

Fall, 2002

## ISU EXTENSION RETAIL TRADE ANALYSIS PROGRAM

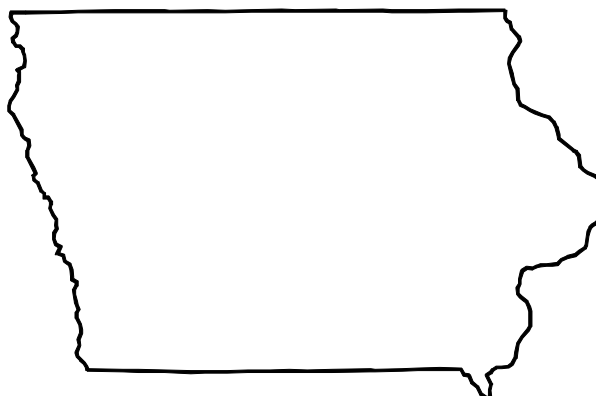
# 2001 IOWA COUNTY RETAIL SURPLUS OR LEAKAGE

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Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Stanley R. Johnson, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

## INTRODUCTION

Iowa State University Extension Service has been computing retail surplus and leakage for Iowa counties for about 20 years. The purpose of these computations is to inform merchants and county leaders of the status of retail trade in their counties, compared to other counties, and to indicate any trends that may be developing. It is hoped that interested merchants and leaders will use this data as a basis for correcting deficiencies and taking advantage of opportunities in their respective trade areas. The following paragraphs attempt to answer some of the most frequently asked questions.

### SOURCES OF DATA

All the sales data in the analysis comes from the *Iowa Retail Sales and Use Tax Report*. This report is compiled by the Iowa Department of Revenue and Finance from state sales tax returns. The reports are published quarterly, with an annual summary. There are some quirks in the data, but for the most part, it is very reliable. The population data comes from the *U.S. Census Bureau*.

The income data comes from *Survey of Buying Power*, published by *Sales and Marketing Management Magazine*. This organization updates census baseline data annually and has a good overall accuracy record.

### FISCAL YEAR PERIOD

All the sales data shown in this report are reported by fiscal year. These fiscal years correspond to the Department of Revenue and Finance fiscal years and run from April 1 through March 31. For example, fiscal year 2001 began on April 1, 2000 and ended on March 31, 2001. It should be noted that these fiscal years are different from the State's budgeting fiscal years which begin on June 1 and end on June 30.

## EXPLANATION OF TERMS

### TAXABLE GOODS AND SERVICES

The sales reported in this report are based on goods and services subject to the retail sales tax. Notable exemptions are food, prescription drugs, feed, seed and fertilizer; new and used automobiles (these are subject to a use tax that is credited to the county of the purchaser); professional services such as medical and legal; and farm machinery and equipment. It can therefore be seen that sales reported herein understate total retail sales, however, all towns and counties are compared on the same basis.

NOTE: The total sales figures in this report are somewhat lower than in previous reports where estimates of exempted food and drugs were included.

### RETAIL TRADE SURPLUS OR LEAKAGE

The retail trade surplus or leakage figures compute the net outflow (leakage) or inflow (surplus) of retail trade for each county. The negative numbers indicate a leakage while the positive numbers indicate a surplus.

## METHOD OF COMPUTING

The retail trade surplus or leakage is determined by comparing a county's actual sales, as reported by the Iowa Department of Revenue and Finance, with its potential sales. Potential sales are derived by the following equation.

$$\text{Potential Sales} = \text{County Population} \times \text{Index of Income} \times \text{State Average Sales per Person}$$

The index of income is computed by dividing average county income by average state income.

For example, if a county had a population of 10,000, the state average sales per person were \$9,000 and the index of income was 0.9, the potential sales would be  $10,000 \times \$9,000 \times 0.9 = \$81$  million. If the actual sales for the county (as shown by the state sales tax report) was \$71 million, the leakage would be \$10 million or 12.3 percent of potential sales.

## CAUTIONS

Although this data is among the best in the country, there are certain quirks that cause confusion and apparent abnormalities:

### THE UTILITY EFFECT

Because utilities are subject to the sales tax in Iowa, certain counties can seem to have exaggerated retail sales. For example, a few sparsely populated counties have a multi-county Rural Electric Cooperative or a private utility. The home county often collects payments from all customers in the multi-county area and thus receives credit for all the sales. Occasionally a utility will change the location of its collection office, consequently lowering the apparent sales tax of the old county and raising it for the new county.

