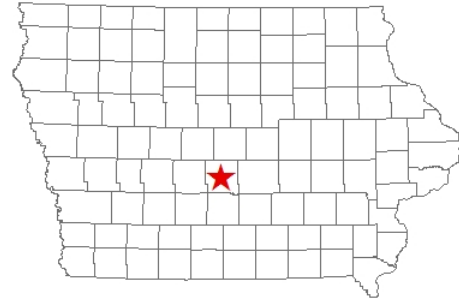


# Retail Trade Analysis Report

## Fiscal Year 2014

Altoona



Iowa State University  
Department of Economics

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## Overview

This report examines local retail sales and related economic trends in Altoona, Iowa, using a variety of comparative performance measures.

The retail analysis is based on state-reported sales of goods and services that are subject to Iowa's statewide sales tax. Please refer to the Data Notes section for detailed information about the types of retail activity included in taxable sales. The data notes also include definitions and guidelines for interpreting retail measures and other indicators in this report.

Except where otherwise noted, retail sales data for preceding years have been adjusted for inflation and are stated in Fiscal Year 2014 dollar equivalents. The 2014 fiscal year began on July 1, 2013, and ended on June 30, 2014.

### About Altoona:

- Altoona is located within Polk County, Iowa.
- Altoona is part of the Des Moines-West Des Moines, IA Metropolitan Statistical Area.
- Altoona recorded a total population of 14,541 residents in the 2010 Census, including 124 residents in group quarters such as skilled nursing facilities and group homes.

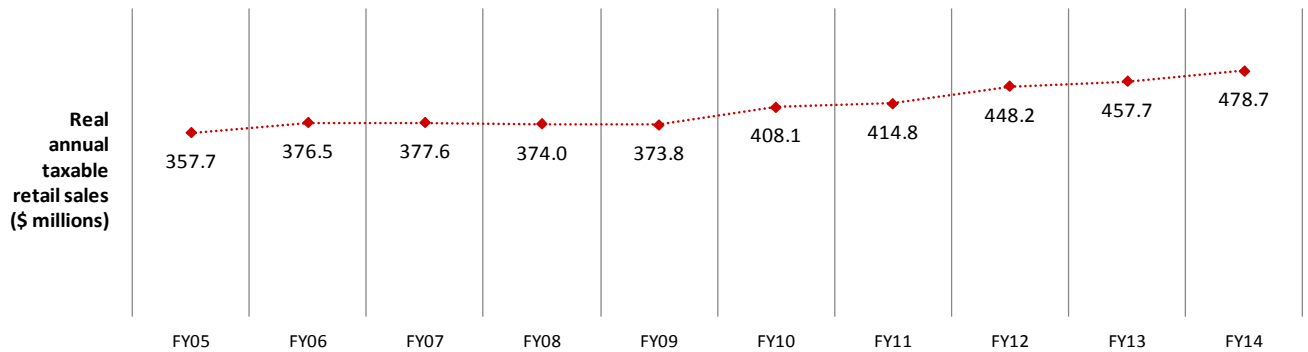
## Key Retail Indicators for Altoona

Altoona	FY2013	FY2014	% Change
Real total taxable sales (\$)	457,695,773	478,651,275	4.6% ▲
Number of reporting firms (annualized)	356	362	1.7% ▲
Population	15,544	15,941	2.6% ▲
Average sales per capita (\$)	29,445	30,026	2.0% ▲
Average sales per firm (\$)	1,286,566	1,322,241	2.8% ▲

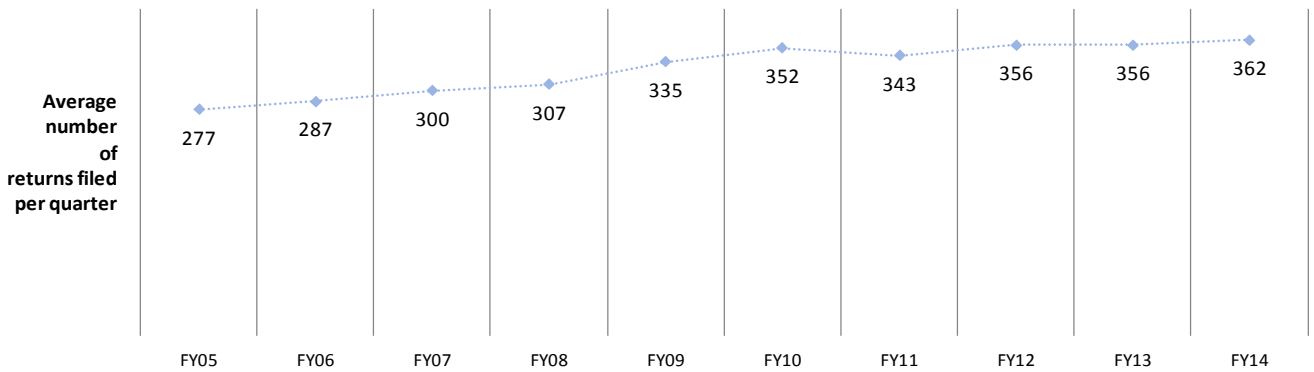
*No distinctions are made between households and group quarters residents in the calculation of per capita sales and related indicators.*

# 10-Year Summary Retail Sales Tax Statistics

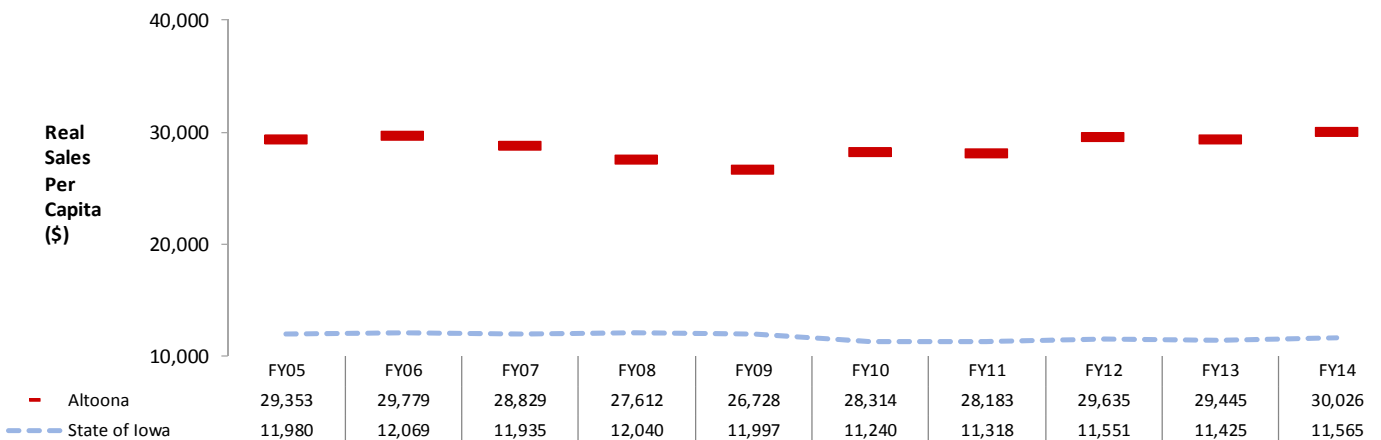
## Real Total Taxable Sales in Altoona



## Annualized Number of Reporting Firms in Altoona



## Taxable Retail Sales Per Capita



# Local Economic Trends

## Population

Population change is a key factor influencing local retail sales performance. From one year to the next, area population gains or losses alter the number of potential shoppers in the region. In the longer term, population trends reflect the general economic climate of the region. Population growth suggests a more favorable retail environment, while population decline may be an indication of area economic stress.

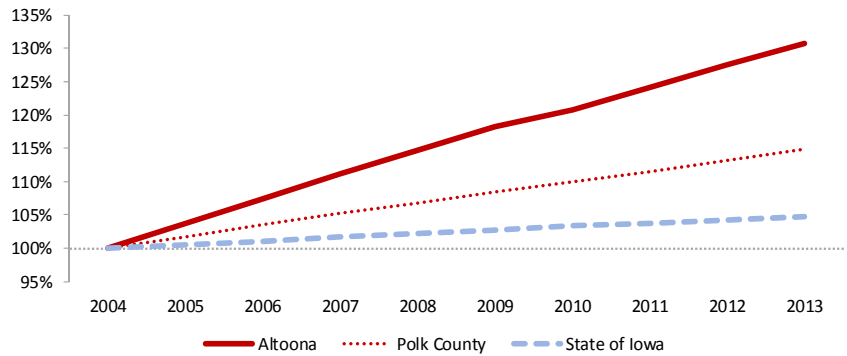
The top chart at right shows annual population estimates for Altoona, Polk County and the state indexed to baseline values from ten years ago. The population in any given year is expressed in percentage terms compared to the base year population.

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

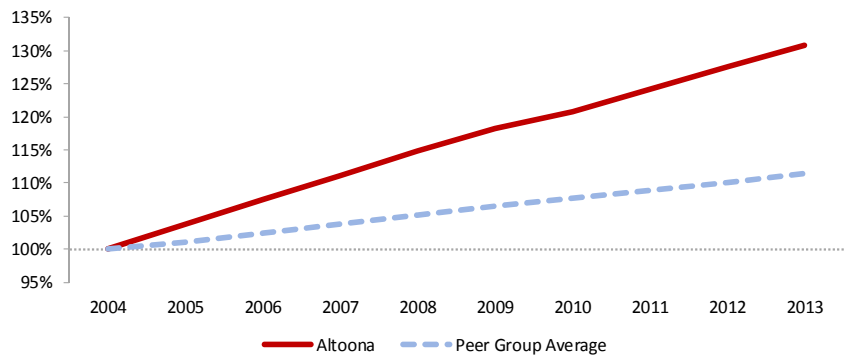
## Personal Income

The local demand for retail goods and services also depends on the income level of area residents. Per capita nonfarm personal income provides a useful gauge of the average income in the region. Nonfarm income includes wage and salary earnings of residents, self-employment income, investment income, and government transfer payments. The chart at right illustrates recent, inflation-adjusted average nonfarm income levels in Polk County and the state.

