

Retail Trade Analysis

Fiscal Year 2023

Monona County

report created: 04/03/2025

Overview

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

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

Retail sales data have been adjusted for inflation and are stated in Fiscal Year 2023 dollar equivalents, unless otherwise noted. The 2023 fiscal year began July 1, 2022, and ended June 30, 2023.

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

Table 1. Monona County Key Retail Indicators

	2022	2023	% Change
Real total taxable sales	\$66,786,694	\$65,979,008	-1.2% ▼
Estimated population ¹	8,552	8,500	-0.6% ►
Annual average sales per capita	\$7,809	\$7,762	-0.6% ►
Monthly average number of sales tax return filings ²	NA	182	NA

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

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

10-Year Summary of Taxable Retail Sales Statistics

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

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

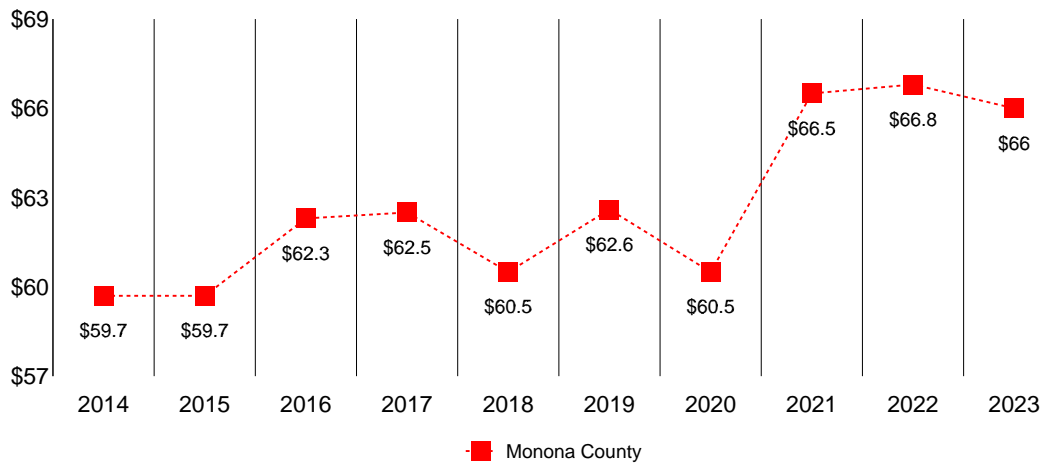
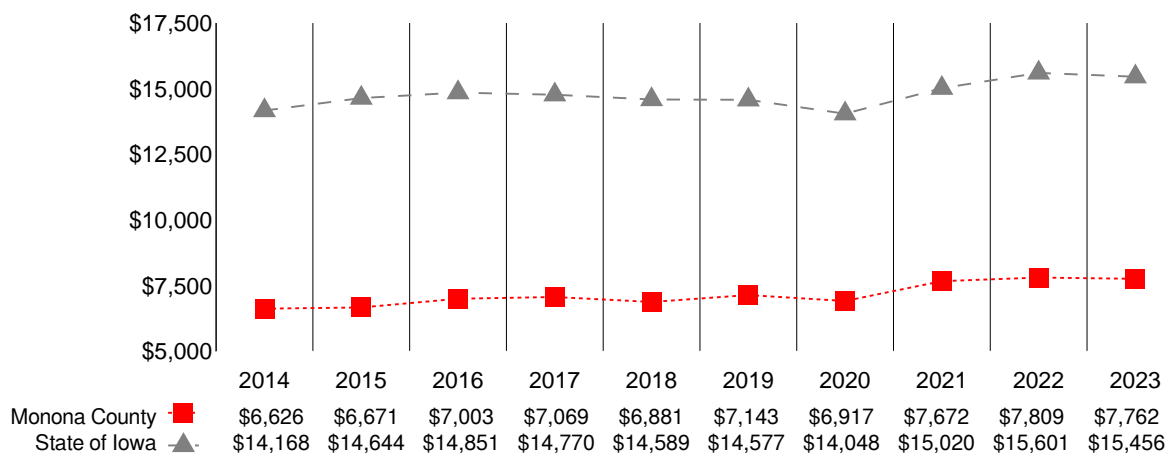


Figure 2 measures local taxable sales on a per capita basis, with comparisons to statewide averages by year. The per capita averages are expressed in real dollars.