### THE ELIMINATION OF SALES TAX ON FARM MACHINERY

The sales tax on farm machinery and equipment was revoked in the late 1980s. For some counties that had large farm machinery sales, total retail sales may have dropped somewhat.

### LEAKAGE FROM METROPOLITAN COUNTIES

Most people assume that metropolitan counties will have a surplus of retail trade. However, some counties such as Dallas or Clinton will perennially experience a leakage of retail trade. These situations are difficult to explain, but usually these counties are near competing large trade areas and have relatively high incomes. Higher income people tend to be more mobile in their shopping habits and often shop in other large metropolitan areas.

### THE STATE UNIVERSITY EFFECT

Counties such as Story and Johnson often appear as leakage counties. People assume that with all the sporting, entertainment and cultural events surrounding the state universities, a retail sales surplus will automatically ensue. However, the student enrollment at these universities is counted a part of that county's population. Studies conducted at Iowa State University indicate that college students spend only about half as much per capita in the college community, compared to the full-time residents. Consequently, the university counties seem to have a retail sales leakage.

## Frequency Listing

**2000 IOWA COUNTY RETAIL SURPLUS OR LEAKAGE**

Descending Order by % Surplus or Leakage							
<i>County</i>	<i>Population Estimate</i>	<i>Index of Income</i>	<i>Actual Sales (in millions)</i>	<i>Potential Sales (in millions)</i>	<i>Surplus or Leakage (in millions)</i>	<i>Surplus or Leakage as a % of Potential</i>	<i>Trade Area Population Gain or Loss</i>
Clay	17,372	86.0	\$212.27	\$145.03	+\$67.24	+46.4%	+8,054
Polk	374,601	122.9	\$6,108.42	\$4,469.19	+\$1,639.23	+36.7%	+137,398
Webster	40,235	93.1	\$466.90	\$363.63	+\$103.27	+28.4%	+11,426
Dickinson	16,424	105.7	\$216.16	\$168.52	+\$47.63	+28.3%	+4,642
Linn	191,701	117.3	\$2,789.53	\$2,182.88	+\$606.64	+27.8%	+53,276
Cerro Gordo	46,447	98.3	\$561.08	\$443.22	+\$117.86	+26.6%	+12,351
Scott	158,668	101.2	\$1,959.51	\$1,558.76	+\$400.75	+25.7%	+40,793
Black Hawk	128,012	93.4	\$1,369.67	\$1,160.66	+\$209.01	+18.0%	+23,052
Des Moines	42,351	94.9	\$460.15	\$390.16	+\$69.99	+17.9%	+7,598
Union	12,309	81.3	\$112.87	\$97.15	+\$15.73	+16.2%	+1,993
Dubuque	89,143	94.4	\$944.22	\$816.90	+\$127.33	+15.6%	+13,894
Wapello	36,051	80.3	\$308.34	\$281.02	+\$27.32	+9.7%	+3,504
Pottawattamie	87,704	93.9	\$846.97	\$799.45	+\$47.51	+5.9%	+5,212
Woodbury	103,877	105.9	\$1,124.77	\$1,067.88	+\$56.89	+5.3%	+5,534
Carroll	21,421	94.7	\$207.38	\$196.92	+\$10.46	+5.3%	+1,137
Johnson	111,006	113.5	\$1,264.83	\$1,223.07	+\$41.76	+3.4%	+3,790
Jefferson	16,181	91.8	\$144.41	\$144.20	+\$0.21	+0.1%	+24
Iowa	15,671	112.7	\$168.84	\$171.45	-\$2.60	-1.5%	-238
Emmet	11,027	85.1	\$86.15	\$91.10	-\$4.94	-5.4%	-598
Story	79,981	100.5	\$724.91	\$780.30	-\$55.39	-7.1%	-5,678
Marshall	39,311	98.4	\$344.21	\$375.51	-\$31.30	-8.3%	-3,276
Lee	38,052	85.6	\$283.62	\$316.20	-\$32.58	-10.3%	-3,921
Cass	14,684	80.3	\$102.14	\$114.46	-\$12.33	-10.8%	-1,581
Muscatine	41,722	102.4	\$367.30	\$414.74	-\$47.44	-11.4%	-4,772
Clinton	50,149	94.5	\$403.81	\$460.05	-\$56.24	-12.2%	-6,130
Buena Vista	20,411	87.3	\$151.04	\$172.98	-\$21.93	-12.7%	-2,588
Winneshiek	21,310	86.6	\$155.46	\$179.15	-\$23.69	-13.2%	-2,817
Hardin	18,812	98.8	\$150.58	\$180.43	-\$29.85	-16.5%	-3,112
Fremont	8,010	78.9	\$50.89	\$61.35	-\$10.46	-17.1%	-1,366
Sioux	31,589	85.1	\$214.52	\$260.96	-\$46.44	-17.8%	-5,621
Jones	20,221	78.5	\$126.63	\$154.09	-\$27.46	-17.8%	-3,604
Winnebago	11,723	78.9	\$72.55	\$89.79	-\$17.24	-19.2%	-2,251
Fayette	22,008	79.2	\$135.48	\$169.21	-\$33.72	-19.9%	-4,386
Mahaska	22,335	93.2	\$160.61	\$202.07	-\$41.47	-20.5%	-4,583
Jasper	37,213	104.5	\$297.37	\$377.50	-\$80.14	-21.2%	-7,900

