Retail Trade Analysis
Fiscal Year 2021

Le Mars

report created: 03/14/2023

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 2021 dollar equivalents, unless otherwise noted. The 2021 fiscal year began July 1, 2020, and ended June 30, 2021.

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

Table 1. Le Mars Key Retail Indicators

	FY2020	FY2021	% Change	
Real Total Taxable Sales	$162,142,422	$172,042,069	6.1%	▲
Number of Firms	383	390	2.0%	▲
Population	10,511	10,558	0.4%	▶
Average Sales Per Capita	$15,426	$16,295	5.6%	▲
Average Sales Per Firm	$423,625	$440,851	4.1%	▲

No distinction are made among residents of households, educational institutions, nursing homes, or other group quarters in the calculation of per capita sales and related indicators.

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Figure 1. Number of Reporting Establishments

Figure 1 shows the average number of local business establishments filing sales tax returns during the year.

Figure 1. Number of Reporting Establishments

Le Mars values: FY12: 405, FY13: 410, FY14: 401, FY15: 400, FY16: 399, FY17: 393, FY18: 388, FY19: 384, FY20: 383, FY21: 390
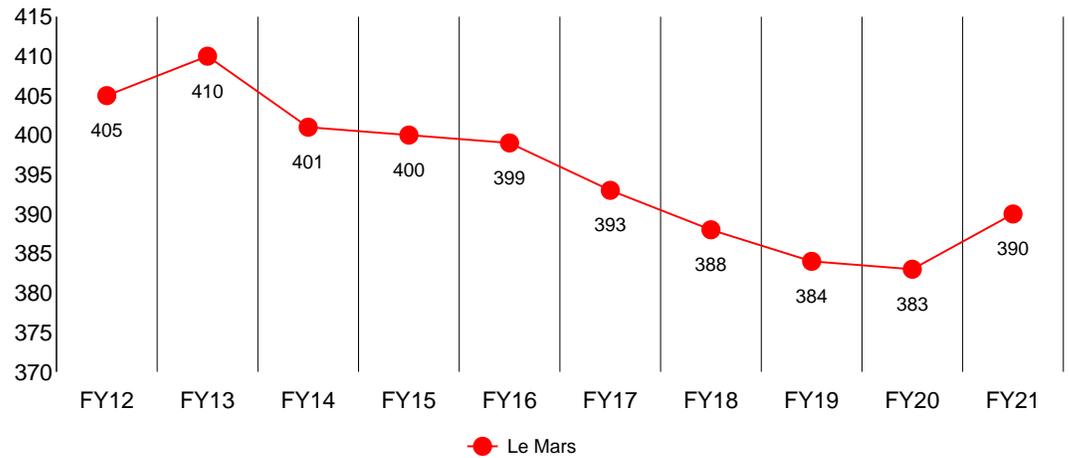
Figure 2. Real Total Taxable Sales (in $ millions)

Figure 2 shows the dollar amount of total taxable retail sales reported by local businesses, measured in millions of real (i.e. inflation-adjusted) dollars.
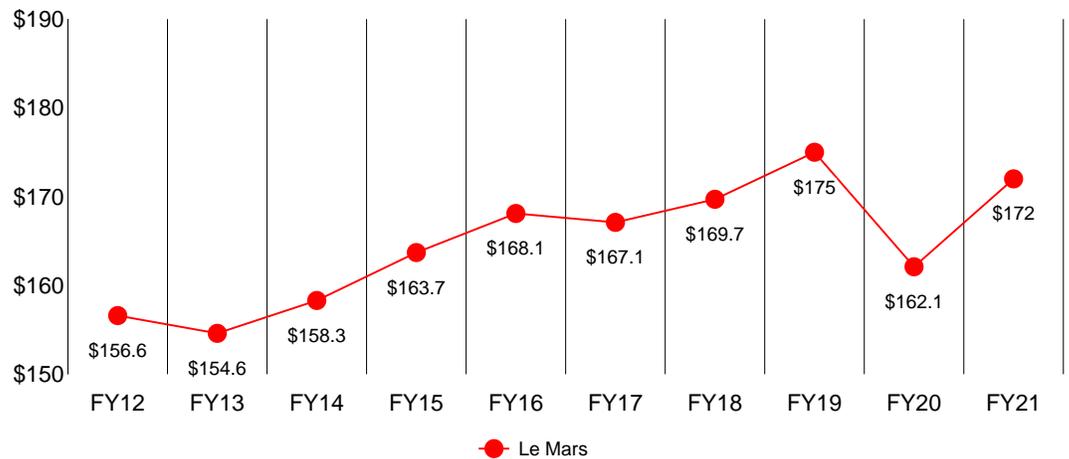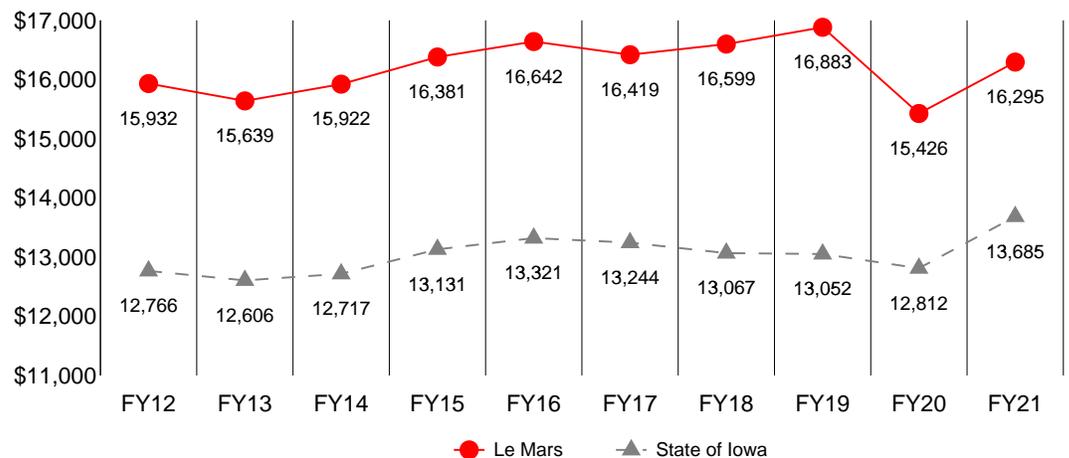

