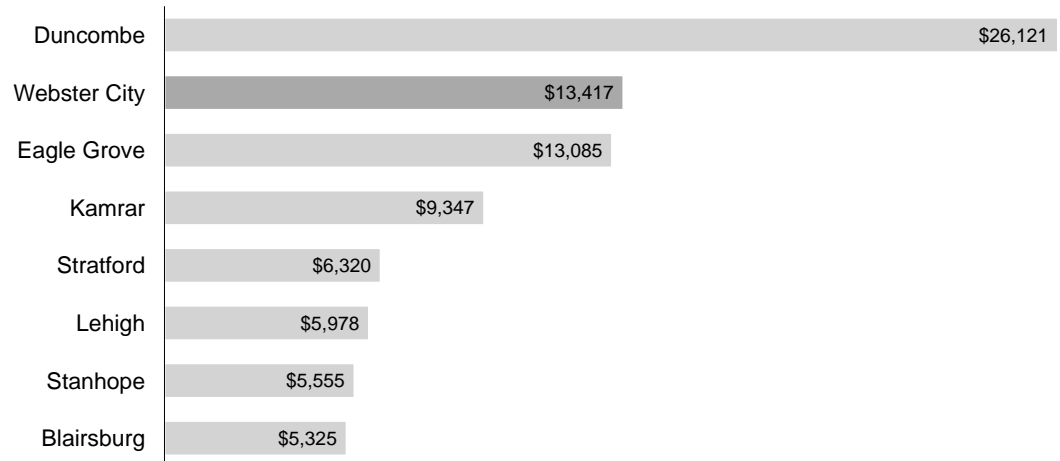


Table 4. Reporting Jurisdictions in Hamilton County

| Area Name | Population | Total Returns | Sales \$ millions |
|------------------------------|---------------|---------------|-------------------|
| Hamilton County Total | 14,729 | 3,933 | 142.6 |
| Blairsburg | 176 | 89 | 0.9 |
| Ellsworth | 492 | 267 | 15.3 |
| Kamrar | 176 | 90 | 1.6 |
| Stanhope | 353 | 92 | 2.0 |
| Stratford* | 682 | 335 | 4.3 |
| Webster City | 7,713 | 2,260 | 103.5 |
| Williams | 298 | 113 | 6.4 |

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.

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.

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.

Data Notes (continued)

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

| Group 1 | | | | | |
|--------------|---------|-----------------|---------|-----------------|--------|
| Altoona | 21,698 | Council Bluffs | 62,399 | North Liberty | 21,345 |
| Ames | 65,686 | Davenport | 100,354 | Pleasant Hill | 11,617 |
| Ankeny | 74,458 | Des Moines | 210,381 | Sioux City | 85,727 |
| Bettendorf | 39,858 | Dubuque | 58,877 | Urbandale | 46,729 |
| Cedar Falls | 40,737 | Grimes | 16,362 | Waterloo | 66,606 |
| Cedar Rapids | 135,958 | Iowa City | 75,678 | Waukee | 31,645 |
| Clive | 19,005 | Johnston | 24,640 | West Des Moines | 72,205 |
| Coralville | 23,596 | Marion | 42,213 | | |
| Group 2 | | | | | |
| Boone | 12,416 | Le Mars | 10,618 | Ottumwa | 25,252 |
| Burlington | 23,565 | Marshalltown | 27,574 | Pella | 10,820 |
| Carroll | 10,163 | Mason City | 26,906 | Spencer | 11,451 |
| Clinton | 24,239 | Muscatine | 23,341 | Storm Lake | 11,434 |
| Fort Dodge | 24,591 | Newton | 15,645 | Waverly | 10,561 |
| Fort Madison | 10,053 | Norwalk | 14,873 | | |
| Indianola | 16,043 | Oskaloosa | 11,448 | | |
| Group 3 | | | | | |
| Albia | 3,661 | Fairfield | 9,300 | Orange City | 6,397 |
| Algona | 5,342 | Forest City | 4,272 | Osage | 3,537 |
| Atlantic | 6,781 | Garner | 3,035 | Osceola | 5,568 |
| Bloomfield | 2,772 | Grinnell | 9,473 | Postville | 2,415 |
| Camanche | 4,552 | Hampton | 4,272 | Red Oak | 5,461 |
| Centerville | 5,344 | Harlan | 4,891 | Rock Rapids | 2,706 |
| Chariton | 4,280 | Hawarden | 2,644 | Rock Valley | 4,045 |
| Charles City | 7,228 | Humboldt | 4,723 | Sheldon | 5,422 |
| Cherokee | 5,167 | Independence | 6,188 | Shenandoah | 4,884 |
| Clarinda | 5,305 | Iowa Falls | 5,002 | Sibley | 2,761 |
| Clarion | 2,745 | Jefferson | 4,100 | Sioux Center | 8,543 |
| Clear Lake | 7,567 | Jesup | 2,537 | Spirit Lake | 5,533 |
| Cresco | 3,897 | Keokuk | 9,513 | Tama | 3,046 |
| Creston | 7,392 | Knoxville | 7,432 | Tipton | 3,054 |
| Decorah | 7,578 | Manchester | 5,239 | Waukon | 3,777 |
| Denison | 8,114 | Maquoketa | 6,051 | Webster City | 7,713 |
| De Witt | 5,587 | Milford | 3,309 | West Branch | 2,754 |
| Eagle Grove | 3,566 | Mount Pleasant | 8,581 | West Burlington | 3,161 |
| Eldora | 2,589 | New Hampton | 3,422 | West Liberty | 3,728 |
| Emmetsburg | 3,623 | Oelwein | 5,791 | Williamsburg | 3,351 |
| Estherville | 5,823 | Onawa | 2,816 | Wilton | 2,930 |
| Group 4 | | | | | |
| Adel | 6,474 | Grundy Center | 2,806 | Polk City | 6,303 |
| Anamosa | 5,704 | Hiawatha | 7,219 | Robins | 3,312 |
| Asbury | 6,007 | Hudson | 2,772 | Sergeant Bluff | 5,274 |
| Bondurant | 8,959 | Huxley | 4,634 | Solon | 3,182 |
| Carlisle | 4,326 | Kalona | 2,739 | Story City | 3,388 |
| Carter Lake | 3,759 | Le Claire | 4,744 | Tiffin | 6,325 |
| Center Point | 2,549 | Madrid | 2,799 | Vinton | 4,951 |
| Dyersville | 4,557 | Missouri Valley | 2,656 | Washington | 7,252 |
| Eldridge | 6,846 | Monticello | 4,056 | Windsor Heights | 5,067 |
| Evansdale | 4,490 | Mount Vernon | 4,552 | Winterset | 5,374 |
| Fairfax | 2,904 | Nevada | 6,967 | | |
| Glenwood | 5,175 | Perry | 7,984 | | |