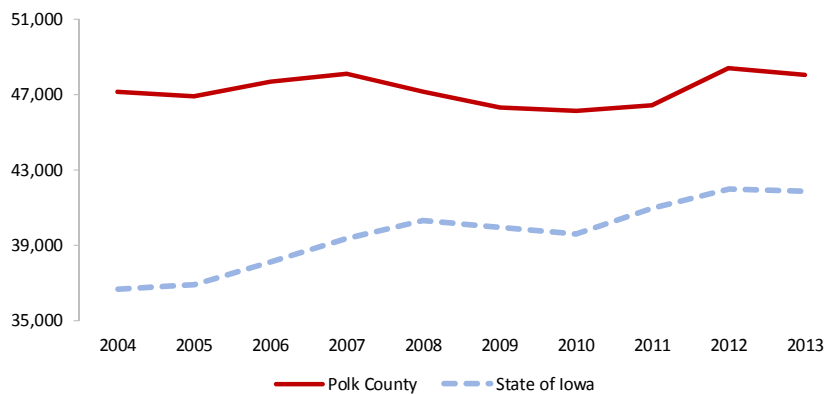
**Population Trends**  
(Annual Estimates as a Percentage of 2003 Population)



**Population Trend for Peer Cities**  
(Annual Estimates as a Percentage of 2003 Population)



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



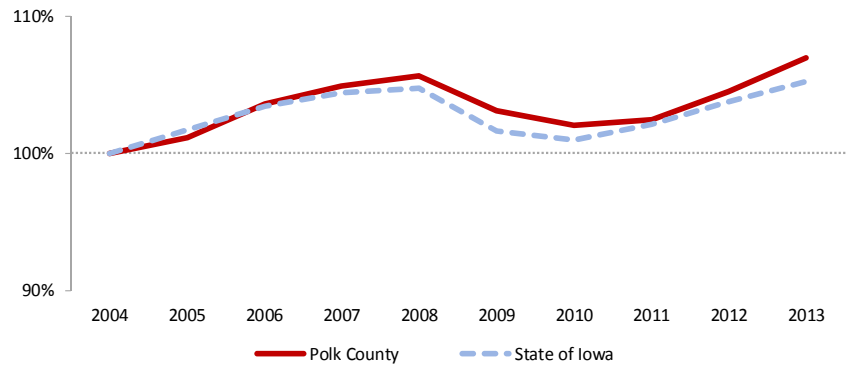
## Employment

Area job growth creates earnings opportunities for current residents and also helps to attract new residents to the region. Conversely, lagging employment growth rates may indicate a decline in the region's competitive strength.

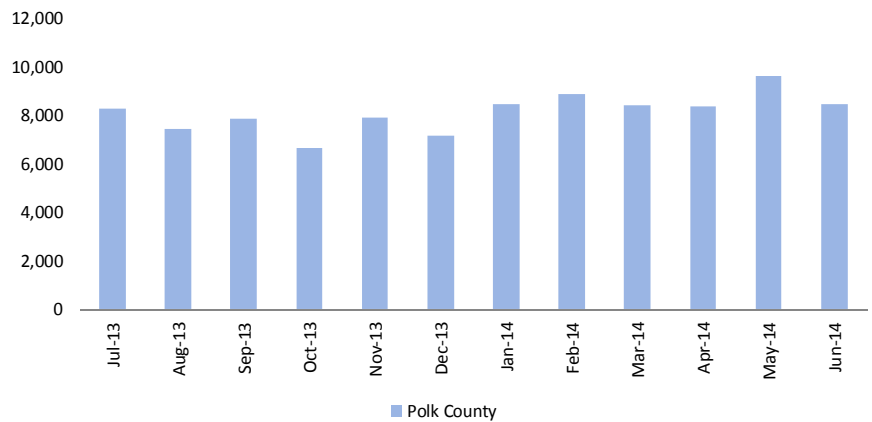
The chart at top right shows the 10-year trend in nonfarm wage and salary employment in Polk County compared to the state. The number of jobs in each year is expressed in percentage terms compared to the number of jobs in the beginning year.

The middle chart shows more recent job gains and losses in Polk County. The chart illustrates the numeric gain or loss in jobs during Fiscal Year 2014 on a month-by-month basis, with each month's employment compared to the same month in the prior fiscal year.

**Employment Trends**  
(Annual Employment as a Percentage of 2004 Employment)



**Recent Job Gains or Losses**  
(Change from Same Month in Prior Year)

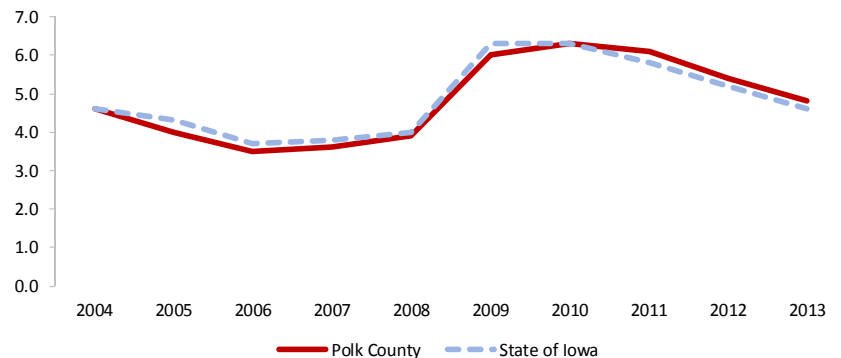


## Unemployment

Rising or persistently high levels of unemployment may contribute to household economic stress within the region and may ultimately reduce aggregate household spending levels.

The chart at right shows recent Polk County and statewide unemployment rate trends. The unemployment rate is defined as the percentage of the labor force that is unemployed but actively seeking work.

**Unemployment Rate**  
(Unemployed Percentage of the Labor Force)



# Peer Group Analysis

Iowa's 947 cities vary in the level and types of retail activity they can support. A given city's retail prospects depend not only on its own population size, but also on the urbanization patterns and competitive characteristics of the surrounding area. With no two of Iowa's cities exactly alike in these respects, how might a particular community benchmark its own retail performance? Peer group analysis, which involves comparisons among a group of cities sharing similar characteristics, can provide a reasonable basis for evaluating local retail performance.

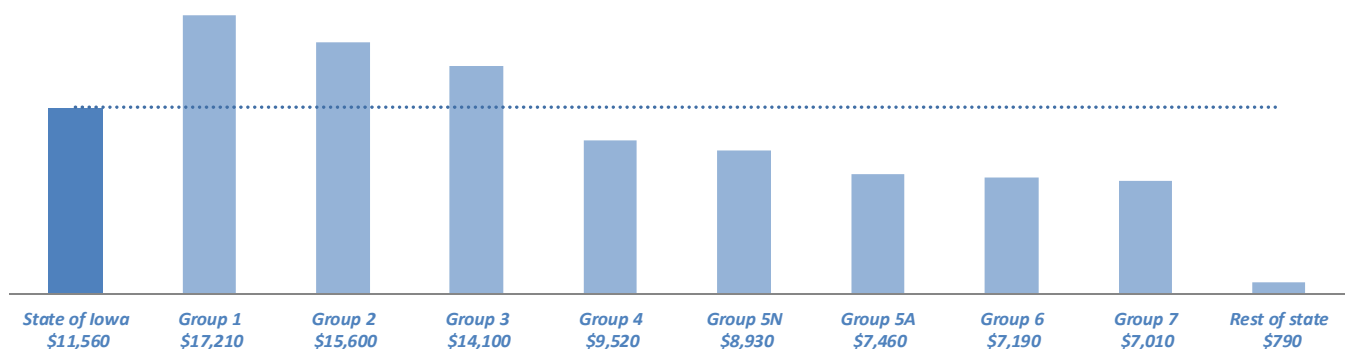
In general, retail sector size and diversity tends to increase with community size and population density of the surrounding area. Metropolitan cities, for example, have access to a large pool of potential customers living within a geographically concentrated area, allowing them to offer a wider range of retail goods and services than most smaller communities can support. The diversity of their retail offerings tends to attract non-resident shoppers from a broad geographic area, often at the expense of smaller communities in outlying areas. In contrast, small communities located in remote, rural locations tend to have retail sectors that serve primarily local markets.

This retail analysis report assigns all cities in Iowa to peer groups based on their population size and the urbanization characteristics of their host county. The peer groups are listed in the following table, with the relevant peer group for Altoona highlighted in blue (see Pages 20-22 for a complete list of member cities by peer group). The chart at the bottom of this page illustrates the comparative sales performance for all of the city peer groups during Fiscal Year 2014.

## Peer Group Definitions

Peer Group	City Population Size	Metropolitan Status of the County	Number of Cities	% of State Taxable Sales
<b>Group 1</b>	<b>10,000 or greater</b>	<b>Core county of a metropolitan statistical area (MSA)</b>	<b>21</b>	<b>59.5%</b>
Group 2	10,000 or greater	Non-core MSA county or non-metropolitan county	17	12.9%
Group 3	2,500 to 9,999	Non-metropolitan county	62	11.9%
Group 4	2,500 to 9,999	Metropolitan county	33	5.1%
Group 5N	500 to 2,499	Non-metropolitan county, not adjacent to a MSA	102	2.7%
Group 5A	500 to 2,499	Non-metropolitan county, adjacent to a MSA	117	2.7%
Group 6	500 to 2,499	Metropolitan county	105	2.6%
Group 7	250 to 499	Any county	176	1.1%
Rest of State		Any county		1.5%

## Average Sales Per Capita by City Peer Group, FY 2014



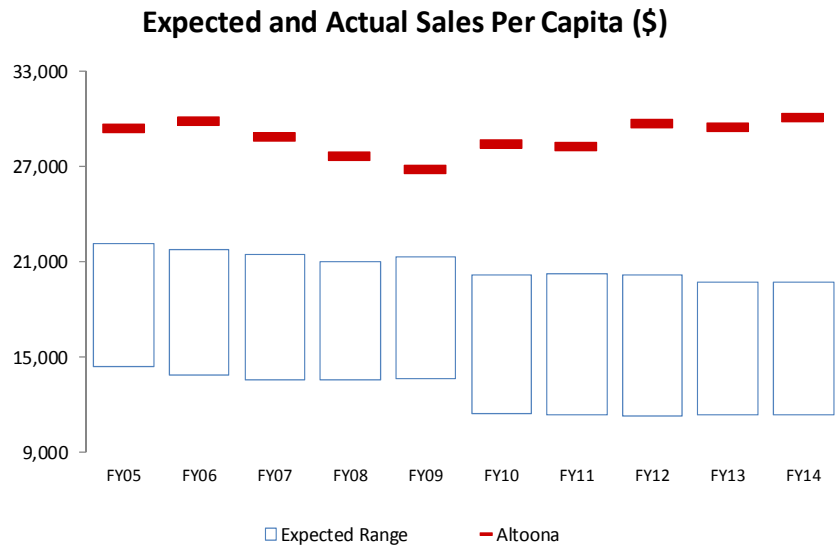
## Expected Range for Local Sales Per Capita

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

The blue rectangles illustrate the range of expected values, defined as any value between the 25th to the 75th percentile values for the peer group in each year.