Figure 2. Real Total Taxable Sales (in $ millions)

Le Mars values: FY12: $156.6, FY13: $154.6, FY14: $158.3, FY15: $163.7, FY16: $168.1, FY17: $167.1, FY18: $169.7, FY19: $175, FY20: $162.1, FY21: $172

Figure 3. Real Per Capita Taxable Sales

Figure 3 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 3. Real Per Capita Taxable Sales

Le Mars values: FY12: 15,932, FY13: 15,639, FY14: 15,922, FY15: 16,381, FY16: 16,642, FY17: 16,419, FY18: 16,599, FY19: 16,883, FY20: 15,426, FY21: 16,295

State of Iowa values: FY12: 12,766, FY13: 12,606, FY14: 12,717, FY15: 13,131, FY16: 13,321, FY17: 13,244, FY18: 13,067, FY19: 13,052, FY20: 12,812, FY21: 13,685

Table 2. Historial Statistics for Le Mars

Fiscal Year	Reporting Firms	Total Taxable Sales ($)		Real Average Sales ($)		Statewide Real Average ($)	
		Nominal	Real	Per Firm	Per Capita	Per Firm	Per Capita
1976	279	33,250,091	128,345,619	460,020	15,667	404,682	11,487
1977	295	36,785,585	134,247,120	455,848	16,122	417,211	12,163
1978	291	39,388,522	134,802,059	464,035	16,065	411,188	12,437
1979	288	44,655,758	141,846,907	492,524	16,953	417,090	12,995
1980	292	48,912,505	140,895,836	483,348	16,931	409,014	12,956
1981	294	48,071,062	125,635,605	427,332	15,048	363,695	11,755
1982	290	51,708,545	126,312,645	436,313	15,079	349,427	11,304
1983	302	52,667,564	122,698,961	406,288	14,668	339,738	11,175
1984	312	55,958,632	125,318,212	401,339	14,933	332,866	11,086
1985	320	55,380,919	119,819,129	375,021	14,308	329,249	11,062
1986	308	55,823,739	117,238,298	381,263	13,994	322,885	11,050
1987	326	61,302,965	126,020,977	386,864	14,923	341,537	11,529
1988	331	63,886,268	126,701,623	382,784	14,817	343,381	11,599
1989	332	65,411,455	124,237,894	374,493	14,413	348,926	11,701
1990	346	67,086,031	122,477,930	353,727	14,149	353,171	11,808
1991	348	70,842,713	123,969,252	355,978	14,158	354,551	11,734
1992	360	77,240,210	131,577,332	366,001	14,802	354,914	11,832
1993	378	80,681,913	133,899,380	354,700	14,871	355,227	11,979
1994	377	82,945,636	134,721,220	357,825	14,840	362,761	12,238
1995	388	84,291,675	133,933,203	345,189	14,697	370,247	12,483
1996	396	89,174,903	138,918,010	350,803	15,038	371,202	12,758
1997	408	96,425,084	147,083,734	360,499	15,846	390,199	12,967
1998	421	103,687,541	156,392,275	371,478	17,021	392,703	13,189
1999	409	105,839,815	158,111,851	386,345	17,205	420,262	13,742
2000	392	106,501,803	155,769,578	397,371	16,864	428,189	13,802
2001	391	111,017,666	158,415,117	404,895	17,065	428,817	13,833
2002	381	109,075,469	153,746,623	404,065	16,518	430,369	13,670
2003	364	114,010,666	157,623,892	433,330	16,837	449,351	13,507
2004	357	119,154,922	161,235,586	451,640	17,010	456,580	13,358
2005	369	126,495,028	166,800,101	452,033	17,460	454,829	13,282
2006	378	133,075,360	170,080,136	449,650	17,722	466,464	13,371
2007	393	129,663,856	161,834,265	411,530	16,795	457,214	13,206
2008	396	129,586,368	156,922,376	396,770	16,223	457,887	13,321
2009	413	128,467,727	154,019,040	373,379	15,833	449,908	13,302
2010	416	126,652,838	150,262,223	360,990	15,344	432,048	12,458
2011	405	130,514,290	152,023,646	375,135	15,484	447,767	12,522
2012	405	137,714,406	156,592,351	386,887	15,932	456,731	12,766
2013	410	138,034,182	154,618,780	377,349	15,639	450,935	12,606
2014	401	143,389,368	158,295,240	394,505	15,922	468,628	12,717
2015	400	149,479,388	163,659,462	409,661	16,381	487,645	13,131
2016	399	154,302,275	168,136,794	421,395	16,642	495,712	13,321
2017	393	155,748,531	167,112,013	425,763	16,419	495,547	13,244
2018	388	161,255,177	169,679,281	437,600	16,599	491,839	13,067
2019	384	169,340,107	175,031,142	456,405	16,883	484,140	13,052
2020	383	158,927,055	162,142,422	423,625	15,426	476,256	12,812
2021	390	172,042,069	172,042,069	440,851	16,295	505,926	13,685