Data Notes (continued)

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

| Group 5A | | | | | | | | | |
|----------------|-------|----------------|-------|-----------------|-------|----------------|-------|----------------|-------|
| 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 | 1,184 | 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 | 578 | Dayton | 759 | Lake Mills | 2,115 | New Sharon | 1,247 | Sanborn | 1,444 |
| Armstrong | 856 | Donnellson | 866 | Lake Park | 1,158 | Nora Springs | 1,348 | Schaller | 717 |
| Arnolds Park | 1,185 | Dows | 509 | Lakeside | 686 | Northwood | 2,048 | Schleswig | 803 |
| Audubon | 1,999 | Early | 581 | Lake View | 1,138 | Odebolt | 985 | Seymour | 639 |
| Aurelia | 970 | Eddyville | 958 | Lamoni | 1,974 | Okoboji | 737 | Sheffield | 1,107 |
| Badger | 532 | Eldon | 777 | Laurens | 1,249 | Orleans | 508 | Sioux Rapids | 718 |
| Bancroft | 680 | Everly | 572 | Lenox | 1,372 | Ossian | 783 | Sutherland | 625 |
| Bedford | 1,503 | Exira | 763 | Leon | 1,817 | Paullina | 968 | Swea City | 547 |
| Belmond | 2,399 | Farmington | 589 | Manilla | 742 | Pocahontas | 1,842 | Titonka | 487 |
| Breda | 494 | Fonda | 633 | Manly | 1,231 | Pomeroy | 520 | Ventura | 697 |
| 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 | | |

Data Notes (continued)