Figure 2. Real Per Capita Taxable Sales



Historical Trends in Taxable Retail Sales

Table 2. Historical Statistics for Monona County

Fiscal Year	Total Returns Filed	Total Taxable Sales (\$)		Estimated Population	Real Sales Per Capita (\$)	Statewide Sales Per Capita (\$)
		Nominal	Real			
2023	2,186	65,979,008	65,979,008	8,500	7,762	15,456
2022	1,161	63,362,742	66,786,694	8,552	7,809	15,601
2021	1,185	59,526,124	66,518,003	8,670	7,672	15,020
2020	1,212	53,052,555	60,518,130	8,749	6,917	14,048
2019	1,176	54,205,489	62,578,170	8,761	7,143	14,577
2018	1,152	51,503,351	60,508,075	8,794	6,881	14,589
2017	1,156	52,254,386	62,529,007	8,845	7,069	14,770
2016	1,200	51,322,029	62,346,139	8,903	7,003	14,851
2015	1,260	48,893,671	59,693,607	8,948	6,671	14,644
2014	1,272	48,573,109	59,735,821	9,016	6,626	14,168
2013	1,296	47,216,479	58,874,180	9,098	6,471	14,034
2012	1,288	47,367,423	59,948,832	9,187	6,525	14,212
2011	1,288	46,674,833	60,512,600	9,251	6,541	13,940
2010	1,364	45,942,789	60,668,439	9,256	6,554	13,865
2009	1,360	45,248,206	60,379,957	9,314	6,483	14,801
2008	1,316	45,944,692	61,925,630	9,401	6,587	14,823
2007	1,344	52,316,926	72,678,313	9,463	7,680	14,696
2006	1,228	49,051,723	69,778,079	9,533	7,320	14,880
2005	1,352	51,105,401	75,006,502	9,632	7,787	14,781
2004	1,376	50,232,322	75,655,938	9,757	7,754	14,866
2003	1,420	49,757,916	76,568,707	9,810	7,805	15,033
2002	1,564	50,373,669	79,029,899	9,829	8,040	15,215
2001	1,608	52,759,986	83,795,147	9,936	8,433	15,396
2000	1,624	50,565,812	82,317,914	10,032	8,206	15,364
1999	1,652	49,102,947	81,645,371	10,051	8,123	15,299
1998	1,704	46,863,280	78,674,024	10,083	7,803	14,684
1997	1,680	48,321,142	82,039,527	10,094	8,128	14,437
1996	1,672	44,558,909	77,260,898	10,063	7,678	14,205
1995	1,692	42,336,013	74,872,838	10,075	7,432	13,899
1994	1,676	41,879,359	75,710,044	10,080	7,511	13,627
1993	1,688	42,402,952	78,326,546	10,057	7,788	13,338
1992	1,676	39,586,947	75,058,780	10,012	7,497	13,175
1991	1,712	39,492,379	76,920,882	9,992	7,698	13,066
1990	1,712	38,643,423	78,525,595	10,097	7,777	13,099
1989	1,760	39,468,523	83,437,339	10,268	8,126	12,895
1988	1,728	39,105,838	86,321,704	10,426	8,279	12,714
1987	1,776	41,339,241	94,591,269	10,586	8,936	12,631
1986	1,800	40,394,965	94,431,711	10,749	8,785	12,183
1985	1,816	38,952,880	93,808,969	10,915	8,595	12,282
1984	1,872	43,139,123	107,537,320	11,083	9,703	12,338
1983	1,848	43,369,407	112,467,319	11,254	9,994	12,441
1982	1,824	42,516,324	115,605,824	11,428	10,116	12,605
1981	1,864	43,537,104	126,657,664	11,604	10,915	13,103
1980	1,856	48,389,773	155,158,982	11,711	13,249	14,452
1979	1,848	44,726,903	158,143,514	11,748	13,461	14,552
1978	1,836	38,987,441	148,520,484	11,785	12,603	13,964
1977	1,800	36,664,840	148,942,421	11,823	12,598	13,664
1976	1,728	33,516,402	144,009,430	11,860	12,142	12,871