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 4 shows annual population estimates for the city, county, and state, expressed as percentages of baseline values from 10 years ago.
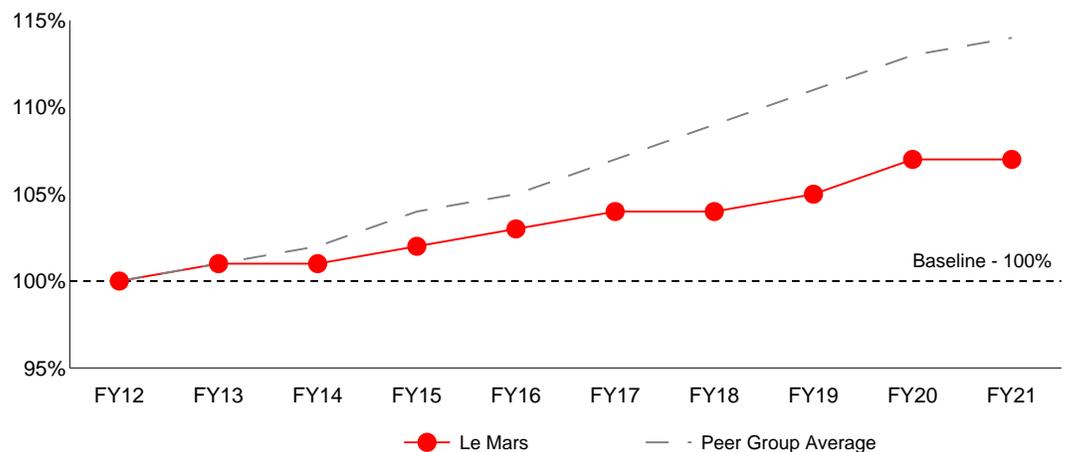
Figure 4. Population Trends for Le Mars

Figure 5 compares the local population trend to the average experience for similarly-sized cities in Iowa. See **Table 3** for peer group definitions and **Table 7** for a list of Iowa cities by peer group.
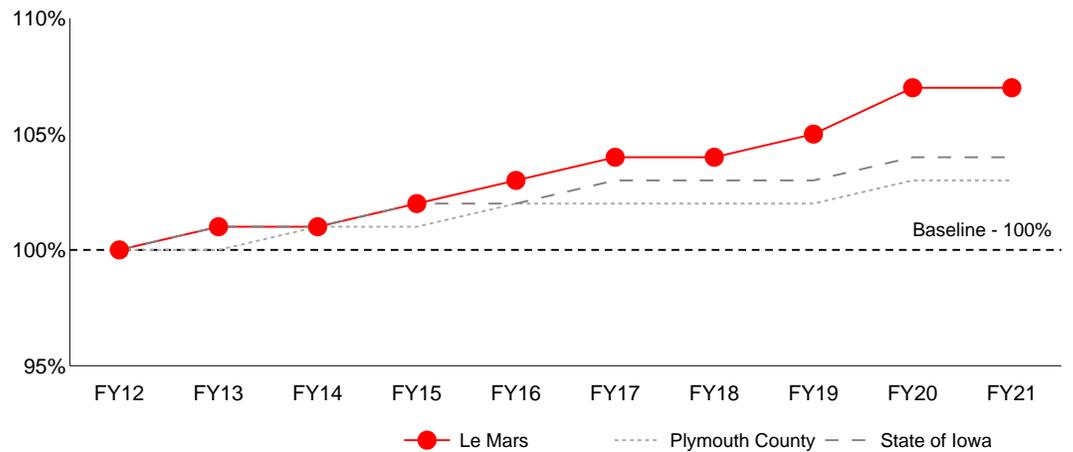
Figure 5. Population Trends for Group 4 Cities
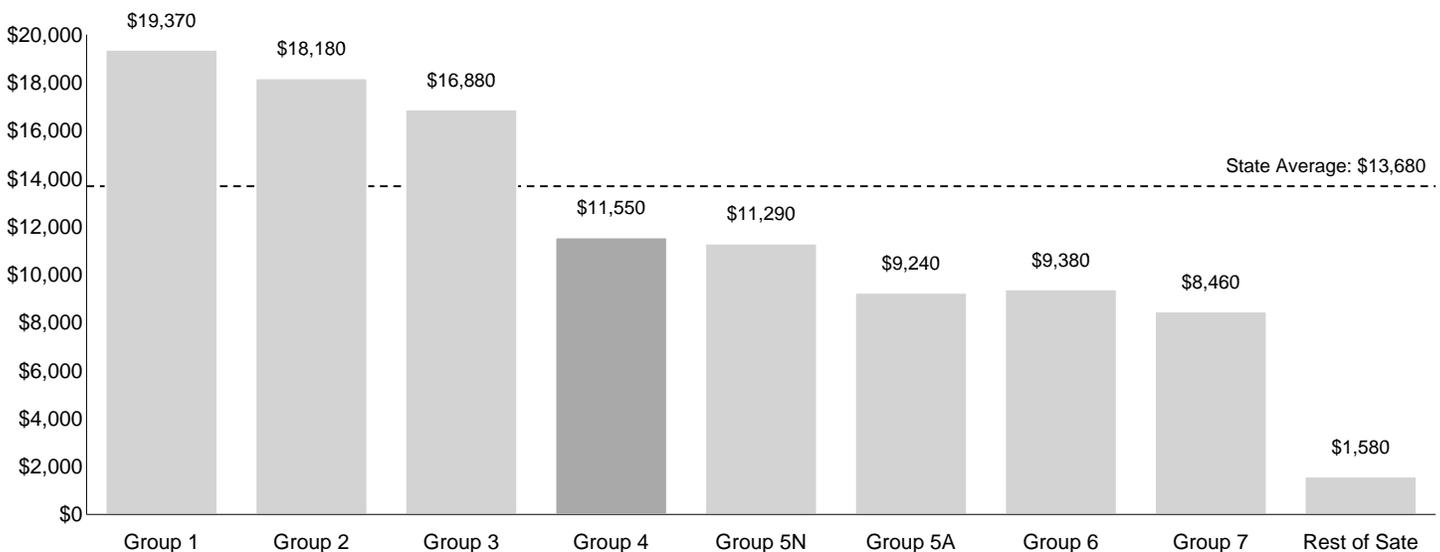
Peer Group Comparisons