The red dashes show the actual per capita sales performance by Altoona.

In Fiscal Year 2014, per capita sales in Altoona were above the expected range.

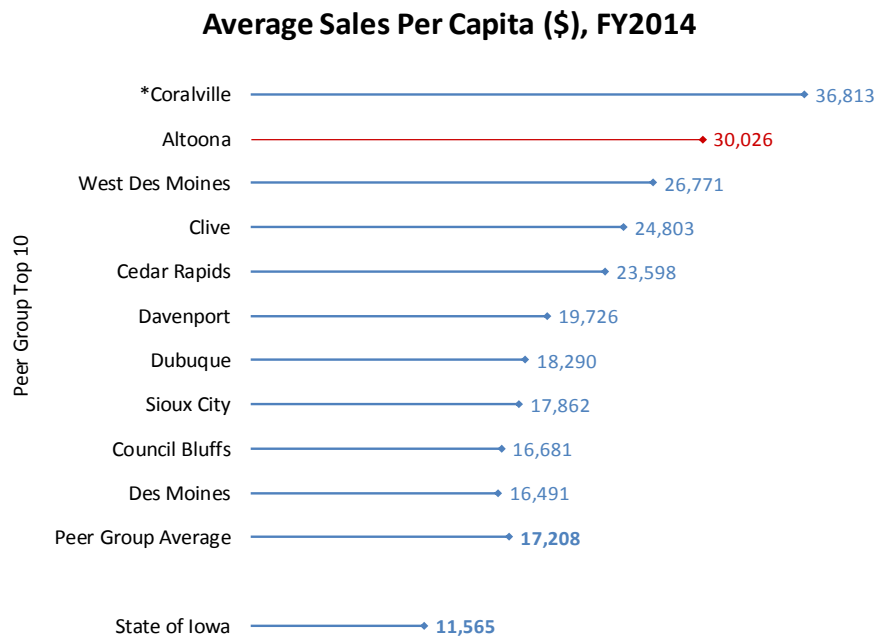


## Top 10 Peer Group Cities Ranked by Sales Per Capita

Among the 21 peer cities reporting data in the most recent fiscal year, Altoona ranked number 2 in per capita sales.

The peer group’s top performers, measured by their average sales per capita in Fiscal Year 2014, are listed in the chart at right.

Sales levels in some cities may be inflated by the presence of a regional utility or other regional retail anomaly that may not be replicable in other communities. In general, values exceeding the peer group average by two or more standard deviations should be viewed with caution. Any such cities are indicated at right with an asterisk (\*).



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

# Pull Factor Analysis

This section introduces three related measures for assessing retail sales performance: trade surplus or leakage, trade area capture, and the pull factor ratio. All three measures are based on a hypothetical “self-sufficiency” level of sales at which the city’s retail sector satisfies all of the retail needs of its own residents. This hypothetical sales value might also be viewed as “break-even” level where any sales lost from non-local spending by residents are exactly offset by sales to non-residents.

## Trade Surplus or Leakage

Trade surplus or leakage measures the dollar difference between the city’s actual sales and the total sales it could generate if residents satisfied all their retail needs locally, i.e. its self-sufficiency or breakeven level of sales. Sales above the breakeven level imply a net surplus from sales to non-residents. A deficit suggests net leakage from local residents’ spending in other cities.

Below are trade surplus or leakage estimates for Altoona. To estimate the breakeven level of sales, 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. The breakeven sales target represents an estimate of Altoona residents’ total spending on taxable goods and services that are purchased anywhere within Iowa.

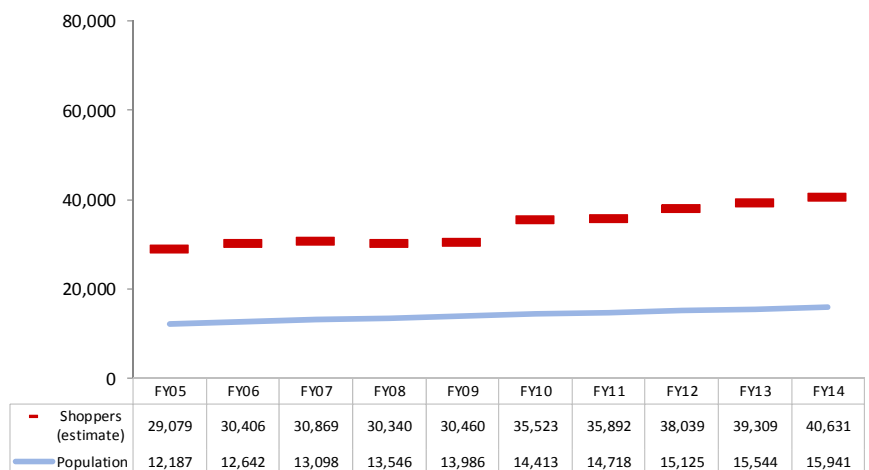
Altoona Breakeven Analysis	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Statewide average per capita spending (\$)	11,980	12,069	11,935	12,040	11,997	11,240	11,318	11,551	11,425	11,565
<i>x Local income adjustment</i>	1.03	1.03	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
= Average spending (anywhere) by residents (\$)	12,302	12,381	12,232	12,328	12,272	11,488	11,557	11,783	11,644	11,780
<i>x City population estimate</i>	12,187	12,642	13,098	13,546	13,986	14,413	14,718	15,125	15,544	15,941
= Breakeven sales target (\$000s)	149,922	156,526	160,220	166,995	171,641	165,574	170,093	178,224	180,987	187,792
Actual sales (\$000s)	357,723	376,466	377,599	374,031	373,813	408,084	414,792	448,229	457,696	478,651
Surplus estimate (\$000s)	207,801	219,939	217,380	207,036	202,171	242,510	244,699	270,004	276,709	290,859
Leakage estimate (\$000s)	-	-	-	-	-	-	-	-	-	-

## Trade Area Capture

The extent of a city’s “trade area” can be approximated by estimating the number of customers whose annual retail needs it satisfies. If that number exceeds the resident population, the city’s geographic trade area likely extends beyond its borders. If below, the city’s trade area likely overlaps or is subsumed by that of a nearby community.

Trade area capture is estimated by dividing the city’s actual total sales by the expected average, annual retail requirements of its residents. The chart at right illustrates the city’s trade area capture in relation to its population size.

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



## The Pull Factor Ratio

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

A pull factor ratio equal to 1.0 suggests that the city's merchants are just satisfying the retail demands of local residents. This is equivalent to the "break even" sales level where the city is experiencing neither a surplus or leakage of sales.

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

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

Pull factor ratios may vary widely from one city to the next, even among cities in the same peer group. For any particular city, a comparison with the peer group's median pull factor value provides a reasonable performance benchmark.

The chart below shows recent trends in pull factor ratios for Altoona and its peer group. The city's pull factor values are indicated with red circles.

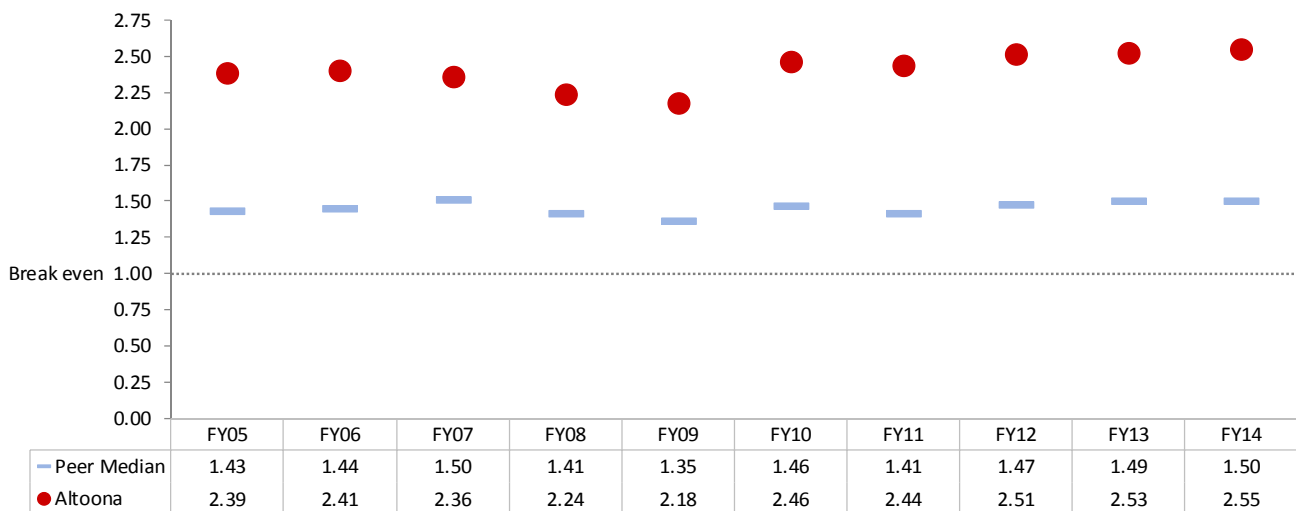
The blue dashes indicate the median pull factor for the peer group in each year. If the city's pull factor exceeds the group median, it ranks among the top half of its peer group. If its pull factor is below the median value, then it ranks among the bottom half of cities in its peer group.

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

For example, a high pull factor doesn't necessarily indicate retail self-sufficiency across all categories of retail sales. A city's pull factor could be inflated by the presence of one or more retail establishments that serve as a regional draw in a particular sales category, even if the city is experiencing substantial leakage of sales in other retail categories.

Similarly, a low pull factor does not necessarily suggest untapped sales potential in the local retail sector. Most small cities should expect to lose at least a fraction of their residents' spending to larger trade centers.