Population Trends

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

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

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

Figure 3. Population Trends for Monona County

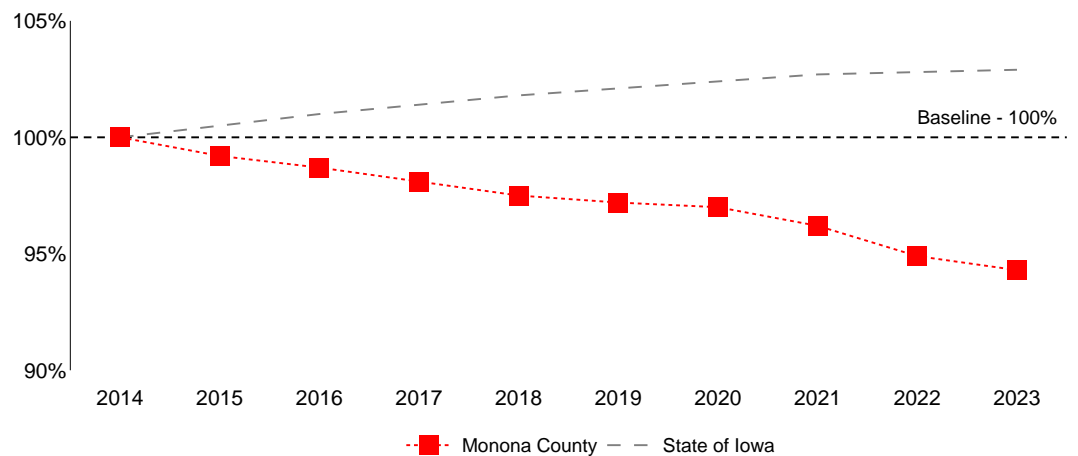
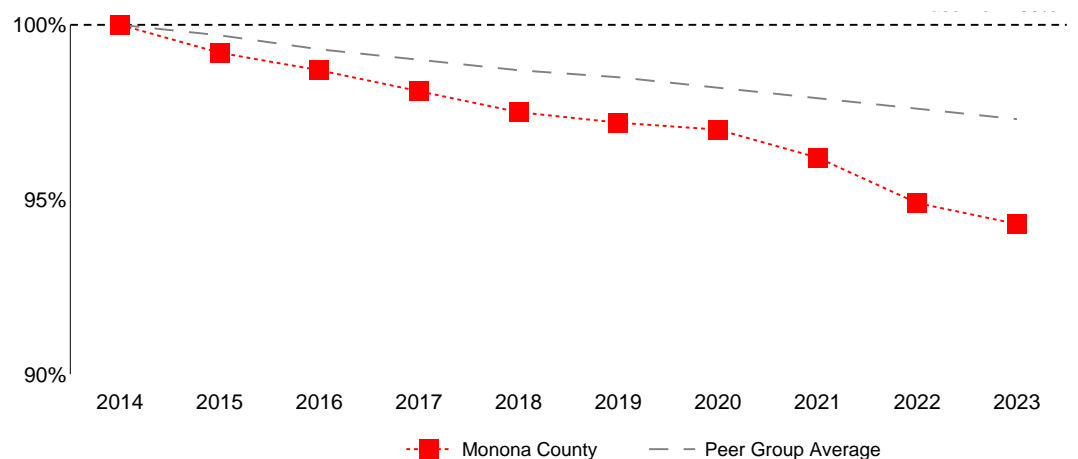


Figure 4 compares the local population trend to the average experience for similarly-sized counties in Iowa. See **Table 3** for peer group definitions and **Table 7** for a list of Iowa counties by peer group.