## Frequency Listing

**2000 IOWA COUNTY RETAIL SURPLUS OR LEAKAGE**

Descending Order by % Surplus or Leakage							
<i>County</i>	<i>Population Estimate</i>	<i>Index of Income</i>	<i>Actual Sales (in millions)</i>	<i>Potential Sales (in millions)</i>	<i>Surplus or Leakage (in millions)</i>	<i>Surplus or Leakage as a % of Potential</i>	<i>Trade Area Population Gain or Loss</i>
O'Brien	15,102	79.8	\$91.55	\$116.99	-\$25.44	-21.7%	-3,284
Montgomery	11,771	91.3	\$81.34	\$104.33	-\$22.98	-22.0%	-2,593
Allamakee	14,675	82.5	\$89.75	\$117.53	-\$27.78	-23.6%	-3,469
Wright	14,334	84.1	\$89.26	\$117.02	-\$27.77	-23.7%	-3,401
Kossuth	17,163	83.0	\$105.23	\$138.29	-\$33.06	-23.9%	-4,103
Appanoose	13,721	75.5	\$75.94	\$100.56	-\$24.62	-24.5%	-3,359
Poweshiek	18,815	93.5	\$124.51	\$170.77	-\$46.26	-27.1%	-5,097
Marion	32,052	98.3	\$220.41	\$305.86	-\$85.45	-27.9%	-8,955
Clarke	9,133	91.3	\$57.38	\$80.95	-\$23.56	-29.1%	-2,658
Adair	8,243	90.1	\$50.79	\$72.10	-\$21.31	-29.6%	-2,436
Cherokee	13,035	89.9	\$80.01	\$113.76	-\$33.75	-29.7%	-3,867
Humboldt	10,381	95.1	\$66.34	\$95.84	-\$29.49	-30.8%	-3,195
Hamilton	16,438	86.1	\$93.50	\$137.39	-\$43.89	-31.9%	-5,251
Delaware	18,404	85.2	\$102.65	\$152.22	-\$49.56	-32.6%	-5,993
Floyd	16,900	91.8	\$100.80	\$150.60	-\$49.80	-33.1%	-5,588
Crawford	16,942	87.6	\$95.72	\$144.07	-\$48.35	-33.6%	-5,686
Jackson	20,296	82.1	\$107.26	\$161.76	-\$54.50	-33.7%	-6,838
Howard	9,932	83.6	\$53.22	\$80.60	-\$27.38	-34.0%	-3,374
Boone	26,224	96.7	\$161.76	\$246.17	-\$84.41	-34.3%	-8,992
Shelby	13,173	88.4	\$74.23	\$113.04	-\$38.81	-34.3%	-4,523
Washington	20,670	92.5	\$121.20	\$185.61	-\$64.40	-34.7%	-7,172
Henry	20,336	100.2	\$127.60	\$197.81	-\$70.20	-35.5%	-7,218
Clayton	18,678	74.7	\$87.23	\$135.44	-\$48.22	-35.6%	-6,649
Chickasaw	13,095	89.2	\$72.49	\$113.39	-\$40.90	-36.1%	-4,723
Plymouth	24,849	93.0	\$143.08	\$224.34	-\$81.26	-36.2%	-9,000
Page	16,976	88.2	\$92.47	\$145.35	-\$52.88	-36.4%	-6,176
Bremer	23,325	98.2	\$140.60	\$222.35	-\$81.75	-36.8%	-8,576
Greene	10,366	94.5	\$60.11	\$95.09	-\$34.98	-36.8%	-3,814
Osceola	7,003	81.3	\$34.84	\$55.27	-\$20.43	-37.0%	-2,588
Ringgold	5,469	73.1	\$24.05	\$38.81	-\$14.76	-38.0%	-2,080
Madison	14,019	95.9	\$80.22	\$130.51	-\$50.29	-38.5%	-5,403
Mitchell	10,874	85.2	\$54.66	\$89.94	-\$35.28	-39.2%	-4,266
Palo Alto	10,147	88.8	\$52.38	\$87.47	-\$35.09	-40.1%	-4,070
Tama	18,103	92.7	\$97.29	\$162.91	-\$65.61	-40.3%	-7,291
Buchanan	21,093	88.0	\$107.58	\$180.19	-\$72.61	-40.3%	-8,500