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

| Group 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., 1,187 |
| Atkins, 2,140 | Crescent, 624 | Guthrie Center, 1,579 | Monroe, 2,010 | Riverside, 1,046 | Urbana, 1,627 |
| Avoca, 1,678 | Dallas Center, 1,966 | Hartford, 725 | Moville, 1,690 | Roland, 1,354 | Van Horne, 769 |
| Baxter, 976 | Denver, 1,946 | Hills, 910 | Neola, 906 | St. Charles, 643 | Van Meter, 1,725 |
| Belle Plaine, 2,340 | De Soto, 933 | Janesville, 1,051 | Newhall, 888 | Shellsburg, 989 | Walcott, 1,549 |
| Blairstown, 704 | Dexter, 629 | Kellogg, 596 | Oakland, 1,518 | Shueyville, 723 | Walford, 1,355 |
| Blue Grass, 1,686 | Dike, 1,298 | Keystone, 621 | Ogden, 1,963 | Slater, 1,600 | Walker, 668 |
| Brighton, 589 | Dunkerton, 832 | La Porte City, 2,259 | Olin, 655 | Sloan, 1,058 | Walnut, 725 |
| Buffalo, 1,164 | Dunlap, 1,035 | Lawton, 938 | Oxford, 710 | Springville, 1,148 | Wellman, 1,516 |
| Cambridge, 828 | Earlham, 1,413 | Lisbon, 2,208 | Palo, 1,505 | Stuart, 1,855 | Wellsburg, 716 |
| Carson, 766 | Elkhart, 1,041 | Logan, 1,354 | Panora, 1,083 | Sully, 885 | Woodbine, 1,718 |
| Cascade, 2,385 | Elk Run Heights, 1,055 | Lone Tree, 1,336 | Peosta, 2,122 | Sumner, 2,031 | Woodward, 1,363 |
| Central City, 1,241 | Ely, 2,335 | Long Grove, 844 | Prairie City, 1,712 | Swisher, 904 | Wyoming, 527 |
| Coggon, 686 | Epworth, 2,024 | Malvern, 1,051 | Princeton, 916 | Treynor, 1,095 | Zearing, 503 |
| Colfax, 2,262 | Farley, 1,722 | Maxwell, 854 | Raymond, 748 | Tripoli, 1,202 | |
| Group 7 | | | | | |
| Albion, 441 | Collins, 496 | Gilmore City, 478 | Livermore, 375 | Mondamin, 337 | Salem, 386 |
| Alleman, 434 | Columbus City, 378 | Grandview, 429 | Lohrville, 370 | Mystic, 321 | Salix, 299 |
| Allerton, 432 | Conesville, 346 | Granville, 303 | Lorimor, 376 | New Albin, 431 | Sheldahl, 311 |
| Andrew, 375 | Corwith, 260 | Harcourt, 255 | Lost Nation, 423 | 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 | Stockport, 275 |
| Batavia, 424 | Danbury, 311 | Hornick, 251 | Lynnville, 383 | Ocheyedan, 421 | Templeton, 341 |
| Bayard, 404 | Delhi, 432 | Humeston, 470 | Lytton, 274 | Orient, 356 | Terril, 316 |
| Beacon, 431 | Deloit, 242 | Irwin, 320 | McCallsburg, 354 | Otho, 411 | Thompson, 489 |
| Bennett, 335 | Delta, 258 | Kelley, 308 | McCausland, 311 | Oxford Jct., 424 | Thornton, 393 |
| Bertram, 267 | Diagonal, 338 | Kensett, 255 | Macedonia, 263 | Persia, 293 | Union, 381 |
| Birmingham, 372 | Donahue, 336 | Kimballton, 282 | Maharishi Vedic City, 296 | Peterson, 319 | University Park, 475 |
| Blakesburg, 269 | Dow City, 467 | Kiron, 257 | Malcom, 261 | Pierson, 331 | Ute, 330 |
| Bode, 301 | Duncombe, 370 | Klemme, 430 | Mallard, 255 | Plainfield, 394 | Vail, 376 |
| Bonaparte, 361 | Earling, 393 | Lacona, 334 | Marble Rock, 262 | Plymouth, 369 | Wahpeton, 341 |
| Brandon, 333 | Elliott, 331 | Lakota, 261 | Marquette, 432 | Protivin, 260 | Wesley, 380 |
| Bronson, 294 | Emerson, 399 | Lamont, 432 | Martensdale, 411 | Pulaski, 261 | West Okoboji, 308 |
| Burt, 405 | Farmersburg, 266 | Latimer, 471 | Massena, 355 | Rhodes, 270 | Westside, 277 |
| Bussey, 374 | Farnhamville, 370 | Lawler, 394 | Maurice, 272 | Ridgeway, 265 | Whittemore, 479 |
| Calamus, 350 | Farragut, 478 | Lehigh, 391 | Maynard, 468 | Ringsted, 354 | Williams, 298 |
| Callender, 359 | Fenton, 253 | Lester, 309 | Menlo, 343 | Riverdale, 377 | Worthington, 372 |
| Casey, 385 | Fertile, 299 | Letts, 354 | Middletown, 364 | Rowley, 266 | Yale, 264 |
| Charlotte, 389 | Floyd, 305 | Lewis, 362 | Miles, 402 | Royal, 380 | |
| Churdan, 357 | Fort Atkinson, 301 | Libertyville, 271 | Milton, 397 | Rudd, 348 | |
| Cincinnati, 283 | Galva, 417 | Lime Springs, 467 | Minburn, 317 | Runnells, 451 | |
| Clearfield, 282 | Garrison, 344 | Liscomb, 291 | Mingo, 313 | Russell, 474 | |
| Colesburg, 383 | Garwin, 472 | Little Rock, 444 | Modale, 280 | Ryan, 346 | |

Data Notes (continued)

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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