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

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

Table 3. Peer Group Definitions

Group	City Population	Metropolitan or Micropolitan Status	Number of Cities	% of State Taxable Sales
Group 1	10,000 or greater	Core county of a metropolitan statistical area (MSA)	21	58.4%
Group 2	10,000 or greater	Non-core MSA county or non-metropolitan county	17	12.1%
Group 3	2,500 to 9,999	Non-metropolitan county	62	11.8%
Group 4	**2,500 to 9,999**	**Metropolitan county**	**33**	**5.7%**
Group 5N	500 to 2,499	Non-metropolitan county, not adjacent to a MSA	102	2.8%
Group 5A	500 to 2,499	Non-metropolitan county, adjacent to a MSA	117	2.8%
Group 6	500 to 2,499	Metropolitan county	105	2.9%
Group 7	250 to 499	Any county	176	1.1%
Rest of State	249 or fewer	Any county	309	2.4%

Figure 6. Average Sales Per Capita by City Peer Group

Group 1: $19,370; Group 2: $18,180; Group 3: $16,880; Group 4: $11,550; Group 5N: $11,290; Group 5A: $9,240; Group 6: $9,380; Group 7: $8,460; Rest of Sate: $1,580. State Average: $13,680

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

Benchmark 1: Expected Sales

Using peer group data to describe an expected sales range, this benchmark helps determine whether local sales have been higher than, lower than, or typical for cities of similar size and urbanization characteristics. **Figure 7** illustrates whether recent local sales trends align with peer group expectations.

Figure 7 compares local sales with typical values for peer cities. The gray rectangles illustrate the 25th to the 75th percentile range of values for the peer group. The solid red circles show actual local per capita sales.

Figure 7. Expected and Actual Sales Per Capita ($)
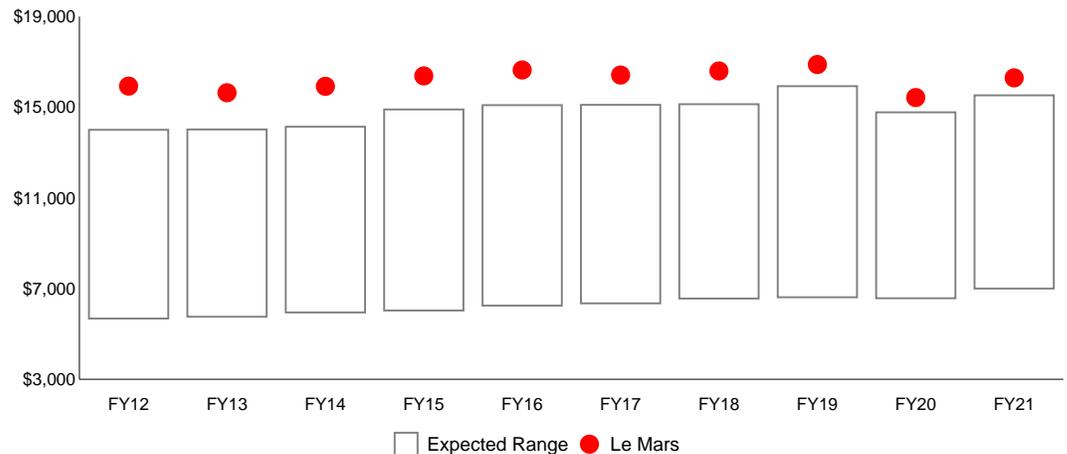
Benchmark 2: "Self-Sufficiency" or "Break-Even" Sales

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

Table 4. Break-even Analysis

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

Le Mars	FY2021
Statewide average taxable sales per capita	$13,685
multiplied by a local spending adjustment factor	x 1.01%
Equals estimated annual taxable spending by local residents	= $13,827
multiplied by estimated local population	x 10,558
Equals the break-even sales target	= $146,000,000

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

Table 5. Le Mars Trade Surplus/Leakage ($ millions)

Le Mars	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21
City actual sales	156.6	154.6	158.3	163.7	168.1	167.1	169.7	175.0	162.1	172.0
Breakeven sales target	128.1	127.5	129.4	135.1	138.0	137.9	136.6	138.9	138.5	146.0
Estimated surplus (+) or leakage (-)	**+28.5**	**+27.1**	**+28.9**	**+28.6**	**+30.1**	**+29.2**	**+33.1**	**+36.1**	**+23.6**	**+26.0**

Trade Area Capture

Translating a city's retail sales from dollars into annual customer equivalents enables us to approximate the geographic extent of a city's "trade area." If the estimated number of customers exceeds the resident population, the city's geographic trade area likely extends beyond its borders. If below, the city's trade area likely overlaps or is subsumed by that of a nearby community. **Figure 8** illustrates the city's trade area capture in relation to its population size.