## Frequency Listing

**2000 IOWA COUNTY RETAIL SURPLUS OR LEAKAGE**

Descending Order by % Surplus or Leakage							
<i>County</i>	<i>Population Estimate</i>	<i>Index of Income</i>	<i>Actual Sales (in millions)</i>	<i>Potential Sales (in millions)</i>	<i>Surplus or Leakage (in millions)</i>	<i>Surplus or Leakage as a % of Potential</i>	<i>Trade Area Population Gain or Loss</i>
Ida	7,837	96.1	\$43.19	\$73.11	-\$29.92	-40.9%	-3,207
Monroe	8,016	89.3	\$39.29	\$69.49	-\$30.20	-43.5%	-3,484
Davis	8,541	81.1	\$37.90	\$67.24	-\$29.34	-43.6%	-3,727
Sac	11,529	94.1	\$59.16	\$105.31	-\$46.15	-43.8%	-5,052
Guthrie	11,353	85.2	\$52.56	\$93.90	-\$41.34	-44.0%	-4,998
Lyon	11,763	80.3	\$51.31	\$91.69	-\$40.38	-44.0%	-5,181
Franklin	10,704	100.1	\$57.79	\$104.01	-\$46.22	-44.4%	-4,757
Monona	10,020	98.3	\$52.51	\$95.62	-\$43.10	-45.1%	-4,517
Decatur	8,689	62.6	\$28.86	\$52.80	-\$23.94	-45.3%	-3,940
Lucas	9,422	77.3	\$38.59	\$70.70	-\$32.11	-45.4%	-4,279
Benton	25,308	94.2	\$125.03	\$231.43	-\$106.40	-46.0%	-11,635
Pocahontas	8,662	85.1	\$37.06	\$71.56	-\$34.50	-48.2%	-4,176
Dallas	40,750	127.4	\$259.24	\$503.97	-\$244.73	-48.6%	-19,788
Adams	4,482	97.0	\$21.59	\$42.20	-\$20.61	-48.8%	-2,189
Hancock	12,100	106.1	\$60.65	\$124.63	-\$63.98	-51.3%	-6,212
Audubon	6,830	88.9	\$28.18	\$58.94	-\$30.77	-52.2%	-3,565
Warren	40,671	103.9	\$189.55	\$410.21	-\$220.66	-53.8%	-21,878
Taylor	6,958	78.3	\$23.13	\$52.89	-\$29.76	-56.3%	-3,915
Harrison	15,666	98.1	\$64.24	\$149.19	-\$84.95	-56.9%	-8,921
Wayne	6,730	75.0	\$21.00	\$49.00	-\$28.00	-57.1%	-3,846
Cedar	18,187	102.9	\$77.83	\$181.67	-\$103.84	-57.2%	-10,396
Grundy	12,369	109.9	\$55.62	\$131.96	-\$76.34	-57.8%	-7,155
Butler	15,305	94.8	\$58.51	\$140.85	-\$82.33	-58.5%	-8,947
Worth	7,909	83.4	\$26.47	\$64.03	-\$37.56	-58.7%	-4,640
Calhoun	11,115	90.8	\$39.27	\$97.97	-\$58.70	-59.9%	-6,659
Mills	14,547	87.5	\$48.93	\$123.56	-\$74.64	-60.4%	-8,787
Van Buren	7,809	86.7	\$25.26	\$65.72	-\$40.47	-61.6%	-4,808
Keokuk	11,400	87.1	\$32.94	\$96.39	-\$63.45	-65.8%	-7,504
Louisa	12,183	105.1	\$25.44	\$124.30	-\$98.86	-79.5%	-9,689