Figure 4. Population Trends for Group 5 Counties



Retail Performance Measures

Peer Group Comparisons

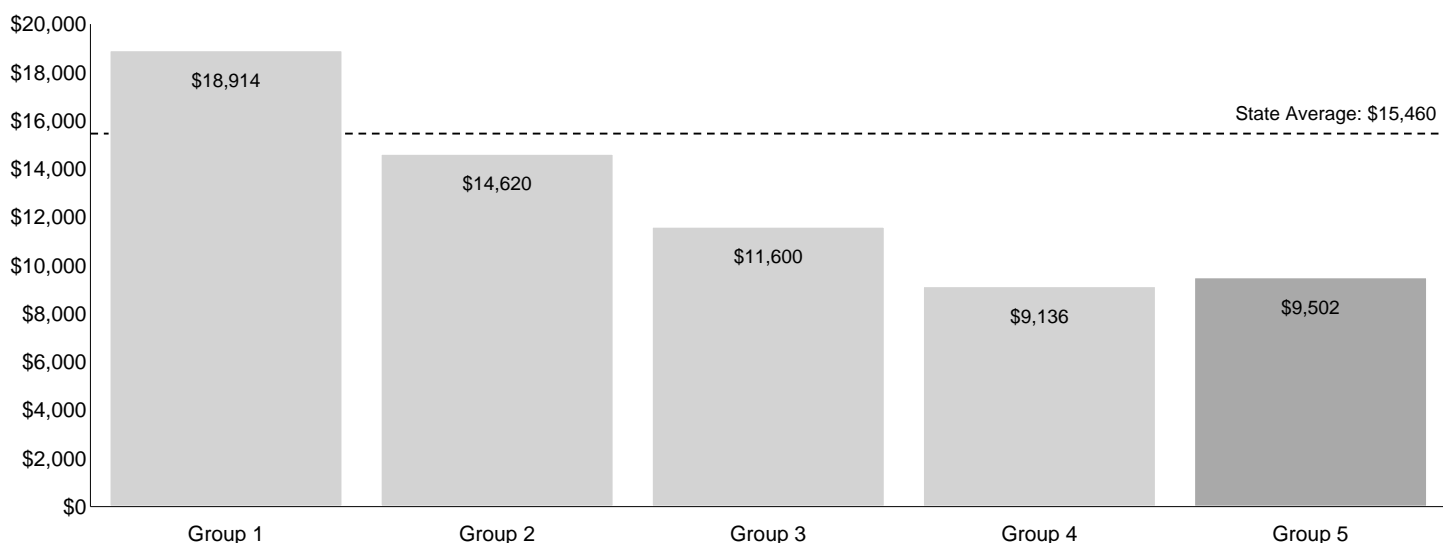
Iowa's 99 counties and their trade centers vary in the level and types of retail activity they can support. In general, retail sector size and diversity tend to increase with community size. Other determining factors include the proximity and size of competing trade centers in neighboring counties and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

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

Table 3. Peer Group Definitions

Group	Metropolitan or Micropolitan Status	Number of Counties	% of State Taxable Sales
Group 1	Core county of a metropolitan statistical area	10	64.9%
Group 2	Core county of a micropolitan statistical area	15	13.9%
Group 3	Non-metro county whose largest city is between 5,000 to 10,000 in population	23	8.6%
Group 4	Outlying (non-core) county in a metropolitan statistical area	12	5.2%
Group 5	Non-metro county whose largest city is less than 5,000 in population	39	7.3%

Figure 5. Average Sales Per Capita by County Peer Group



Retail Performance: Benchmark Measures

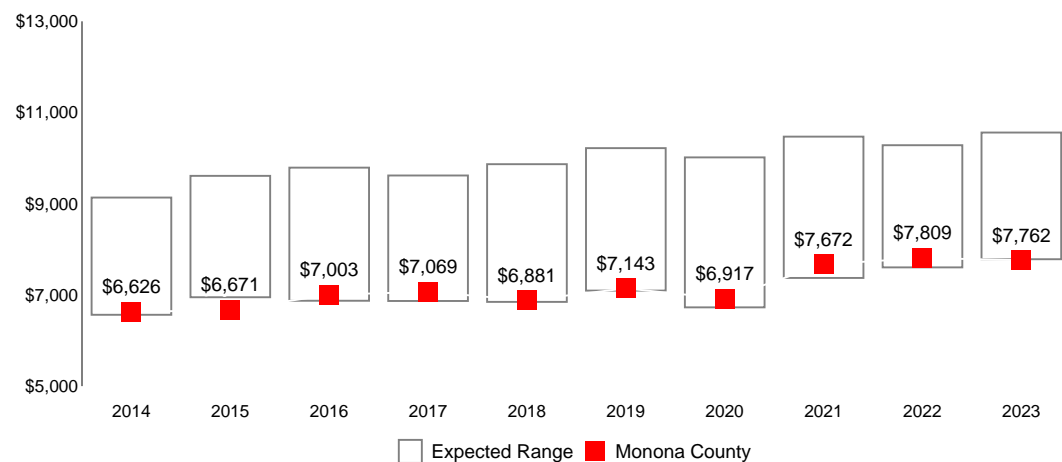
This page describes two benchmark measures for evaluation of local retail performance. The first defines an "expected" range for local sales based on typical values for similar counties. The second represents a hypothetical self-sufficiency sales level that may be used for breakeven analysis.