**Pull Factor Comparison With Peer Group**





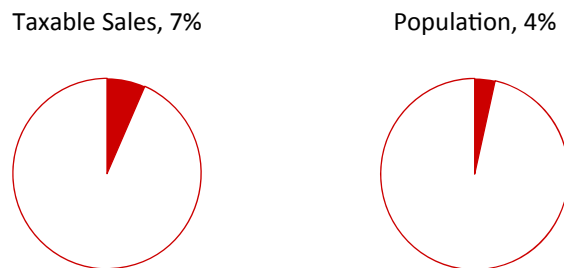
# Regional Competition

Communities within a region compete with each other for shares of overall regional economic activity. This section explores some of the competitive forces at work in the area surrounding Altoona. First, the distribution of trade among cities in Polk County is assessed. Next, important interactions with surrounding cities and counties are examined using data on worker commuting flows. Finally, retail trade patterns in the broader region are illustrated by comparing average per capita sales and pull factor ratios for nearby cities and counties.

## Role Within the County

The relative contributions of Altoona as a trade and population center within Polk County are illustrated at right. The left-most chart shows the percentage of Polk County taxable sales occurring within the city of Altoona. The right-most chart displays the percentage of Polk County residents who live within Altoona.

**Altoona Percentage Shares  
of Polk County Totals**



## Other Trade and Population Centers Within the County

The table at right lists cities in Polk County with reported taxable sales activity during Fiscal Year 2014. Data for cities with 10 or fewer permit-holders filing sales tax returns are suppressed. Sales amounts for those smaller jurisdictions are included within the “other areas in county” values.

Amounts shown for each city reflect the population and reported sales for the city as a whole, regardless of whether it crosses into a neighboring county. Any cities with reporting firms that fall within a neighboring county are indicated with an asterisk (\*), and the neighboring county’s portion of sales, if any, are noted below the table.

**Polk County Jurisdictions Reporting  
Taxable Retail Sales in FY 2014**

Area Name	Population	Average # Filers	Sales (\$millions)
<b>Polk Total</b>	<b>454,107</b>	<b>10,435</b>	<b>7,291.7</b>
Alleman	440	14	2.0
Altoona	15,941	362	478.7
Ankeny	52,079	1,107	775.2
Bondurant	4,634	101	14.6
Carlisle*	3,961	122	20.7
Clive*	16,715	498	414.6
Des Moines	208,595	4,881	3,439.9
Elkhart	708	25	3.9
Grimes	9,597	244	221.4
Johnston	20,108	380	157.2
Mitchellville	2,257	46	5.6
Pleasant Hill	9,323	174	58.5
Polk City	3,968	107	15.4
Runnells	518	67	6.2
Urbandale*	42,366	1,018	672.0
West Des Moines*	61,552	1,668	1,647.8
Windsor Heights	4,903	104	44.5
Other areas in Polk County	(3,558)	54	28.0
*Neighboring county portions		(535)	(714.5)

## Area Commuting Patterns

Worker commuting flows reveal important regional economic relationships that may influence the city's retail performance. In particular, the propensity of workers to out-commute to other cities may represent sources of potential sales leakage from the local retail sector.

The top chart at right displays worker commuting flows into and out of Altoona. The commuting flows are determined from the locations of residence and employment for wage and salary workers in the region.

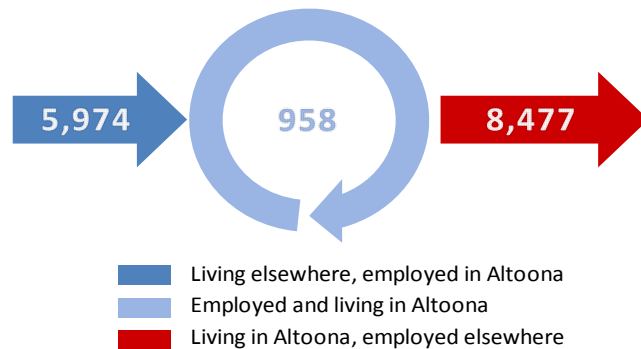
When residents commute elsewhere for work, the likelihood that they will shop locally, especially during traditional business hours, decreases. The city's overall rate of out-commuting is compared to the average for similarly-sized cities below. The rates express the percentage of working residents who commute outside the city for work.

### Worker Out-Commuting Rates

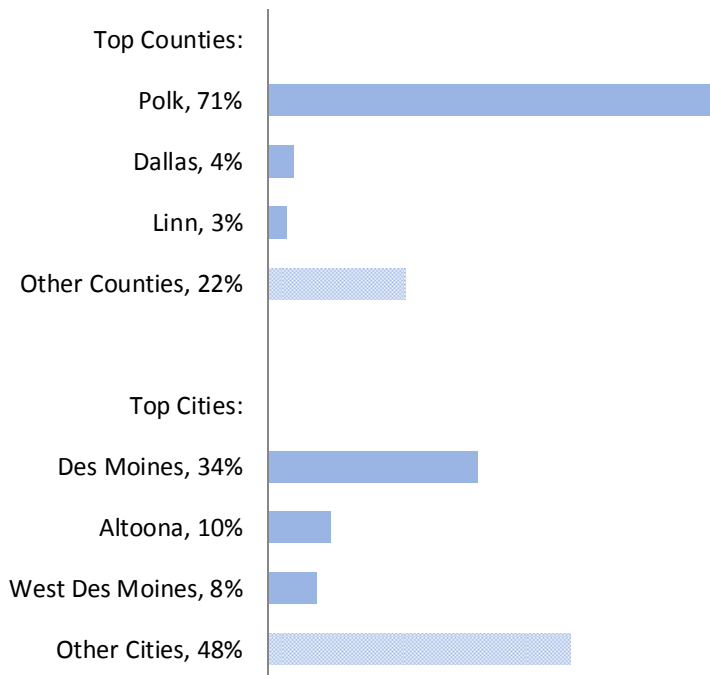
Altoona	89.8%
Peer Cities	56.5%

The bottom chart at right identifies the top three counties and cities attracting the greatest number of Altoona workers in 2011. The chart measures the percentage of employed Altoona residents who commute to the given destination for work.

**Worker Inflows and Outflows, 2011**



**Where Altoona Residents Work:  
Percentage of Residents by Their Workplace Destination**



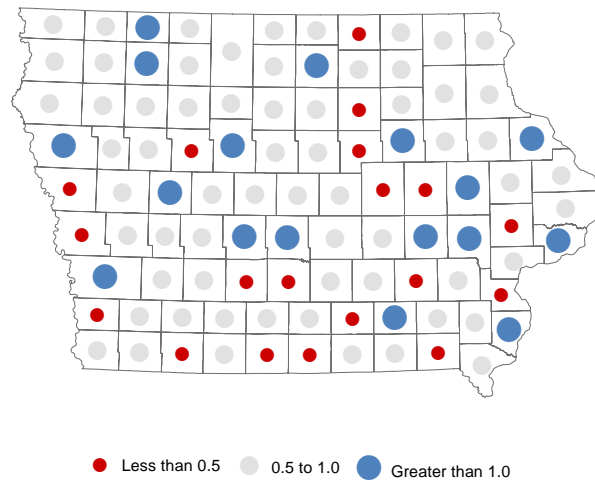
*NOTE: The commuting charts on this page are based on 2011 worker commuting flow data published by the U.S. Census Bureau. In cases of small place-to-place commuting flows, the Census Bureau masks the data in order to protect the confidentiality of individual workers and/or business firms. Therefore, the actual size and destinations of the city's commuting outflows may differ slightly from the values shown here.*

## Regional Trade Patterns

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

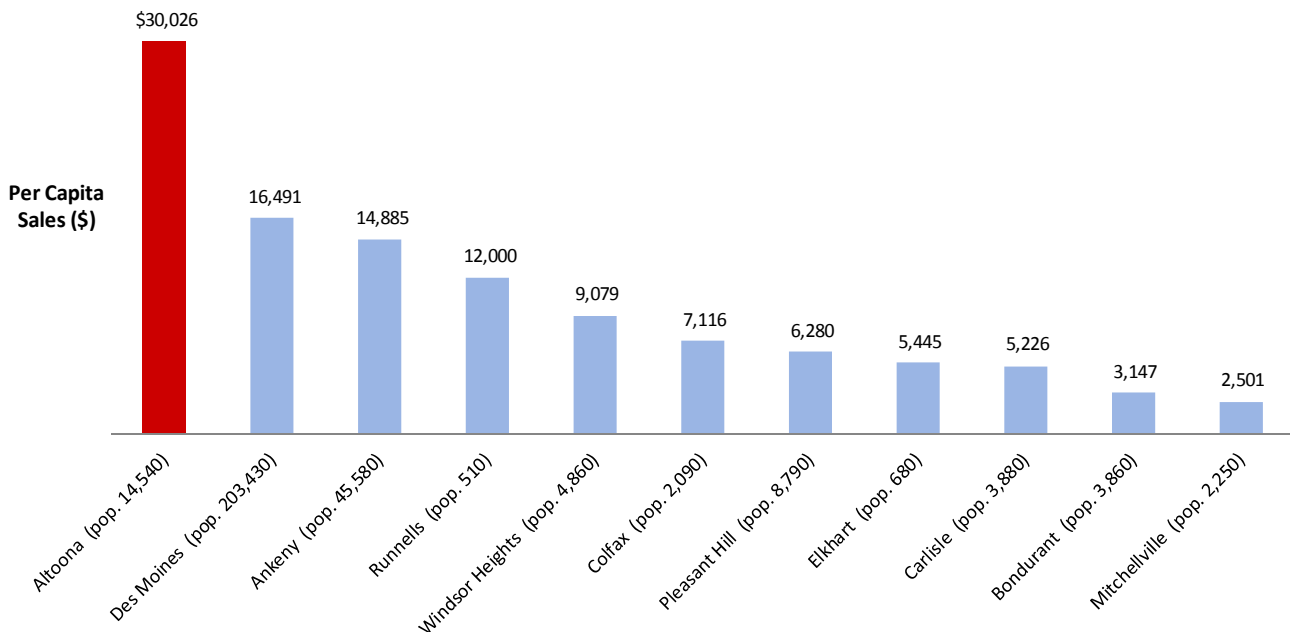
The map at right illustrates county retail pull factors for Fiscal Year 2014 (see Page 8 for a definition of pull factors). The counties with a pull factor exceeding 1.0, identified in the map with large blue dots, are likely exerting a strong retail influence on trade centers in neighboring counties. Counties with pull factors below 1.0 are leaking sales on a county-wide basis, but might still contain one or more strong local trade centers.