### Figure 8. Estimated Trade Area Capture for Le Mars
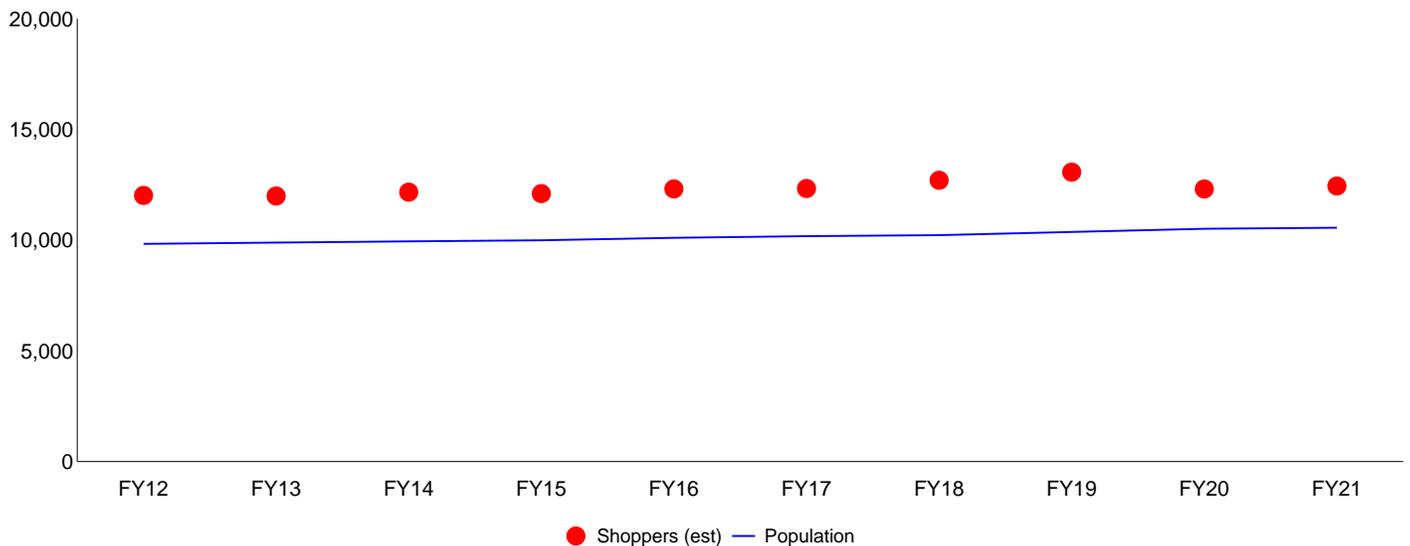
The Pull Factor Ratio

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

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

While pull factors may vary widely from one city to the next, they tend to increase with city size. Peer group comparisons provide an additional benchmark for evaluating the local pull factor (see **Table 3** for peer group definitions). **Figure 9** shows recent trends in pull factor ratios for the city and its peer group. The city's pull factor values are indicated with solid red circles. The open white circle indicate the median pull factor for the peer group in each year.

Figure 9. Le Mars Pull Factor Comparison with Peer Group 4
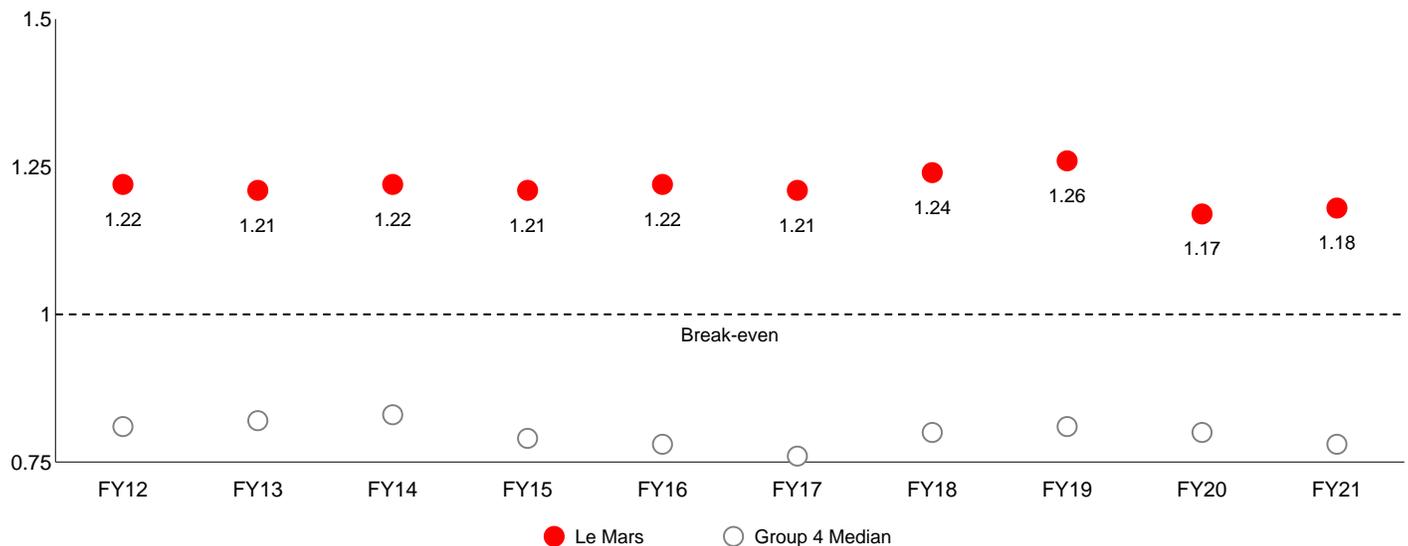
Cautions for interpreting pull factors:

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

Regional Competition

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

Figure 10. Per Capita Retail Sales for Nearby Cities

Figure 10 shows the ten nearest cities as measured from the center of each city. The cities are listed in descending order by their average per capita sales.
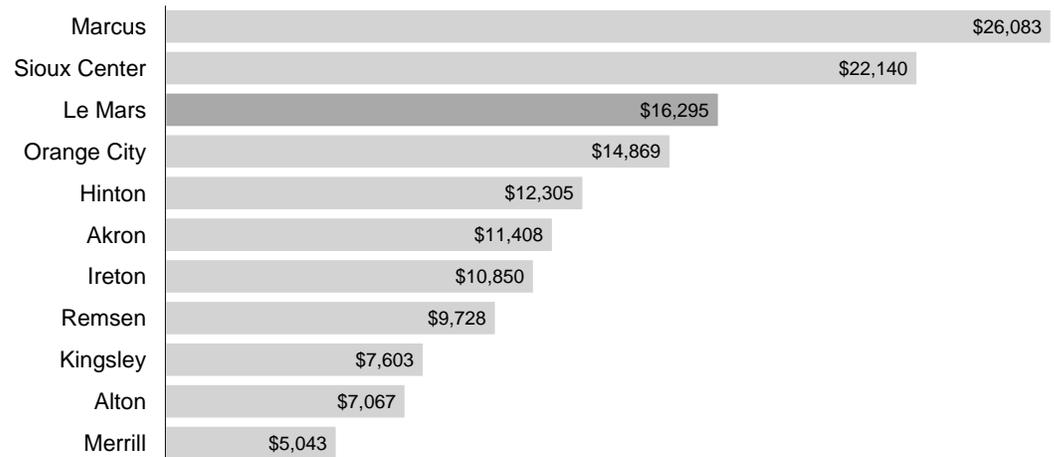

City	Per Capita Sales
Marcus	$26,083
Sioux Center	$22,140
Le Mars	$16,295
Orange City	$14,869
Hinton	$12,305
Akron	$11,408
Ireton	$10,850
Remsen	$9,728
Kingsley	$7,603
Alton	$7,067
Merrill	$5,043

Table 6. Reporting Jurisdictions in Plymouth County

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.

Area Name	Population	Average # Filers	Sales $ millions
Plymouth County Total	**25,666**	**780**	**234.7**
Akron	1,556	65	17.8
Hinton	934	55	11.5
Kingsley	1,394	68	10.6
Le Mars	10,558	390	172.0
Merrill	716	46	3.6
Remsen	1,676	92	16.3
Sioux City*	85,616	2,034	1,701.2
Westfield	123	16	1.0

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

Iowa's Retail Sales Tax Reporting

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

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

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

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

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

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

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

Cautions and Limitations for Interpreting Reported Sales Data

- **Non Taxable Goods & Services.** Because certain goods and services are exempt from the statewide sales tax, the sales information presented in this report provides only a partial picture of retail and service sector activity in Iowa's communities.

- **E-commerce Sales.** Neither the volume of e-commerce purchases by Iowa residents nor e-commerce sales by Iowa retailers are currently measurable.

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

- **Sales or Service Territories.** Sales levels in some cities may be inflated by the administrative presence of firms serving a much larger geographic service territory, such as rural telecommunications and other cable or internet service providers.

- **Non-Disclosure Rules.** To avoid disclosing information traceable to specific firms, the Iowa Department of Revenue only reports data from localities with 10 or more tax returns filed per quarter or 40 returns per year. Sales data for areas below this threshold are grouped into a "remainder of county" value.

Notable Exclusions from Iowa's Retail Sales Tax

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

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

Exempt or Excluded Goods. Some of the goods not subject to the sales tax include:
- Certain foods for home consumption
- Prescription drugs and medical devices
- New or used cars and other vehicles, as they are taxed separately under the state's one time registration fee.
- Gasoline, which is subject to a separate fuel tax

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

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

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

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

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

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

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

More detailed information about Iowa's sales tax is available from the Iowa Department of Revenue at https:// 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.

Table 7. Peer City Groupings and 2020 Population (page 1 of 3)

Group 1					
Altoona	19,565	Coralville	22,318	Marion	41,535
Ames	66,427	Council Bluffs	62,799	North Liberty	20,479
Ankeny	67,887	Davenport	101,724	Sioux City	85,797
Bettendorf	39,102	Des Moines	214,133	Urbandale	45,580
Cedar Falls	40,713	Dubuque	59,667	Waterloo	67,314
Cedar Rapids	137,710	Iowa City	74,828	Waukee	23,940
Clive	18,601	Johnston	24,064	West Des Moines	68,723

Group 2					
Boone	12,460	Indianola	15,833	Oskaloosa	11,558
Burlington	23,982	Keokuk	9,900	Ottumwa	25,529
Carroll	10,321	Marshalltown	27,591	Pella	10,464
Clinton	24,469	Mason City	27,338	Spencer	11,325
Fort Dodge	24,871	Muscatine	23,797	Storm Lake	11,269
Fort Madison	10,270	Newton	15,760		

Group 3					
Albia	3,721	Fairfield	9,416	Onawa	2,906
Algona	5,487	Forest City	4,285	Orange City	6,267
Atlantic	6,792	Garner	3,065	Osage	3,627
Bloomfield	2,682	Grinnell	9,564	Osceola	5,415
Camanche	4,570	Hampton	4,337	Red Oak	5,596
Centerville	5,412	Harlan	4,893	Rock Rapids	2,611
Chariton	4,193	Hawarden	2,700	Rock Valley	4,059
Charles City	7,396	Humboldt	4,792	Sheldon	5,512
Cherokee	5,199	Independence	6,064	Shenandoah	4,925
Clarinda	5,369	Iowa Falls	5,106	Sibley	2,860
Clarion	2,810	Jefferson	4,182	Sioux Center	8,229
Clear Lake	7,687	Jesup	2,508	Spirit Lake	5,439
Cresco	3,888	Knoxville	7,595	Tama	3,130
Creston	7,536	Madrid	2,802	Tipton	3,149
De Witt	5,514	Manchester	5,065	Waukon	3,827
Decorah	7,587	Maquoketa	6,128	Webster City	7,825
Denison	8,373	Marengo	2,435	West Burlington	3,197
Eagle Grove	3,601	Milford	3,321	West Liberty	3,858
Eldora	2,663	Mount Pleasant	9,274	Williamsburg	3,346
Emmetsburg	3,706	New Hampton	3,494	Wilton	2,924
Estherville	5,904	Oelwein	5,920		