Benchmark 1: Expected Sales

Using peer group data to describe an expected sales range, this benchmark helps determine whether local sales have been higher than, lower than, or typical for counties of similar size and urbanization characteristics. **Figure 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 counties. The gray rectangles illustrate the 25th to the 75th percentile range of values for the peer group. The solid red squares show actual local per capita sales.



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

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

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

Table 4. Break-even Analysis

Monona County	
Statewide average taxable sales per capita	\$15,456
multiplied by a local spending adjustment factor	x 0.96%
Equals estimated annual taxable spending by a local resident	= \$14,819
multiplied by estimated local population	x 8,500
Equals the break-even sales target (rounded)	= \$126,000,000

Retail Performance: Break-even Analysis

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

Trade Surplus or Leakage

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

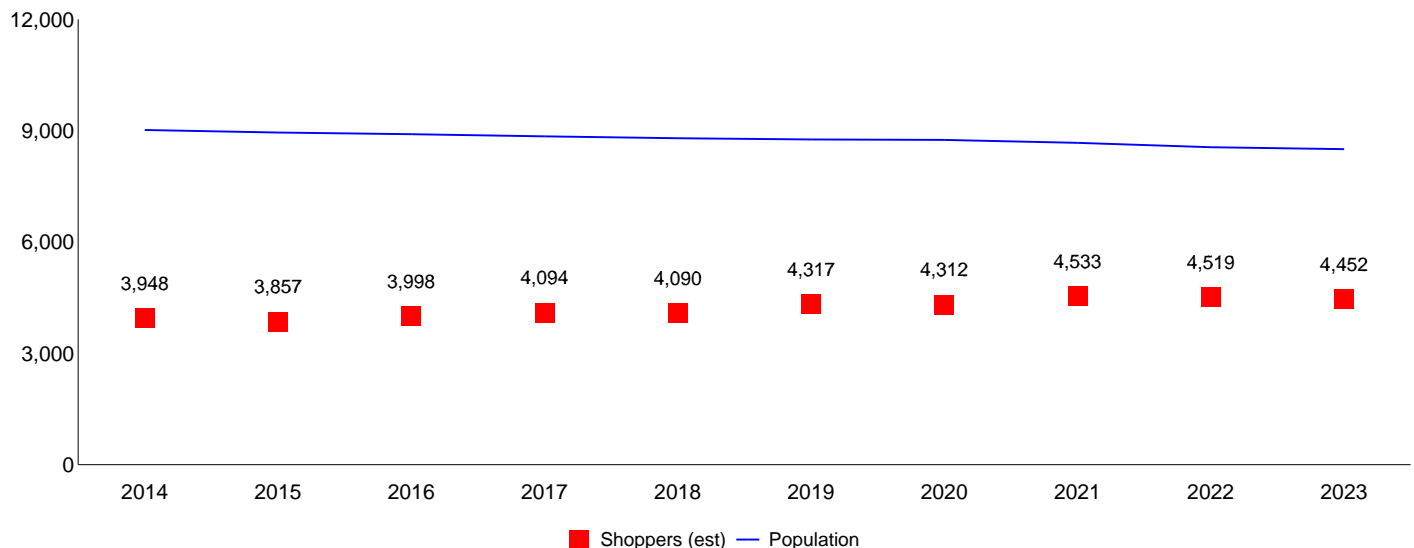
Table 5. Monona County Trade Surplus/Leakage (\$ millions)

