

**Average Pull Factors for Iowa Towns by Population Class  
Fiscal Year 1998**

<b>Population Group</b>	<b>Building Materials</b>	<b>General Merchandise</b>	<b>Food</b>	<b>Apparel</b>	<b>Home Furnishings</b>	<b>Eating &amp; Drinking Specialty</b>	<b>Services</b>	<b>Wholesale</b>	<b>Total Sales</b>	
>40,000	1.59	2.01	1.44	2.23	1.73	1.73	1.91	1.65	1.53	1.60
20,000 - 39,999	1.67	1.46	1.51	0.85	1.48	1.34	1.30	1.12	1.21	1.24
9,000 - 19,999	1.00	1.63	1.72	1.25	1.89	1.68	1.43	1.26	1.18	1.33
8,000 - 8,999	0.96	1.38	1.62	0.98	0.76	1.39	1.41	1.34	0.90	1.20
6,500 - 7,999	0.64	1.34	2.13	0.89	0.89	1.02	0.94	0.81	1.04	1.06
5,000 - 6,499	0.98	1.32	1.67	0.89	0.96	1.10	0.83	0.88	0.95	1.11
4,000 - 4,999	0.82	0.70	1.77	0.73	0.45	0.97	0.66	0.84	0.59	0.86
3,000 - 3,999	1.05	0.59	1.42	0.41	0.84	0.96	0.77	0.94	1.13	0.92
2,500 - 2,999	0.89	0.57	1.23	0.59	0.74	0.94	0.76	0.76	0.99	1.01

<b>Population Group</b>	<b>Total Sales</b>
2,001 - 2,499	0.80
1,501 - 2,000	0.72
1,001 - 1,500	0.65
901 - 1,000	0.67
701 - 900	0.62
501 - 700	0.46
351 - 500	0.50
251 - 350	0.44
201 - 250	0.45
1 - 200	0.48

← *Pull factors by merchandise category are not available for towns with populations less than 2,500.*

*A pull factor is a measure of trade area size. It is calculated by dividing local per capita retail sales by per capita sales for the state.*

\* Not enough observations for a reliable average.