Group 4					
Adel	6,153	Grimes	15,392	Perry	7,836
Anamosa	5,450	Grundy Center	2,796	Pleasant Hill	10,147
Asbury	5,943	Hiawatha	7,183	Polk City	5,543
Belle Plaine	2,330	Huxley	4,244	Robins	3,353
Bondurant	7,365	Le Claire	4,710	Sergeant Bluff	5,015
Carlisle	4,160	Le Mars	10,571	Story City	3,352
Carter Lake	3,791	Missouri Valley	2,678	Vinton	4,938
Dyersville	4,477	Monticello	4,040	Washington	7,352
Eldridge	6,726	Mount Vernon	4,527	Waverly	10,394
Evansdale	4,561	Nevada	6,925	Windsor Heights	5,252
Glenwood	5,073	Norwalk	12,799	Winterset	5,353

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

Group 5A									
Ackley	1,599	Edgewood	909	Guttenberg	1,817	Monona	1,471	Sigourney	2,004
Adair	791	Elgin	685	Hamburg	890	Monroe	1,967	Stanton	678
Afton	874	Elk Horn	601	Hazleton	713	Morning Sun	752	Stanwood	637
Albion	448	Elkader	1,209	Hedrick	728	Murray	684	State Center	1,391
Alden	763	Ellsworth	508	Holstein	1,501	Nashua	1,551	Stratford	707
Allison	966	Elma	505	Hopkinton	622	New Albin	432	Strawberry Pt.	1,155
Anita	963	Essex	722	Hubbard	860	New Hartford	570	Sully	881
Aplington	1,116	Exira	787	Ida Grove	2,051	New London	1,910	Tabor	1,014
Audubon	2,053	Fairbank	1,111	Inwood	928	North English	1,065	Toledo	2,369
Aurelia	968	Fayette	1,256	Jewell Junction	1,216	Ogden	2,007	Traer	1,583
Battle Creek	700	Fontanelle	676	Kellogg	606	Parkersburg	2,015	Victor	875
Baxter	962	Fredericksburg	987	Keota	897	Pleasantville	1,676	Villisca	1,132
Bellevue	2,363	Fruitland	963	Lansing	968	Postville	2,503	Wapello	2,084
Clarence	1,039	Garnavillo	763	Larchwood	926	Prairie City	1,700	Wayland	964
Clarksville	1,264	Garwin	481	Le Grand	905	Preston	949	West Branch	2,509
Clermont	586	George	1,077	Lime Springs	473	Quasqueton	570	West Union	2,490
Colfax	2,255	Gilman	542	Lowden	807	Radcliffe	555	What Cheer	607
Columbus Jct.	1,830	Gladbrook	799	Mapleton	1,165	Richland	542	Wheatland	775
Delmar	542	Grand Junction	725	Marcus	1,079	Russell	472	Whiting	745
Doon	619	Grand Mound	615	Maynard	476	Sabula	506	Winfield	1,033
Dumont	634	Grandview	437	McGregor	742	Scranton	511	Winthrop	823
Durant	1,871	Greene	990	Mechanicsville	1,020	Shelby	727		
Dysart	1,281	Greenfield	2,062	Melbourne	786	Shell Rock	1,268		
Earlville	716	Griswold	994	Melcher-Dallas	1,195	Sidney	1,070		

Group 5N									
Agency	620	Dakota City	759	Ireton	590	Montrose	738	Rolfe	509
Albert City	677	Danville	927	Kanawha	658	Moravia	637	Ruthven	725
Allerton	430	Dayton	772	Keosauqua	936	Moulton	607	Sac City	2,063
Alta	2,087	Donnellson	885	Klemme	441	Mount Ayr	1,623	Sanborn	1,392
Alton	1,248	Dow City	485	Lake City	1,731	New Sharon	1,262	Schaller	729
Armstrong	875	Dows	521	Lake Mills	2,143	Newell	906	Schleswig	830
Arnolds Park	1,110	Early	587	Lake Park	1,167	Nora Springs	1,369	Seymour	634
Badger	522	Eddyville	970	Lake View	1,113	Northwood	2,072	Sheffield	1,130
Bancroft	699	Eldon	783	Lakeside	700	Odebolt	994	Sioux Rapids	748
Bedford	1,508	Everly	575	Lamoni	1,969	Okoboji	768	St. Ansgar	1,160
Belmond	2,463	Farmington	579	Latimer	477	Orleans	521	Sutherland	629
Boyden	701	Fonda	636	Laurens	1,264	Ossian	802	Swea City	566
Britt	2,044	Fremont	708	Lenox	1,339	Otho	429	Thompson	495
Brooklyn	1,502	Gilmore City	487	Leon	1,822	Paullina	982	Ventura	711
Buffalo Center	857	Glidden	1,151	Lovilia	472	Pocahontas	1,867	Wall Lake	755
Burt	418	Goldfield	634	Manilla	775	Pomeroy	526	West Bend	791
Calmar	1,125	Gowrie	952	Manly	1,256	Primghar	896	West Point	921
Charter Oak	535	Graettinger	832	Manning	1,455	Riceville	806	Whittemore	497
Coon Rapids	1,300	Hartley	1,605	Manson	1,709	Rockford	758		
Corning	1,564	Hospers	718	Mediapolis	1,688	Rockwell	1,071		
Corydon	1,526	Hull	2,384	Montezuma	1,442	Rockwell City	2,240		