Monona County	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
County actual sales	59.7	59.7	62.3	62.5	60.5	62.6	60.5	66.5	66.8	66.0
Breakeven sales target	136.4	138.5	138.8	135.1	130.1	127.0	122.8	127.2	126.4	126.0
Estimated surplus (+) or leakage (-)	-76.7	-78.8	-76.5	-72.6	-69.6	-64.4	-62.3	-60.7	-59.6	-60.0

Trade Area Capture

Translating a county's retail sales from dollars into annual customer equivalents enables us to approximate the geographic extent of a county's "trade area." If the estimated number of customers exceeds the resident population, the county's geographic trade area likely extends beyond its borders. If below, the county's trade area likely overlaps or is subsumed by that of a nearby county. **Figure 7** illustrates the county's trade area capture in relation to its population size.

Figure 7. Estimated Trade Area Capture for Monona County



Retail Performance: Pull Factor

The Pull Factor Ratio

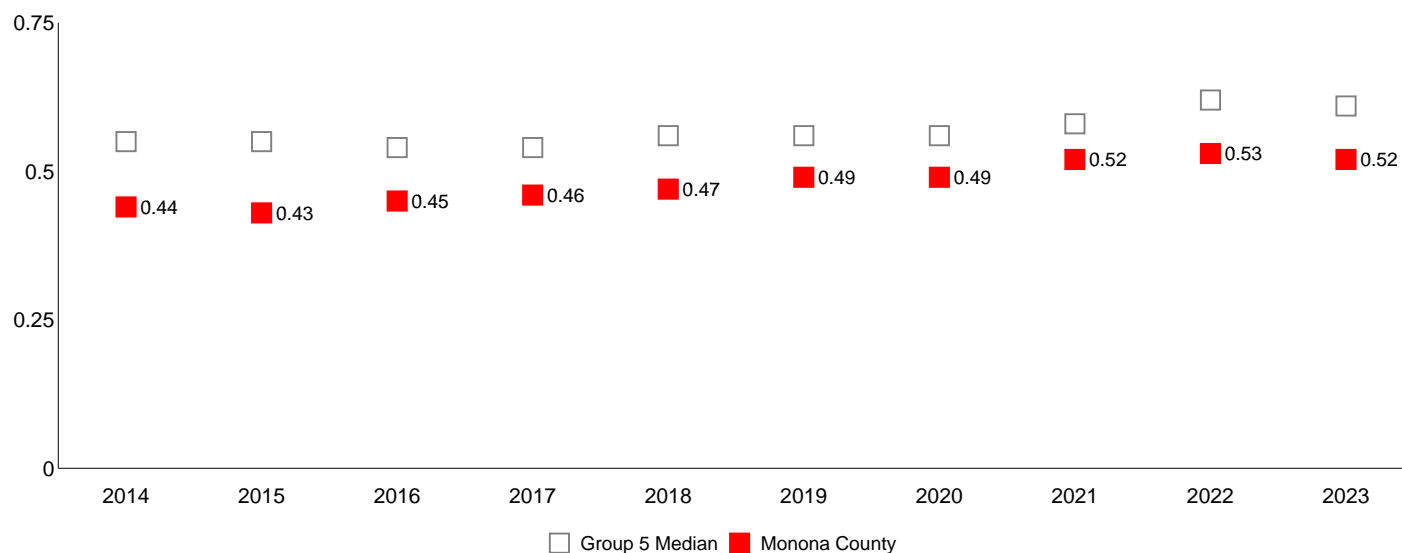
The county's pull factor compares the size of its estimated retail customer base to its population size. It is derived by dividing the trade area capture measure by the number of county residents.

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

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

Figure 8 shows recent trends in pull factor ratios for the county and its peer group. The county's pull factor values are indicated with solid red squares. The open white squares indicate the median pull factor for the peer group in each year.

