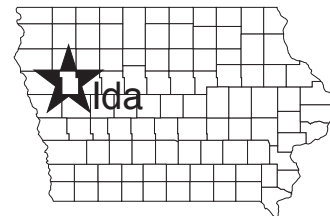


# Retail Data for Decision Makers

## Ida County



Trade statistics, business numbers, and sales data can provide insight for a variety of purposes, including decisions concerning expansion, relocation, marketing, government finance, and community development.

For the state of Iowa, per capita spending in 2003 totaled \$9,778. The state sales per firm was \$325,019.

## Retail Trade Profile

### Total Retail Sales

The table below reports retail sales statistics for Ida County.

This table also includes the county pull factor that shows the relative strength of the retail sector in the county. The pull factor is derived by dividing the county per capita retail sales by state per capita retail sales. Pull factors greater than 1 represent retail sector strength, while pull factors less than 1 show sector weakness.

#### 1. Retail Sales

##### Ida County

<u>Fiscal Year</u>	<u>Total Retail Sales in millions</u>	<u>Number of Retail Firms</u>	<u>Sales Per Firm</u>	<u>Per Capita Sales</u>	<u>Pull Factor</u>
2003	\$43.06	281	\$153,093	\$5,624	0.58
2002	\$45.99	312	\$147,628	\$5,982	0.62
2001	\$43.67	317	\$137,649	\$5,572	0.57
2000	\$42.12	320	\$131,714	\$5,374	0.57
1999	\$43.67	331	\$131,923	\$5,519	0.60
1998	\$48.34	346	\$139,920	\$6,037	0.68

#### For more information contact:

##### The Ida County Extension Office

**Carol Heaverlo**, County Extension  
Education Director  
207 Main Street  
Ida Grove, Iowa 51445-1310

Phone: (712) 364-3003  
Fax: (712) 364-3529  
E-mail: xida@iastate.edu

##### Your Extension community development specialists

**Jane Nolan Goeken**  
Phone: (712) 262-2264  
E-mail: jngoeken@iastate.edu

**Alan Vandelaar**  
Phone: (712) 276-2157  
E-mail: alanv@iastate.edu

*In fiscal year 2003, Ida Grove, the largest trade center in the county, had 49 percent of the county's retail businesses and 71 percent of the county's retail sales.*

*A "surplus" indicates that trade is being pulled from beyond the county borders, while a "leakage" indicates that county residents are shopping elsewhere.*

## 2. Town Retail Trade, 2003

### Ida County

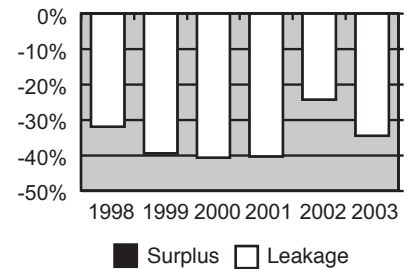
	<u>Population Estimate</u>	<u>Total Retail Sales (in millions)</u>	<u>Number of Retail Firms</u>	<u>Sales per Firm</u>	<u>Per Capita Sales</u>	<u>Pull Factor</u>
Ida Grove	2,302	\$30.40	138	\$220,654	\$13,204	1.35
Holstein	1,455	\$7.82	71	\$110,109	\$5,373	0.55
Battle Creek	732	\$2.88	32	\$90,663	\$3,932	0.40
Galva	358	\$0.95	16	\$59,478	\$2,658	0.27
Arthur	237	\$0.74	12	\$60,154	\$3,109	0.32

A few towns in Iowa straddle county lines. Although the retail sales for these towns are divided between the counties in which they are located and appear in the total sales for each county, the town data is reported only for one county. Also, town data is only reported for towns with 10 or more businesses to protect business confidentiality. As a result, some towns may not appear in this table, but all data is included in the county totals.

## Retail Trade Analysis

Potential sales is an estimate of the amount of money that could be spent on retail goods and services by residents of the county based on the county's income and population. Potential sales is calculated by multiplying the county population by the per capita sales for the state and adjusting for the county's income level (index of income). The "surplus" or "leakage" is calculated by subtracting potential sales from actual sales.

**Ida County**  
Surplus/Leakage as a Percent of Total Sales



## 3. County Retail Trade Surplus or Leakage

### Ida County

<u>Fiscal Year</u>	<u>Potential Sales (in millions)</u>	<u>Actual Sales (in millions)</u>	<u>Surplus or Leakage (in millions)</u>	<u>Surplus or Leakage as % of Potential</u>
2003	\$65.79	\$43.06	-\$22.73	-34.6%
2002	\$60.78	\$45.99	-\$14.79	-24.3%
2001	\$73.14	\$43.67	-\$29.47	-40.3%
2000	\$71.07	\$42.12	-\$28.95	-40.7%
1999	\$72.17	\$43.67	-\$28.50	-39.5%
1998	\$71.00	\$48.34	-\$22.66	-31.9%

## Retail Sales by Merchandise Category

This table reports the county's retail sales by merchandise category. The Utilities, Miscellaneous, and Motor Vehicles merchandise groups are not shown here but are included in the Total Sales amount. If there are less than five businesses in a merchandise category, sales figures are not reported in order to protect business confidentiality.