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

Group 6

Ainsworth, 511	Correctionville, 766	Granger, 1,654	Merrill, 717	Reinbeck, 1,662	Underwood, 954
Akron, 1,558	Crescent, 628	Guthrie Center, 1,593	Milo, 778	Remsen, 1,678	University Hts., 1,228
Alburnett, 675	Dallas Center, 1,901	Hartford, 733	Minden, 600	Riverside, 1,060	Urbana, 1,554
Anthon, 545	De Soto, 915	Hills, 863	Mitchellville, 2,485	Roland, 1,362	Van Horne, 774
Atkins, 2,056	Denver, 1,919	Hinton, 935	Moville, 1,687	Runnells, 457	Van Meter, 1,484
Avoca, 1,683	Dexter, 640	Hudson, 2,546	Neola, 918	Shellsburg, 961	Walcott, 1,551
Blairstown, 713	Dike, 1,304	Janesville, 1,034	Newhall, 876	Shueyville, 731	Walford, 1,366
Blue Grass, 1,666	Dunkerton, 842	Kalona, 2,630	Norway, 466	Slater, 1,543	Walker, 688
Brighton, 600	Dunlap, 1,038	Keystone, 599	Oakland, 1,524	Sloan, 1,042	Walnut, 747
Buffalo, 1,176	Earlham, 1,410	Kingsley, 1,396	Olin, 651	Solon, 3,018	Wellman, 1,524
Cambridge, 827	Elk Run Heights, 1,069	La Porte City, 2,284	Oxford, 722	Springville, 1,154	Wellsburg, 720
Carson, 766	Elkhart, 882	Lawton, 943	Palo, 1,407	St. Charles, 640	Woodbine, 1,625
Cascade, 2,386	Ely, 2,328	Lisbon, 2,233	Panora, 1,091	Stuart, 1,782	Woodward, 1,346
Center Point, 2,579	Epworth, 2,023	Logan, 1,397	Peosta, 1,908	Sumner, 2,030	Wyoming, 523
Central City, 1,264	Fairfax, 2,828	Lone Tree, 1,357	Princeton, 923	Swisher, 914	Zearing, 528
Coggon, 701	Farley, 1,766	Long Grove, 838	Raymond, 759	Tiffin, 4,512	
Colo, 845	Gilbert, 1,211	Malvern, 1,046	Readlyn, 845	Treynor, 1,032	
Conrad, 1,093	Gilbertville, 794	Maxwell, 859	Redfield, 731	Tripoli, 1,191	

Group 7

Alleman, 423	Colesburg, 386	Galva, 435	Liscomb, 291	Modale, 273	Ryan, 350
Alta Vista, 227	Collins, 495	Garrison, 344	Little Rock, 439	Mondamin, 339	Salem, 394
Andrew, 380	Columbus City, 392	Grafton, 216	Livermore, 381	Mystic, 322	Salix, 295
Arcadia, 525	Conesville, 352	Granville, 310	Lockridge, 244	New Market, 385	Sheldahl, 297
Arlington, 419	Corwith, 266	Greeley, 217	Lohrville, 381	New Vienna, 382	Spillville, 385
Ashton, 436	Coulter, 219	Harcourt, 264	Lorimor, 386	New Virginia, 498	Stacyville, 458
Atalissa, 296	Crawfordsville, 277	Harpers Ferry, 262	Lost Nation, 434	Nichols, 340	Stanhope, 364
Auburn, 265	Crystal Lake, 253	Hawkeye, 438	Low Moor, 250	Ocheyedan, 439	Steamboat Rock, 264
Bagley, 233	Cumberland, 251	Holland, 269	Lu Verne, 258	Orient, 368	Stockport, 272
Batavia, 430	Cumming, 436	Holy Cross, 356	Luana, 301	Oxford Junction,	Templeton, 352
Bayard, 405	Danbury, 320	Humeston, 465	Lynnville, 380	424	Terril, 334
Beacon, 445	Dedham, 224	Ionia, 226	Lytton, 282	Pacific Junction, 96	Thornton, 400
Bennett, 347	Deep River, 249	Irwin, 319	Maharishi Vedic	Persia, 297	Titonka, 511
Bertram, 269	Defiance, 245	Kellerton, 243	City, 277	Peterson, 322	Truro, 509
Birmingham, 367	Delhi, 420	Kelley, 304	Malcom, 270	Pierson, 337	Union, 399
Blakesburg, 274	Deloit, 250	Kensett, 257	Mallard, 257	Pisgah, 249	University Park, 487
Bode, 302	Delta, 264	Kimballton, 291	Marble Rock, 271	Plainfield, 393	Ute, 338
Bonaparte, 359	Diagonal, 344	Kiron, 267	Marquette, 429	Plymouth, 375	Vail, 396
Brandon, 341	Donahue, 335	La Motte, 237	Martelle, 249	Prescott, 191	Wadena, 209
Breda, 500	Duncombe, 381	Lacona, 345	Martensdale, 421	Protivin, 269	Wahpeton, 345
Bronson, 294	Earling, 397	Ladora, 229	Massena, 359	Pulaski, 264	Waucoma, 229
Bussey, 387	Elliott, 338	Lakota, 267	Maurice, 265	Quimby, 249	Wesley, 391
Calamus, 356	Emerson, 403	Lamont, 429	McCallsburg, 353	Rhodes, 271	West Okoboji, 308
Callender, 368	Farmersburg, 271	Lawler, 406	McCausland, 313	Ridgeway, 275	Westside, 285
Casey, 387	Farnhamville, 383	Lehigh, 395	Menlo, 345	Ringsted, 365	Williams, 307
Charlotte, 389	Farragut, 490	Leland, 249	Meservey, 222	Rippey, 220	Worthington, 382
Chelsea, 229	Fenton, 271	Lester, 296	Middletown, 363	Riverdale, 379	
Churdan, 365	Fertile, 305	Letts, 363	Miles, 408	Riverton, 245	
Cincinnati, 290	Floyd, 313	Lewis, 357	Milton, 380	Rowley, 270	
Clearfield, 278	Fort Atkinson, 312	Libertyville, 274	Minburn, 325	Royal, 379	
			Mingo, 302	Rudd, 358	

Data Notes (continued)

Acknowledgments