### County Pull Factors, Fiscal Year 2014



The bar graph below compares Fiscal Year 2014 per capita sales in Altoona to average sales in neighboring communities with 500 or more residents. The comparison group includes the ten communities nearest to Altoona, as measured from the center of each city. The cities are listed from left to right in descending order by their per capita sales. Population sizes for each city, as of the 2010 Census, are also indicated.

### Neighboring Community Comparison of Per Capita Retail Sales



# Historical Trends in Taxable Sales

Historical retail sales statistics for Altoona and the State of Iowa are presented in the table below. All dollar values, with the exception of nominal total sales, have been adjusted for inflation and are shown in Fiscal Year 2014-equivalent dollars.

\*\*NOTE: Values for Fiscal Year 2009 and later measure retail activity during a July 1-June 30 fiscal year period. Values for Fiscal Years 2008 and earlier were compiled on an April 1-March 31 fiscal year basis.

## Historical Statistics for Altoona:

Fiscal Year	Reporting Firms	Total Taxable Sales (\$)		Real Average Sales (\$)		Statewide Real Average (\$)	
		Nominal	Real	Per Firm	Per Capita	Per Firm	Per Capita
1976	82	11,392,899	39,474,725	481,399	9,087	363,254	10,311
1977	92	14,066,217	46,080,744	500,878	9,974	374,517	10,919
1978	118	17,577,338	53,982,676	459,427	10,994	368,990	11,161
1979	136	20,511,695	58,458,757	430,635	11,169	374,227	11,660
1980	140	22,472,474	58,097,485	416,469	10,404	367,085	11,628
1981	149	24,007,393	56,357,820	377,607	9,659	326,677	10,558
1982	160	25,823,731	56,707,252	354,975	9,539	314,117	10,161
1983	164	27,424,017	57,422,805	351,210	9,482	305,351	10,044
1984	161	29,360,651	59,078,724	367,519	9,550	299,080	9,961
1985	160	32,085,832	62,357,227	389,125	9,865	295,755	9,937
1986	165	41,666,866	78,575,778	476,939	12,169	289,931	9,922
1987	167	45,880,087	84,666,396	508,507	12,795	306,594	10,350
1988	160	45,996,435	81,845,603	513,139	12,015	308,087	10,407
1989	178	48,766,938	83,129,082	467,017	11,817	313,156	10,501
1990	184	55,398,465	90,833,888	494,334	12,457	317,183	10,605
1991	185	56,083,438	88,194,895	476,729	11,714	318,617	10,545
1992	191	58,377,014	89,402,543	467,464	11,558	319,075	10,637
1993	196	60,887,176	90,848,083	463,511	11,417	319,369	10,770
1994	209	71,200,169	103,969,363	498,654	12,671	326,139	11,002
1995	218	76,127,210	108,767,141	500,079	12,771	332,925	11,225
1996	226	77,790,637	108,994,695	482,811	12,233	333,866	11,475
1997	239	85,046,889	116,689,349	487,730	12,570	350,982	11,663
1998	248	86,505,686	117,388,566	473,341	12,189	353,310	11,866
1999	252	87,738,031	117,921,714	467,480	11,795	378,103	12,363
2000	251	95,510,949	125,709,850	501,836	12,169	385,324	12,420
2001	261	136,731,728	175,704,035	674,488	16,459	386,171	12,457
2002	265	161,672,791	205,202,108	775,811	18,565	387,532	12,310
2003	258	190,515,028	237,256,345	920,490	20,774	404,760	12,167
2004	260	210,110,562	256,482,294	988,371	21,773	411,887	12,050
2005	277	300,764,887	357,723,457	1,292,587	29,353	410,248	11,980
2006	287	326,328,358	376,465,790	1,311,727	29,779	421,049	12,069
2007	300	334,749,367	377,599,089	1,259,713	28,829	413,218	11,935
2008	307	341,749,040	374,031,362	1,217,352	27,612	413,841	12,040
2009**	335	345,717,566	373,812,507	1,115,026	26,728	405,766	11,997
2010	352	381,293,824	408,084,214	1,159,330	28,314	389,751	11,240
2011	343	394,379,761	414,792,281	1,209,307	28,183	404,311	11,318
2012	356	436,485,596	448,228,552	1,259,954	29,635	412,476	11,551
2013	356	452,040,188	457,695,773	1,286,566	29,445	407,603	11,425
2014	362	478,651,275	478,651,275	1,322,241	30,026	424,500	11,565

## Sales by Business Group

Areas of strength or weakness in the local retail sector may be revealed through a comparative analysis of sales by specific types of businesses. The following table presents taxable sales statistics by business group for Polk County. **NOTE: Sales data by business group are not available for individual cities (see Page 23 for more information).**

The top section shows the annualized number of reporting firms (average returns filed per quarter), taxable sales, and average sales per firm in 12 types of retail businesses. The bottom section shows sales by business group on a per capita basis. Real averages for the prior 3-year period are provided to identify areas of recent growth or decline. Median values for similar counties and statewide averages for the current fiscal year are also provided for benchmarking purposes. County data are suppressed for business groups that did not meet a minimum threshold for number of reporting firms.

Sales by business group should not be confused with sales by merchandise category. The business group sales data reflect the broad business classification of the firms making the sales, not the specific goods and services that were sold. See Page 15 for a more detailed list of the types of firms included within each business group.

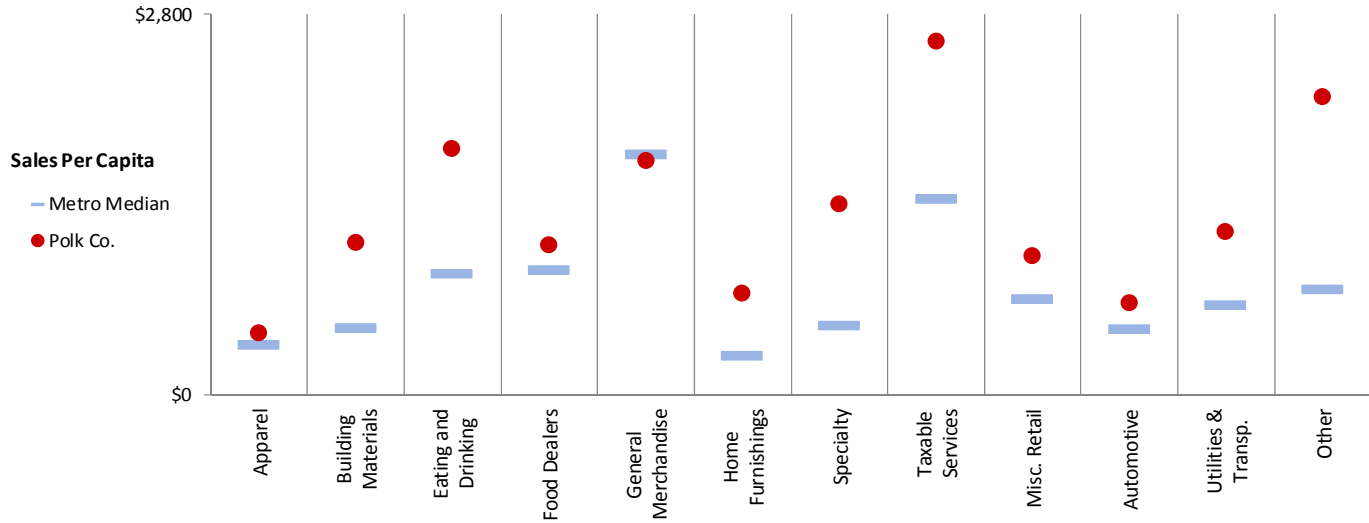
### Polk County Taxable Sales Summary by Business Group

Type of Firm	Polk County FY14 Totals		Average Sales Per Firm (\$)	
	Total Sales (\$)	Reporting Firms	Polk County	State of Iowa
Apparel Stores	206,607,022	244	845,883	667,866
Building Materials Stores	508,724,944	158	3,214,692	1,675,685
Eating and Drinking Establishments	822,325,287	1156	711,200	509,700
Food Stores (excluding non-taxable food items)	501,479,768	371	1,350,787	985,917
General Merchandise Stores	783,229,400	89	8,775,680	5,894,287
Home Furnishings Stores	339,060,818	204	1,666,147	774,098
Specialty Retail Stores	638,298,306	1735	367,895	196,805
Service Establishments	1,181,407,067	4172	283,209	155,506
Miscellaneous Retail Firms	464,375,073	1273	364,716	229,431
Automotive and Related Stores	306,000,365	243	1,259,261	715,125
Utilities and Transportation Services	545,776,712	300	1,819,256	947,704
Other	994,366,530	489	2,033,469	835,504

Type of Firm	Polk County Trends		Benchmark Values for FY14	
	Real per capita averages (\$)		Metropolitan Median	State of Iowa
	FY11 - FY13	FY14		
Apparel Stores	444	455	377	337
Building Materials Stores	1,104	1,120	495	819
Eating and Drinking Establishments	1,736	1,811	901	1,235
Food Stores (excluding non-taxable food items)	NA	1,104	919	1,018
General Merchandise Stores	2,120	1,725	1,778	1,500
Home Furnishings Stores	781	747	292	390
Specialty Retail Stores	1,466	1,406	515	894
Service Establishments	2,500	2,602	1,447	1,577
Miscellaneous Retail Firms	1,197	1,023	709	904
Automotive and Related Stores	NA	674	493	550
Utilities and Transportation Services	1,376	1,202	670	1,124
Other	1,545	2,190	784	1,217