Figure 8. Monona County Pull Factor Comparison with Peer Group 5



Cautions for interpreting pull factors:

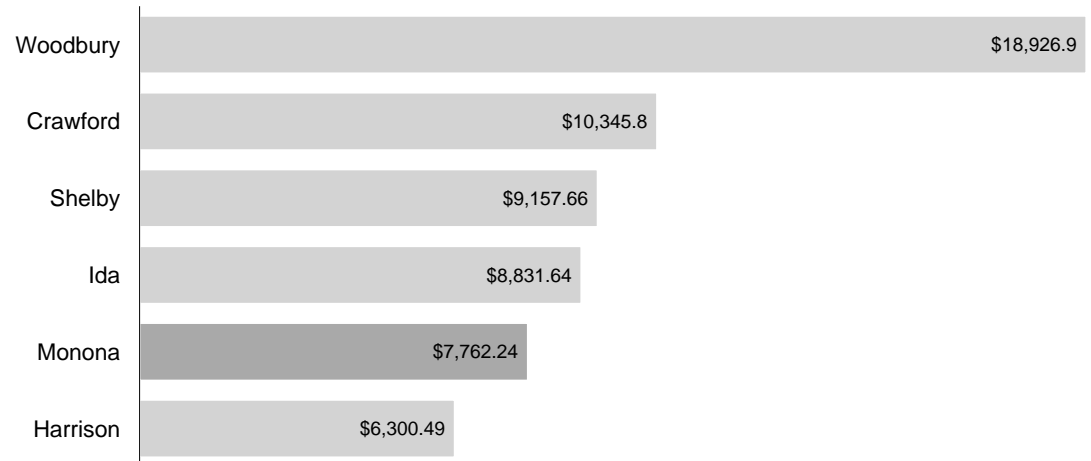
- A low pull factor does not necessarily indicate untapped sales potential in the local retail sector. Most small counties should expect to lose at least some fraction of their residents' spending to larger regional trade centers.
- A high pull factor may send a false signal of retail strength. Pull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

Regional Competition

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

Figure 9. Per Capita Retail Sales for Nearby Counties

Figure 9 shows the five nearest counties as measured from the center of each county. The counties are listed in descending order by their average per capita sales.



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

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

Table 6. Reporting Jurisdictions in Monona County

Area Name	Population	Total Returns	Sales \$ millions
Monona County Total	8,500	2,186	66.0
Blencoe	228	0	0.0
Mapleton	1,127	421	14.1
Moorhead	189	16	0.1
Onawa	2,820	1,099	45.0
Soldier	180	74	1.5
Ute	330	96	1.1
Whiting	727	139	1.7

Iowa's Retail Sales Tax Reporting

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

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

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

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

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

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

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

Cautions and Limitations for Interpreting Reported Sales Data

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

Notable Exclusions from Iowa's Retail Sales Tax

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

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

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

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

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

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

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

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

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

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

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

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

Definitions of Retail Measures

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

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

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

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

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

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

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

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

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

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

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

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

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

Definitions and Frequently Asked Questions

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

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

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

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

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

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

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

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

Data Notes (continued)