Alphabetical Listing

**2000 IOWA COUNTY RETAIL SURPLUS OR LEAKAGE**

<i>County</i>	<i>Population Estimate</i>	<i>Index of Income</i>	<i>Actual Sales (in millions)</i>	<i>Potential Sales (in millions)</i>	<i>Surplus or Leakage (in millions)</i>	<i>Surplus or Leakage as a % of Potential</i>	<i>Trade Area Population Gain or Loss</i>
Adair	8,243	90.1	\$50.79	\$72.10	-\$21.31	-29.6%	-2,436
Adams	4,482	97.0	\$21.59	\$42.20	-\$20.61	-48.8%	-2,189
Allamakee	14,675	82.5	\$89.75	\$117.53	-\$27.78	-23.6%	-3,469
Appanoose	13,721	75.5	\$75.94	\$100.56	-\$24.62	-24.5%	-3,359
Audubon	6,830	88.9	\$28.18	\$58.94	-\$30.77	-52.2%	-3,565
Benton	25,308	94.2	\$125.03	\$231.43	-\$106.40	-46.0%	-11,635
Black Hawk	128,012	93.4	\$1,369.67	\$1,160.66	+\$209.01	+18.0%	+23,052
Boone	26,224	96.7	\$161.76	\$246.17	-\$84.41	-34.3%	-8,992
Bremer	23,325	98.2	\$140.60	\$222.35	-\$81.75	-36.8%	-8,576
Buchanan	21,093	88.0	\$107.58	\$180.19	-\$72.61	-40.3%	-8,500
Buena Vista	20,411	87.3	\$151.04	\$172.98	-\$21.93	-12.7%	-2,588
Butler	15,305	94.8	\$58.51	\$140.85	-\$82.33	-58.5%	-8,947
Calhoun	11,115	90.8	\$39.27	\$97.97	-\$58.70	-59.9%	-6,659
Carroll	21,421	94.7	\$207.38	\$196.92	+\$10.46	+5.3%	+1,137
Cass	14,684	80.3	\$102.14	\$114.46	-\$12.33	-10.8%	-1,581
Cedar	18,187	102.9	\$77.83	\$181.67	-\$103.84	-57.2%	-10,396
Cerro Gordo	46,447	98.3	\$561.08	\$443.22	+\$117.86	+26.6%	+12,351
Cherokee	13,035	89.9	\$80.01	\$113.76	-\$33.75	-29.7%	-3,867
Chickasaw	13,095	89.2	\$72.49	\$113.39	-\$40.90	-36.1%	-4,723
Clarke	9,133	91.3	\$57.38	\$80.95	-\$23.56	-29.1%	-2,658
Clay	17,372	86.0	\$212.27	\$145.03	+\$67.24	+46.4%	+8,054
Clayton	18,678	74.7	\$87.23	\$135.44	-\$48.22	-35.6%	-6,649
Clinton	50,149	94.5	\$403.81	\$460.05	-\$56.24	-12.2%	-6,130
Crawford	16,942	87.6	\$95.72	\$144.07	-\$48.35	-33.6%	-5,686
Dallas	40,750	127.4	\$259.24	\$503.97	-\$244.73	-48.6%	-19,788
Davis	8,541	81.1	\$37.90	\$67.24	-\$29.34	-43.6%	-3,727
Decatur	8,689	62.6	\$28.86	\$52.80	-\$23.94	-45.3%	-3,940
Delaware	18,404	85.2	\$102.65	\$152.22	-\$49.56	-32.6%	-5,993
Des Moines	42,351	94.9	\$460.15	\$390.16	+\$69.99	+17.9%	+7,598
Dickinson	16,424	105.7	\$216.16	\$168.52	+\$47.63	+28.3%	+4,642
Dubuque	89,143	94.4	\$944.22	\$816.90	+\$127.33	+15.6%	+13,894
Emmet	11,027	85.1	\$86.15	\$91.10	-\$4.94	-5.4%	-598
Fayette	22,008	79.2	\$135.48	\$169.21	-\$33.72	-19.9%	-4,386
Floyd	16,900	91.8	\$100.80	\$150.60	-\$49.80	-33.1%	-5,588
Franklin	10,704	100.1	\$57.79	\$104.01	-\$46.22	-44.4%	-4,757