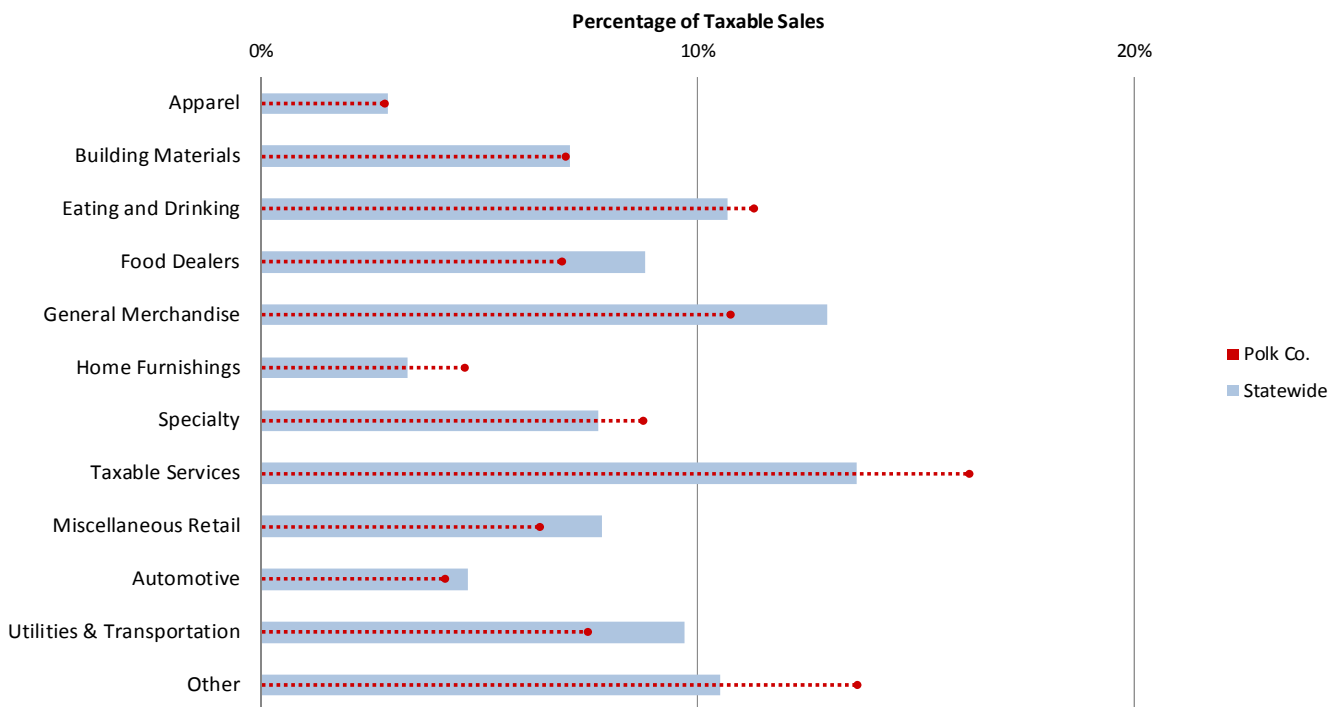
## Per Capita Sales by Business Group

The chart below compares actual per capita sales by business group in Polk County with the median value for all 21 metropolitan counties in Iowa (see table on previous page for underlying data). Polk County per capita values are shown with red dots. The metropolitan median values appear as blue dashes. County data are suppressed for any business groups that did not meet a minimum threshold for number of reporting firms.



## Distribution of Taxable Sales by Business Group

The following chart illustrates the percentage distribution of Polk County's total taxable sales across the major retail business groups. Polk County values are shown with red dotted lines. Statewide averages are shown with blue bars. County data are suppressed for any business groups that did not meet a minimum threshold for number of reporting firms.



## Statewide Average Per Capita Sales by Detailed Business Type, FY 2014

Business Type and Per Capita Sales (\$)		Business Type and Per Capita Sales (\$), continued	
<b>Apparel Group</b>	<b>\$337</b>	<b>Services Group</b>	<b>1,577</b>
Clothing and Clothing Accessories Stores	287	Auto Repair	325
Shoe Stores	50	Hotels and All Other Lodging Places	270
		Other Business Services	205
<b>Automotive and Related Firms</b>	<b>550</b>	Arts and Entertainment	175
New and Used Car Dealers	266	Beauty/Barber Shops	118
Automotive Parts and Accessories	210	Miscellaneous Repairs	80
Recreational and All Other Motorized Vehicles	74	Other Personal Services	73
		Auto Rental and Storage	54
<b>Building Materials Group</b>	<b>819</b>	Motion Picture and Video Industries	51
Building Material Dealers	587	Laundry and Floor Cleaning	46
Hardware Stores	121	Finance, Insurance, Real Estate and Leasing	39
Garden Supply Stores	79	Electronic and Precision Equipment Repair & Maintenance	37
Paint and Glass Stores	28	Other Services	30
Mobile Home Dealers	3	Funeral Service and Crematories	23
		Education and Athletic Events	20
<b>Eating and Drinking Places Group</b>	<b>1,235</b>	Photographic Studios	15
Restaurants, Taverns, and Bars	1,235	Employment Services	15
		Upholstery and Furniture Repair	2
<b>Food Dealers Group</b>	<b>1,018</b>	Watch, Clock, Jewelry Repair	0
Grocery Stores and Convenience Stores	504	Footwear and Leather Repair	0
Gas Stations/Convenience Stores With Gas	498		
Specialized Groceries	17	<b>Miscellaneous Group</b>	<b>904</b>
		Plumbing and Heating Contractors	136
<b>General Merchandise Group</b>	<b>1,500</b>	General Contractors	127
Department Stores	957	Agricultural Production and Services	123
Miscellaneous Merchandise Stores	537	Other Special Trade Contractors	123
Variety Stores	6	Industrial Equipment Manufacturers	76
		Miscellaneous Manufacturers	61
<b>Home Furnishings And Appliances Group</b>	<b>390</b>	Food Manufacturers	53
Appliances and Entertainment Equipment	167	Electrical Contractors	43
Furniture Stores	134	Non-Metallic Product Manufacturers	37
Home Furnishing Stores	89	Furniture, Wood and Paper Manufacturers	35
		Publishers Of Books & Newspapers and Commercial Printers	33
<b>Specialty Retail Stores Group</b>	<b>894</b>	Carpentry Contractors	24
Other Specialty	216	Unclassified	11
Sporting Goods	174	Mining	10
Beauty and Health (Includes Pharmacies & Drug Stores)	158	Painting Contractors	10
Direct Sellers	71	Apparel and Textile Manufacturers	1
Hobby and Toy	67		
Jewelry	59	<b>Utilities and Transportation Group</b>	<b>1,124</b>
Book and Stationery Stores	40	Electric and Gas	483
Used Merchandise Stores	26	Communications	390
Stationery, Gift, Novelty	24	Water and Sanitation	186
Vending Machine Operators	23	Transportation and Warehousing	65
Liquor Stores	19		
Florists	15	<b>Wholesale Goods Group</b>	<b>1,217</b>
Fuel and Ice Dealers	1	(retail sales by wholesale firms)	1,217
Electronic Shopping and Mail Order Houses	1		
		<b>All Business Groups</b>	<b>11,565</b>

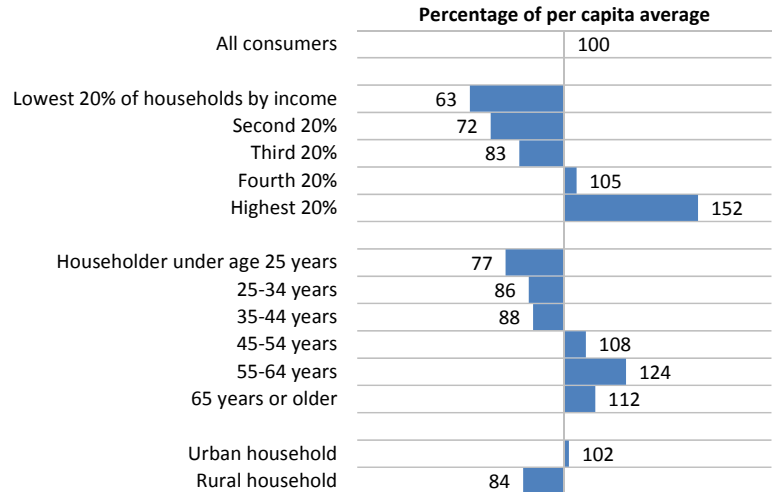
# Consumer Characteristics

## National Spending Patterns by Income and Age

Consumer spending patterns vary with the age, income level, and other characteristics of the consumer. The chart at right illustrates differences in U.S. consumer spending on a selected bundle of goods and services that are taxable in Iowa. The retail bundle includes food away from home, telecommunications services, household supplies and furnishings, apparel, entertainment, automobile repair and maintenance, and personal services.

In the chart, average annual spending levels of consumers within each group are expressed as percentages of the all-consumer average. Differences are most apparent by income level, with persons in the highest household income quintile spending more than twice the average of persons in the lowest income quintile. Per person spending also tends to increase with householder age, but drops slightly among residents of elderly households.

**U.S. Consumer Spending on Selected Goods and Services That are Taxable in Iowa, by Type of Consumer**



## Local Income and Age Distributions

Recent county-level statistics may be used to profile the income and age distributions of area residents. If the county deviates strongly from statewide averages on these measures, one might expect some differences in local residents' spending compared to the average spending levels by all Iowa residents.

The table at right shows the county's median household income level and estimated poverty rate compared to the state. A lower median income level, a higher poverty rate, or both suggest that the percentage of county residents in low income brackets exceeds the statewide average. In these cases, comparatively lower retail spending levels may be anticipated locally.

The bottom half of the table illustrates the percentage distribution of the county's population by age group in years, relative to the comparable statewide percentages. Strong differences in the regional age distribution likely affect both the mix and levels of retail goods and services demanded by area residents.

### Polk County Profile

Median Household Income (\$)	Polk	State of Iowa
Estimate	59,388	52,286
90% Confidence Interval	57,330 - 61,450	51,760 - 52,810

Poverty Rate (%)	Polk	State of Iowa
Estimate	12.4	12.6
90% Confidence Interval	11.4 - 13.4	12.3 - 12.9

Population (% of total)	Polk	State of Iowa
Under 5 years	7.2%	6.3%
Age 5 to 17	18.1%	17.1%
Age 18 to 24	9.0%	10.3%
Age 25 to 44	29.3%	24.3%
Age 45 to 64	25.0%	26.4%
Age 65 years and over	11.4%	15.6%
Median age	35.0	38.1

▶ Higher than state  
◀ Lower than state



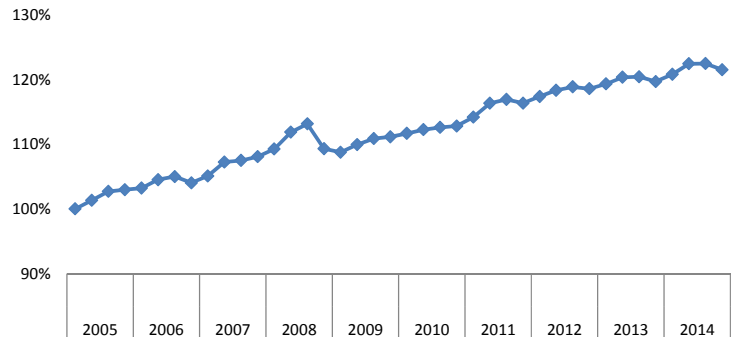
# Other Factors Influencing Retail Sales

## Inflation

The rate of inflation measures changes over time in the purchasing power of the dollar. When price levels rise faster than earnings and other income, consumers may have to reduce or reallocate their spending.