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

	2020 Population	Metropolitan or Micropolitan Area
Group 1		
Black Hawk	130,262	Waterloo-Cedar Falls, IA, Metropolitan Statistical Area
Dallas	109,619	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
Dubuque	98,801	Dubuque, IA, Metropolitan Statistical Area
Johnson	157,222	Iowa City, IA, Metropolitan Statistical Area
Linn	228,956	Cedar Rapids, IA, Metropolitan Statistical Area
Polk	503,220	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
Pottawattamie	93,122	Omaha-Council Bluffs, NE-IA, Metropolitan Statistical Area
Scott	174,011	Davenport-Moline-Rock Island, IA-IL, Metropolitan Statistical Area
Story	98,412	Ames, IA, Metropolitan Statistical Area
Woodbury	105,755	Sioux City, IA-NE-SD, Metropolitan Statistical Area
Group 2		
Buena Vista	20,606	Storm Lake, IA, Micropolitan Statistical Area
Carroll	20,532	Carroll, IA, Micropolitan Statistical Area
Cerro Gordo	42,416	Mason City, IA, Micropolitan Statistical Area
Clay	16,509	Spencer, IA, Micropolitan Statistical Area
Clinton	46,207	Clinton, IA, Micropolitan Statistical Area
Des Moines	38,248	Burlington, IA-IL, Micropolitan Statistical Area
Dickinson	18,052	Spirit Lake, IA, Micropolitan Statistical Area
Lee	32,697	Fort Madison-Keokuk, IA-IL-MO, Micropolitan Statistical Area
Mahaska	21,923	Oskaloosa, IA, Micropolitan Statistical Area
Marion	33,700	Pella, IA, Micropolitan Statistical Area
Marshall	39,918	Marshalltown, IA, Micropolitan Statistical Area
Muscatine	42,307	Muscatine, IA, Micropolitan Statistical Area
Plymouth	25,722	None
Wapello	35,124	Ottumwa, IA, Micropolitan Statistical Area
Webster	36,569	Fort Dodge, IA, Micropolitan Statistical Area
Group 3		
Appanoose	12,130	None (not part of a metropolitan or micropolitan area)
Buchanan	20,690	None
Cass	13,134	None
Clarke	9,616	None
Crawford	16,071	None
Emmet	9,222	None
Fayette	19,238	None
Floyd	15,337	None
Hamilton	14,766	None
Hardin	16,539	None
Henry	19,900	None
Humboldt	9,511	None
Jackson	19,344	None
Jefferson	15,554	Fairfield, IA, Micropolitan Statistical Area
Kossuth	14,431	None
Montgomery	10,175	None
O'Brien	14,049	None
Page	15,095	None
Poweshiek	18,486	None
Sioux	36,187	None
Tama	16,888	None
Union	11,905	None
Winneshiek	19,859	None

Data Notes (continued)

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

	2020 Population	Metropolitan or Micropolitan Area
Group 4		
Benton	25,769	Cedar Rapids, IA, Metropolitan Statistical Area
Boone	26,585	Ames, IA, Metropolitan Statistical Area
Bremer	25,281	Waterloo-Cedar Falls, IA, Metropolitan Statistical Area
Grundy	12,370	Waterloo-Cedar Falls, IA, Metropolitan Statistical Area
Guthrie	10,702	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
Harrison	14,675	Omaha-Council Bluffs, NE-IA, Metropolitan Statistical Area
Jasper	37,934	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
Jones	20,925	Cedar Rapids, IA, Metropolitan Statistical Area
Madison	17,006	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
Mills	14,584	Omaha-Council Bluffs, NE-IA, Metropolitan Statistical Area
Warren	54,754	Des Moines-West Des Moines, IA, Metropolitan Statistical Area
Washington	22,551	Iowa City, IA, Metropolitan Statistical Area
Group 5		
Adair	7,423	None
Adams	3,573	None
Allamakee	14,046	None
Audubon	5,555	None
Butler	14,209	None
Calhoun	9,744	None
Cedar	18,328	None
Cherokee	11,548	None
Chickasaw	11,693	None
Clayton	17,013	None
Davis	9,158	None
Decatur	7,680	None
Delaware	17,604	None
Franklin	9,911	None
Fremont	6,467	None
Greene	8,647	None
Hancock	10,633	None
Howard	9,443	None
Ida	6,869	None
Iowa	16,439	None
Keokuk	9,899	None
Louisa	10,565	None
Lucas	8,725	None
Lyon	12,251	None
Mitchell	10,531	None
Monona	8,500	None
Monroe	7,517	None
Osceola	6,025	None
Palo Alto	8,800	None
Pocahontas	7,025	None
Ringgold	4,665	None
Sac	9,688	None
Shelby	11,759	None
Taylor	5,900	None
Van Buren	7,259	None
Wayne	6,524	None
Winnebago	10,605	None
Worth	7,304	Mason City, IA, Micropolitan Statistical Area
Wright	12,676	None

Data Notes (continued)

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Find these retail reports and other
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Indicators/Retail](https://indicators.extension.iastate.edu/Indicators/Retail)

Acknowledgments

This project was supported with funding from the Iowa Agriculture and Home Economics Experiment Station, the research program directed by the College of Agriculture and Life Sciences at Iowa State University.

In producing this report, we acknowledge the pioneering work of Kenneth E. Stone, now Professor Emeritus, in applied analysis of retail trade patterns in Iowa's cities and counties.

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