Alphabetical Listing

**2000 IOWA COUNTY RETAIL SURPLUS OR LEAKAGE**

<i>County</i>	<i>Population Estimate</i>	<i>Index of Income</i>	<i>Actual Sales (in millions)</i>	<i>Potential Sales (in millions)</i>	<i>Surplus or Leakage (in millions)</i>	<i>Surplus or Leakage as a % of Potential</i>	<i>Trade Area Population Gain or Loss</i>
Fremont	8,010	78.9	\$50.89	\$61.35	-\$10.46	-17.1%	-1,366
Greene	10,366	94.5	\$60.11	\$95.09	-\$34.98	-36.8%	-3,814
Grundy	12,369	109.9	\$55.62	\$131.96	-\$76.34	-57.8%	-7,155
Guthrie	11,353	85.2	\$52.56	\$93.90	-\$41.34	-44.0%	-4,998
Hamilton	16,438	86.1	\$93.50	\$137.39	-\$43.89	-31.9%	-5,251
Hancock	12,100	106.1	\$60.65	\$124.63	-\$63.98	-51.3%	-6,212
Hardin	18,812	98.8	\$150.58	\$180.43	-\$29.85	-16.5%	-3,112
Harrison	15,666	98.1	\$64.24	\$149.19	-\$84.95	-56.9%	-8,921
Henry	20,336	100.2	\$127.60	\$197.81	-\$70.20	-35.5%	-7,218
Howard	9,932	83.6	\$53.22	\$80.60	-\$27.38	-34.0%	-3,374
Humboldt	10,381	95.1	\$66.34	\$95.84	-\$29.49	-30.8%	-3,195
Ida	7,837	96.1	\$43.19	\$73.11	-\$29.92	-40.9%	-3,207
Iowa	15,671	112.7	\$168.84	\$171.45	-\$2.60	-1.5%	-238
Jackson	20,296	82.1	\$107.26	\$161.76	-\$54.50	-33.7%	-6,838
Jasper	37,213	104.5	\$297.37	\$377.50	-\$80.14	-21.2%	-7,900
Jefferson	16,181	91.8	\$144.41	\$144.20	+\$0.21	+0.1%	+24
Johnson	111,006	113.5	\$1,264.83	\$1,223.07	+\$41.76	+3.4%	+3,790
Jones	20,221	78.5	\$126.63	\$154.09	-\$27.46	-17.8%	-3,604
Keokuk	11,400	87.1	\$32.94	\$96.39	-\$63.45	-65.8%	-7,504
Kossuth	17,163	83.0	\$105.23	\$138.29	-\$33.06	-23.9%	-4,103
Lee	38,052	85.6	\$283.62	\$316.20	-\$32.58	-10.3%	-3,921
Linn	191,701	117.3	\$2,789.53	\$2,182.88	+\$606.64	+27.8%	+53,276
Louisa	12,183	105.1	\$25.44	\$124.30	-\$98.86	-79.5%	-9,689
Lucas	9,422	77.3	\$38.59	\$70.70	-\$32.11	-45.4%	-4,279
Lyon	11,763	80.3	\$51.31	\$91.69	-\$40.38	-44.0%	-5,181
Madison	14,019	95.9	\$80.22	\$130.51	-\$50.29	-38.5%	-5,403
Mahaska	22,335	93.2	\$160.61	\$202.07	-\$41.47	-20.5%	-4,583
Marion	32,052	98.3	\$220.41	\$305.86	-\$85.45	-27.9%	-8,955
Marshall	39,311	98.4	\$344.21	\$375.51	-\$31.30	-8.3%	-3,276
Mills	14,547	87.5	\$48.93	\$123.56	-\$74.64	-60.4%	-8,787
Mitchell	10,874	85.2	\$54.66	\$89.94	-\$35.28	-39.2%	-4,266
Monona	10,020	98.3	\$52.51	\$95.62	-\$43.10	-45.1%	-4,517
Monroe	8,016	89.3	\$39.29	\$69.49	-\$30.20	-43.5%	-3,484
Montgomery	11,771	91.3	\$81.34	\$104.33	-\$22.98	-22.0%	-2,593
Muscatine	41,722	102.4	\$367.30	\$414.74	-\$47.44	-11.4%	-4,772