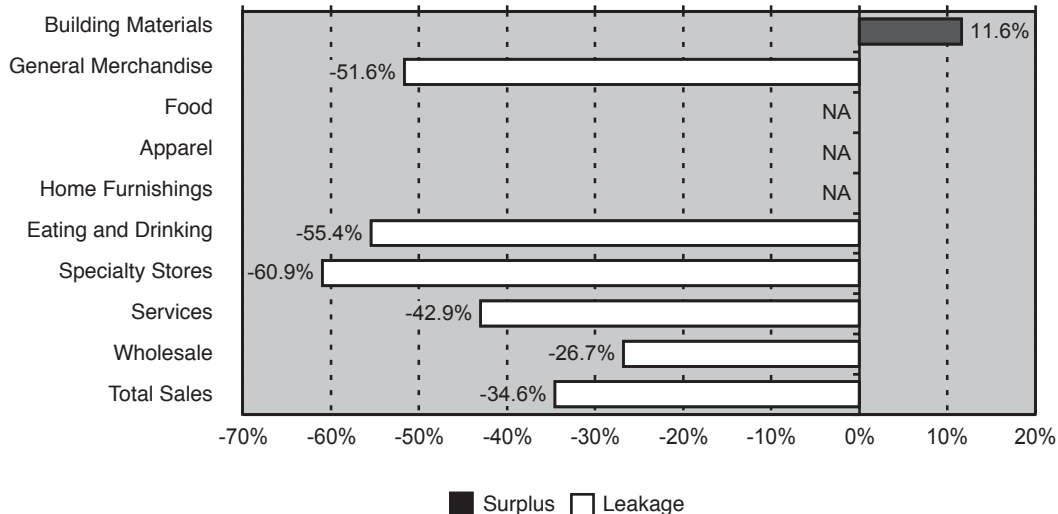
### 4. Retail Trade Analysis by Merchandise Category, 2003

#### Ida County

<u>Merchandise Group</u>	<u>Number of Firms</u>	<u>Potential Sales (millions)</u>	<u>Actual Sales (millions)</u>	<u>Surplus or Leakage (millions)</u>	<u>Surplus or Leakage as a % of Potential</u>	<u>Percent of Total Sales</u>
Building Materials	6	\$4.63	\$5.17	\$0.54	11.6%	12.0%
General Merchandise	7	\$10.69	\$5.17	-\$5.52	-51.6%	12.0%
Food	NA	NA	NA	NA	NA	NA
Apparel	NA	NA	NA	NA	NA	NA
Home Furnishings	NA	NA	NA	NA	NA	NA
Eating and Drinking	20	\$5.73	\$2.56	-\$3.17	-55.4%	5.9%
Specialty Stores	48	\$4.74	\$1.85	-\$2.89	-60.9%	4.3%
Services	84	\$8.54	\$4.87	-\$3.66	-42.9%	11.3%
Wholesale	25	\$5.29	\$3.88	-\$1.41	-26.7%	9.0%
Total Sales	281	\$65.79	\$43.06	-\$22.74	-34.6%	100.0%

*Potential sales can be viewed as a guideline for analyzing retail strength. Deviations from potential sales may reveal areas of opportunity in the county's retail sector, keeping in mind any extenuating circumstances that may be driving the results.*

Percent Above or Below Potential Sales, 2003



# Demographic Profile

## Prepared by

Kenneth E. Stone and  
Georgianne M. Artz

Iowa State University  
Extension Economists

460 Heady Hall  
Ames, Iowa 50011

Phone: (515) 294-7318

Fax: (515) 294-1700

E-mail:

kstone@iastate.edu

gartz@iastate.edu

## Effective Buying Income

Effective buying income is a measure of “after-tax” or disposable income. Median household income represents the midpoint of disposable income for all households in the county. The index of income measures the county’s per capita income relative to the state. For example, an index number of 110 would indicate that the county’s per capita income is 10 percent above the state’s average.

### 5. Effective Buying Income, 2000

	<b>Total EBI (\$000)</b>	<b>Median Household EBI</b>	<b>Index of Income</b>
Ida County	\$111,035	\$35,882	87.9
State	\$48,384,687	\$32,887	100.0

### 6. Income Distribution by Household, 2000

Compared to the state, Ida County had a higher proportion of low income households (less than \$15,000 annual income), and a lower proportion of higher income households (\$60,000 and over).

	<b>Ida County</b>	<b>State</b>
Less than \$15,000	18.7%	14.9%
\$15,000 to \$34,999	31.5%	29.0%
\$35,000 to \$44,999	15%	13.3%
\$45,000 to \$59,999	15.8%	15.9%
\$60,000 and over	19%	26.9%

## Population

In 2000, Ida County had 3,197 households and an average of 2.45 persons per household. There were 1.15 million households statewide with an average of 2.54 persons per household. Compared to the state, Ida County had a lower proportion of young people (19 or younger) and a higher proportion of older people (age 65+).

### 7. Age Distribution of Population, 2000

	<b>Ida</b>		<b>State</b>	
	<b>Population</b>	<b>%</b>	<b>Population</b>	<b>%</b>
Total	7,837	100.0	2,926,324	100.0
Age 0-19	2,165	27.6	827,983	28.3
Age 20-44	2,188	27.9	1,011,922	34.6
Age 45-64	1,778	22.7	650,206	22.2
Age 65+	1,706	21.8	436,213	14.9

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Information in the county profile was derived from data acquired from:

The United States Census Bureau,  
The Iowa Department of Revenue and Finance, and  
*The Survey of Buying Power, Sales and Marketing  
Management*

For more information on these and other topics, please call the Extension specialists listed on the cover page or visit the ISU Office of Social and Economic Trend Analysis Web site at <http://www.seta.iastate.edu/>

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