The pace of U.S. inflation during the last 10 years is illustrated at right. This chart shows quarterly changes in the Midwest Consumer Price Index for All Urban Consumers, using first quarter of 2005 as the benchmark period.

**Midwest Consumer Price Index**  
(100% = Price Levels in 2005-Q1)

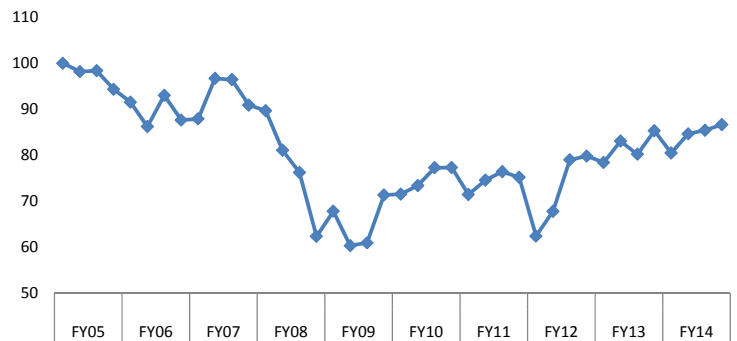


## Consumer Confidence

Consumer confidence refers to how favorably consumers view prospects for the economy and their own financial situation. Pessimism about the economy can have a dampening effect on household discretionary purchases, while optimism can boost the likelihood of purchases.

The chart at right illustrates a quarterly index of consumer confidence benchmarked to the start of Fiscal Year 2005. Source data were obtained from the Index of Consumer Sentiment, University of Michigan Surveys of Consumers, via the Federal Reserve Bank of St. Louis.

**U.S. Consumer Sentiment**  
(100 = Index Value in 1st Quarter FY2005)

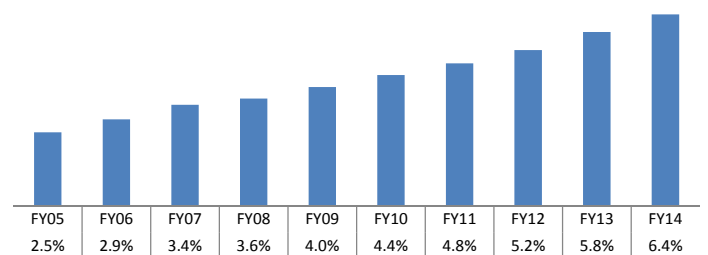


## Internet and Catalog Sales

E-commerce represents a small but rapidly growing share of retail activity in the United States. While e-commerce presents a sales growth opportunity for many retailers, it also poses a potentially important new source of retail sales leakage for Iowa's communities.

The chart at right shows the growing share of total U.S. retail sales that are transacted through e-commerce. E-commerce, which includes internet and catalog sales, describes transactions in which an order is placed and/or price and terms of sale are negotiated over an internet or other online system.

**E-Commerce Sales in the U.S.**  
(as a Percentage of Total Retail Sales)



## Iowa's Retail Sales Tax Reporting

The state of Iowa imposes a tax on the gross receipts from sales of taxable tangible personal property and taxable services. In general, merchandise goods are taxable unless specifically exempted and services are taxable if specifically enumerated by the state.

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

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

Iowa's sales tax reporting process may lead to occasional anomalies in retail sales data reported at the local level. The state compiles these data primarily for fiscal management purposes, and only secondarily for analytical purposes.

Certain accounting and other administrative constraints may result in the under-reporting or no reporting of sales activity for individual communities.

**Confidentiality.** In order to protect the confidentiality of individual filers, the Iowa Department of Revenue only reports data from localities with a minimum of 10 tax returns filed for a quarter or 40 returns per year. Sales data for localities not meeting this threshold level are reported for the county in which they are located.

Recent changes in the administration of Iowa's sales tax include the following:

- July 1, 2004. Iowa revised its sales tax laws to meet Streamlined Sales Tax Project (SSTP) requirements. SSTP improves uniformity in sales tax laws across states, thereby encouraging businesses to collect and remit sales tax in every state in which they make taxable sales.

- January 1, 2006. The tax on certain types of energy was reduced to 0% after a 4-year phased decline.
- July 1, 2008. Iowa's sales tax rate increased from 5% to 6%.
- July 1, 2008. The Iowa Department of Revenue adopted a new fiscal year reporting period to align with the state fiscal year that runs from July 1 through June 30 of each year.
- July 1, 2013. The Iowa Department of Revenue changed the business class assignment for approximately 12 percent of Iowa's retailers.
- July 1, 2013. Taxable sales in the Convenience Stores and Gas Stations business class were reclassified from the Automotive and Related Group to the Food Dealers Group.

## Notable Exemptions and Exclusions from Iowa's Retail Sales Tax

Many retail transactions, because they are exempt or otherwise excluded from the state's sales tax, are not included in the taxable sales values reported in this report. Following are some notable exemptions from Iowa's sales tax. More detailed documentation is available from the Iowa Department of Revenue.

**Exempt or Excluded Goods.** Goods that are exempt from the sales tax include certain foods used for home consumption, prescription drugs, and medical devices. Sales of gasoline, subject to a separate fuel tax, are excluded from taxable retail sales. Taxable retail sales also exclude the sale or lease of new or used vehicles that are subject to registration. Vehicle purchases are taxed separately under the state's one-time registration fee.

**Exempt Services.** Unlike tangible goods, services are exempt from tax unless specifically enumerated. Professional

services such as medical and legal services are not subject to the sales tax.

**Utilities.** The state has phased out taxes on sales of metered gas, electricity, and fuel used as energy in residential dwellings, apartment units and condominiums. Specific exemptions may also apply to certain businesses and industries.

**Sales to Agriculture, Manufacturing, and Other Industries.** The state exempts sales of many goods and services that are used as inputs to agriculture and other industrial processes.

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

Exemptions to manufacturing include purchases of tangible inputs that become an integral part of manufactured goods ultimately sold at retail; fuels, chemicals,

and other inputs that are consumed during production processes; industrial machinery, equipment, and some computer equipment; and many services.

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

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

## Cautions for Interpreting Reported Sales Data

**Non-Taxable Goods & Services.** The sales information presented in this report provides only a partial picture of retail and service sector activity in Iowa's communities, due in part to the data reporting practices and sales tax exemptions listed on the previous page.

**Large Public Institutions.** The presence of large public institutions such as correctional facilities or universities may distort local sales measures, as their institutional purchases are excluded from taxable sales but their residents are included in local population estimates.

**Sales or Service Territories.** Some cities' reported sales values may appear inflated if they are home to the business office or headquarters of a firm with a broad, geographically-defined service territory such as a rural telecommunications or cable television provider.

## Definitions of Retail Measures

**Retail Sales.** This term refers to the reported sales of goods and services that are subject to Iowa's retail sales tax.

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

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

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

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

**Sales Per Capita.** Per capita (or "per person") sales are calculated by dividing the dollar value of sales by the estimated population for the subject place, including group quarters residents.

**Expected Per Capita Spending.** An expected value for residents' average spending on taxable retail goods and services is used in the calculation of trade surplus and leakage, trade area capture, and pull factor values. This measure is sensitive to local income levels. For more information on the derivation of this measure, please contact the author.

**Sales by Business Group.** Sales tabulations by business group describe the types of firms where retail transactions occurred. They do *not* describe the type of merchandise that was sold.

## Other Data Notes

**City-to-County Assignments:** The incorporated territory of many Iowa cities crosses the boundaries of two or more counties. For this report, all cities are assigned to the county that contained the greatest percentage of its population in the 2010 Census.

**Commuting Flows:** Local Employment Dynamics Program, U.S. Census Bureau. These commuting flows describe the place of work and place of residence of wage and salary workers in 2009. Self-employed individuals such as sole proprietors and partners are excluded from these data.

**Consumer Spending Patterns:** Consumer Expenditure Survey, 2010, U.S. Bureau of Labor Statistics.

**Consumer Sentiment:** Index of Consumer Sentiment, University of Michigan Surveys of Consumers, via the Federal Reserve Bank of St. Louis.

**E-commerce Sales:** Monthly and Annual Retail Trade Survey, Quarterly E-Commerce Report, U.S. Census Bureau.

**Employment:** U.S. Bureau of Economic Analysis. Employment includes full-time and part-time jobs, with all jobs counted equally.

**Household Income and Poverty:** Small Area Income and Poverty Estimates, U.S. Census Bureau.

**Inflation Rate:** Midwest Region Consumer Price Index for All Urban Consumers, All Items, U.S. Bureau of Labor Statistics.

**Nonfarm Personal Income:** U.S. Bureau of Economic Analysis. This report excludes farm earnings and income from measures of local personal income due to the annual volatility of farm income and the fact that many farm-related purchases are exempt from Iowa sales tax.

**Population:** Iowa State University estimates, based on data released through the Population Estimates Program, U.S. Census Bureau. With each annual data release, the U.S. Census Bureau may revise its estimates from prior years. This report incorporates the most recently available estimates and revisions. Population-based statistics published in this report may not reconcile with those appearing in earlier retail trade analysis reports. In most cases, the discrepancies are minor.