Alphabetical Listing

**2000 IOWA COUNTY RETAIL SURPLUS OR LEAKAGE**

<i>County</i>	<i>Population Estimate</i>	<i>Index of Income</i>	<i>Actual Sales (in millions)</i>	<i>Potential Sales (in millions)</i>	<i>Surplus or Leakage (in millions)</i>	<i>Surplus or Leakage as a % of Potential</i>	<i>Trade Area Population Gain or Loss</i>
O'Brien	15,102	79.8	\$91.55	\$116.99	-\$25.44	-21.7%	-3,284
Osceola	7,003	81.3	\$34.84	\$55.27	-\$20.43	-37.0%	-2,588
Page	16,976	88.2	\$92.47	\$145.35	-\$52.88	-36.4%	-6,176
Palo Alto	10,147	88.8	\$52.38	\$87.47	-\$35.09	-40.1%	-4,070
Plymouth	24,849	93.0	\$143.08	\$224.34	-\$81.26	-36.2%	-9,000
Pocahontas	8,662	85.1	\$37.06	\$71.56	-\$34.50	-48.2%	-4,176
Polk	374,601	122.9	\$6,108.42	\$4,469.19	+\$1,639.23	+36.7%	+137,398
Pottawattamie	87,704	93.9	\$846.97	\$799.45	+\$47.51	+5.9%	+5,212
Poweshiek	18,815	93.5	\$124.51	\$170.77	-\$46.26	-27.1%	-5,097
Ringgold	5,469	73.1	\$24.05	\$38.81	-\$14.76	-38.0%	-2,080
Sac	11,529	94.1	\$59.16	\$105.31	-\$46.15	-43.8%	-5,052
Scott	158,668	101.2	\$1,959.51	\$1,558.76	+\$400.75	+25.7%	+40,793
Shelby	13,173	88.4	\$74.23	\$113.04	-\$38.81	-34.3%	-4,523
Sioux	31,589	85.1	\$214.52	\$260.96	-\$46.44	-17.8%	-5,621
Story	79,981	100.5	\$724.91	\$780.30	-\$55.39	-7.1%	-5,678
Tama	18,103	92.7	\$97.29	\$162.91	-\$65.61	-40.3%	-7,291
Taylor	6,958	78.3	\$23.13	\$52.89	-\$29.76	-56.3%	-3,915
Union	12,309	81.3	\$112.87	\$97.15	+\$15.73	+16.2%	+1,993
Van Buren	7,809	86.7	\$25.26	\$65.72	-\$40.47	-61.6%	-4,808
Wapello	36,051	80.3	\$308.34	\$281.02	+\$27.32	+9.7%	+3,504
Warren	40,671	103.9	\$189.55	\$410.21	-\$220.66	-53.8%	-21,878
Washington	20,670	92.5	\$121.20	\$185.61	-\$64.40	-34.7%	-7,172
Wayne	6,730	75.0	\$21.00	\$49.00	-\$28.00	-57.1%	-3,846
Webster	40,235	93.1	\$466.90	\$363.63	+\$103.27	+28.4%	+11,426
Winnebago	11,723	78.9	\$72.55	\$89.79	-\$17.24	-19.2%	-2,251
Winneshiek	21,310	86.6	\$155.46	\$179.15	-\$23.69	-13.2%	-2,817
Woodbury	103,877	105.9	\$1,124.77	\$1,067.88	+\$56.89	+5.3%	+5,534
Worth	7,909	83.4	\$26.47	\$64.03	-\$37.56	-58.7%	-4,640
Wright	14,334	84.1	\$89.26	\$117.02	-\$27.77	-23.7%	-3,401