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

**Unemployment:** Local Area Unemployment Statistics, U.S. Bureau of Labor Statistics.

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

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

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

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

4	Adel.....	3,682	Grimes.....	8,246	Perry.....	7,702
	Anamosa.....	5,533	Grundy Center.....	2,706	Pleasant Hill.....	8,785
	Asbury.....	4,170	Hiawatha.....	7,024	Polk City.....	3,418
	Belle Plaine.....	2,534	Huxley.....	3,317	Robins.....	3,142
	Bondurant.....	3,860	Le Claire.....	3,765	Sergeant Bluff.....	4,227
	Carlisle.....	3,876	Le Mars.....	9,826	Story City.....	3,431
	Carter Lake.....	3,785	Missouri Valley.....	2,838	Vinton.....	5,257
	Dyersville.....	4,058	Monticello.....	3,796	Washington.....	7,266
	Eldridge.....	5,651	Mount Vernon.....	4,506	Waverly.....	9,874
	Evansdale.....	4,751	Nevada.....	6,798	Windsor Heights....	4,860
	Glenwood.....	5,269	Norwalk.....	8,945	Winterset.....	5,190

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

5N	Agency.....	638	Dows.....	538	Latimer.....	507	Pocahontas.....	1,789
	Albert City.....	699	Early.....	557	Laurens.....	1,258	Pomeroy.....	662
	Allerton.....	501	Eddyville.....	1,024	Lenox.....	1,407	Primghar.....	909
	Alta.....	1,883	Eldon.....	927	Leon.....	1,977	Riceville.....	785
	Alton.....	1,216	Everly.....	603	Lovilia.....	538	Rockford.....	860
	Armstrong.....	926	Farmington.....	664	Manilla.....	776	Rockwell.....	1,039
	Arnolds Park.....	1,126	Fonda.....	631	Manly.....	1,323	Rockwell City.....	1,709
	Badger.....	561	Fremont.....	743	Manning.....	1,500	Rolfé.....	584
	Bancroft.....	732	Gilmore City.....	504	Manson.....	1,690	Ruthven.....	737
	Bedford.....	1,440	Glidden.....	1,146	Mediapolis.....	1,560	Sac City.....	2,220
	Belmond.....	2,376	Goldfield.....	635	Montezuma.....	1,462	St. Ansgar.....	1,107
	Boyden.....	707	Gowrie.....	1,037	Montrose.....	898	Sanborn.....	1,404
	Britt.....	2,069	Graettinger.....	844	Moravia.....	665	Schaller.....	772
	Brooklyn.....	1,468	Hartley.....	1,672	Moulton.....	605	Schleswig.....	882
	Buffalo Center.....	905	Hospers.....	698	Mount Ayr.....	1,691	Seymour.....	701
	Burt.....	533	Hull.....	2,175	Newell.....	876	Sheffield.....	1,172
	Calmar.....	978	Ireton.....	609	New Sharon.....	1,293	Sioux Rapids.....	775
	Charter Oak.....	502	Kanawha.....	652	Nora Springs.....	1,431	Sutherland.....	649
	Coon Rapids.....	1,305	Keosauqua.....	1,006	Northwood.....	1,989	Swea City.....	536
	Corning.....	1,635	Klemme.....	507	Odebolt.....	1,013	Thompson.....	502
	Corydon.....	1,585	Lake City.....	1,727	Okoboji.....	807	Ventura.....	717
	Dakota City.....	843	Lake Mills.....	2,100	Orleans.....	608	Wall Lake.....	819
	Danville.....	934	Lake Park.....	1,105	Ossian.....	845	West Bend.....	785
	Dayton.....	837	Lakeside.....	596	Otho.....	542	West Point.....	966
	Donnellson.....	912	Lake View.....	1,142	Paullina.....	1,056	Whittemore.....	504
	Dow City.....	510	Lamoni.....	2,324				

5A	Ackley.....	1,589	Essex.....	798	Keota.....	1,009	Radcliffe.....	545
	Adair.....	781	Exira.....	840	Lansing.....	999	Richland.....	584
	Afton.....	845	Fairbank.....	1,113	Larchwood.....	866	Russell.....	554
	Albion.....	505	Fayette.....	1,338	Le Grand.....	938	Sabula.....	576
	Alden.....	787	Fontanelle.....	672	Lime Springs.....	505	Scranton.....	557
	Allison.....	1,029	Fredericksburg.....	931	Lowden.....	789	Shelby.....	641
	Anita.....	972	Fruitland.....	977	McGregor.....	871	Shell Rock.....	1,296
	Aplington.....	1,128	Garnaville.....	745	Mapleton.....	1,224	Sidney.....	1,138
	Audubon.....	2,176	Garwin.....	527	Marcus.....	1,117	Sigourney.....	2,059
	Aurelia.....	1,036	George.....	1,080	Maynard.....	518	Stanton.....	689
	Battle Creek.....	713	Gilman.....	509	Mechanicsville.....	1,146	Stanwood.....	684
	Baxter.....	1,101	Gladbrook.....	945	Melbourne.....	830	State Center.....	1,468
	Bellevue.....	2,191	Grand Junction.....	824	Melcher-Dallas.....	1,288	Stratford.....	743
	Clarence.....	974	Grand Mound.....	642	Monona.....	1,549	Strawberry Point.....	1,279
	Clarksville.....	1,439	Grandview.....	556	Monroe.....	1,830	Sully.....	821
	Clermont.....	632	Greene.....	1,130	Morning Sun.....	836	Tabor.....	1,040
	Colfax.....	2,093	Greenfield.....	1,982	Murray.....	756	Toledo.....	2,341
	Columbus Junction.....	1,899	Griswold.....	1,036	Nashua.....	1,663	Traer.....	1,793
	Delmar.....	525	Guttenberg.....	1,919	New Albin.....	522	Victor.....	893
	Doon.....	577	Hamburg.....	1,187	New Hartford.....	516	Villisca.....	1,252
	Dumont.....	637	Hazleton.....	823	New London.....	1,897	Wapello.....	2,067
	Durant.....	1,832	Hedrick.....	764	North English.....	1,041	Wayland.....	966
	Dysart.....	1,379	Holstein.....	1,396	Ogden.....	2,044	West Branch.....	2,322
	Earlville.....	812	Hopkinton.....	628	Parkersburg.....	1,870	West Union.....	2,486
	Edgewood.....	864	Hubbard.....	845	Pleasantville.....	1,694	What Cheer.....	646
	Elgin.....	683	Ida Grove.....	2,142	Postville.....	2,227	Wheatland.....	764
	Elkader.....	1,273	Inwood.....	814	Prairie City.....	1,680	Whiting.....	762
	Elk Horn.....	662	Jewell Junction.....	1,215	Preston.....	1,012	Winfield.....	1,134
	Ellsworth.....	531	Kellogg.....	599	Quasqueton.....	554	Winthrop.....	850
	Elma.....	546						

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

6	Ainsworth, 567	Denver, 1,780	Janesville, 930	Olin, 698	Stuart, 1,648
	Akron, 1,486	De Soto, 1,050	Kalona, 2,363	Oxford, 807	Sumner, 2,028
	Alburnett, 673	Dexter, 611	Keystone, 622	Palo, 1,026	Swisher, 879
	Anthon, 565	Dike, 1,209	Kingsley, 1,411	Panora, 1,124	Tiffin, 1,947
	Atkins, 1,670	Dunkerton, 852	La Porte City, 2,285	Peosta, 1,377	Treynor, 919
	Avoca, 1,506	Dunlap, 1,042	Lawton, 908	Princeton, 886	Tripoli, 1,313
	Blairstown, 692	Earlham, 1,450	Lisbon, 2,152	Raymond, 788	Underwood, 917
	Blue Grass, 1,452	Elkhart, 683	Logan, 1,534	Readlyn, 808	University Heights, 1,051
	Brighton, 652	Elk Run Heights, 1,117	Lone Tree, 1,300	Redfield, 835	Urbana, 1,458
	Buffalo, 1,270	Ely, 1,776	Long Grove, 808	Reinbeck, 1,664	Van Horne, 682
	Cambridge, 827	Epworth, 1,860	Malvern, 1,142	Remsen, 1,663	Van Meter, 1,016
	Carson, 812	Fairfax, 2,123	Maxwell, 920	Riverside, 993	Walcott, 1,629
	Cascade, 2,159	Farley, 1,537	Merrill, 755	Roland, 1,284	Walford, 1,463
	Center Point, 2,421	Gilbert, 1,082	Milo, 775	Runnells, 507	Walker, 791
	Central City, 1,257	Gilbertville, 712	Minden, 599	St. Charles, 653	Walnut, 785
	Coggon, 658	Granger, 1,244	Mitchellville, 2,254	Shellsburg, 983	Wellman, 1,408
	Colo, 876	Guthrie Center, 1,569	Moville, 1,618	Shueyville, 577	Wellsburg, 707
	Conrad, 1,108	Hartford, 771	Neola, 842	Slater, 1,489	Woodbine, 1,459
	Correctionville, 821	Hills, 703	Newhall, 875	Sloan, 973	Woodward, 1,024
	Crescent, 617	Hinton, 928	Norway, 545	Solon, 2,037	Wyoming, 515
	Dallas Center, 1,623	Hudson, 2,282	Oakland, 1,527	Springville, 1,074	Zearing, 554

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

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Find these retail reports, along with other economic and demographic profiles for Iowa's communities, online at:

[www.icip.iastate.edu](http://www.icip.iastate.edu)



## Frequently-Asked Questions

Following are some of the most frequently-asked questions about the content of this report:

**What happened to the detailed business group sales data for cities?** Long-time users of the Iowa State University (ISU) Retail Trade Analysis reports may notice the absence of city-level sales data by type of business. Beginning in Fiscal Year 2009, the Iowa Department of Revenue ceased publication of detailed business group data at the individual city level in its Annual Retail Sales and Use Tax Report. As a consequence, the ISU Retail Trade Analysis reports now provide analysis of business group sales at the county and state levels only. Subject to strict disclosure limitations, the Iowa Department of Revenue may provide detailed categorical sales data for individual cities upon request.

**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?** Users should note that retail statistics in this report describe only taxable, not total, retail sales. Over time, changes to Iowa's sales tax laws have redefined the mix of goods and services included within taxable sales transactions. In addition, changes in administrative practices may complicate analysis of historical retail trends. Notable changes for Fiscal Year 2014 include the following:

- Iowa Department of Revenue reassigned more than 10 percent of Iowa's retailers to different business class codes that better reflect their business focus.
- Iowa Department of Revenue reclassified gasoline stations with convenience stores from the automotive and related group to the food dealers group.

These reclassifications may complicate comparisons of county and state sales by business group before and after FY 2014.

**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. The ACS income estimates are spatially-smoothed, then used to derive pull factor and related retail measures that account for variations in local income levels.

## Acknowledgements

For more than 25 years Iowa State University has provided analysis and outreach services to describe retail trade patterns in Iowa's cities and counties. In producing this report, we acknowledge the pioneering work of Kenneth E. Stone, now Professor Emeritus, in applied community retail trade analysis.

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