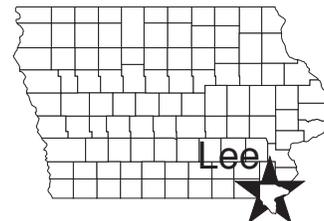


Retail Data for Decision Makers

Lee 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 Lee 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

Lee 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	\$271.61	1,010	\$268,853	\$7,360	0.75
2002	\$275.32	1,079	\$255,165	\$7,353	0.76
2001	\$288.69	1,125	\$256,669	\$7,587	0.78
2000	\$279.27	1,131	\$246,867	\$7,339	0.78
1999	\$297.65	1,139	\$261,329	\$7,737	0.84
1998	\$274.54	1,161	\$236,522	\$7,098	0.80

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2. Town Retail Trade, 2003

Lee 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>
Keokuk	11,029	\$138.32	378	\$365,693	\$12,542	1.28
Fort Madison	11,006	\$97.07	343	\$283,204	\$8,820	0.90
Donnellson	932	\$8.46	69	\$123,447	\$9,073	0.93
Houghton	121	\$6.83	17	\$401,805	\$56,452	5.77
West Point	963	\$6.42	69	\$93,319	\$6,662	0.68
St. Paul	118	\$3.04	12	\$264,676	\$25,795	2.64
Montrose	940	\$1.94	35	\$56,324	\$2,067	0.21

In fiscal year 2003, Keokuk, the largest trade center in the county, had 37 percent of the county's retail businesses and 51 percent of the county's retail sales.

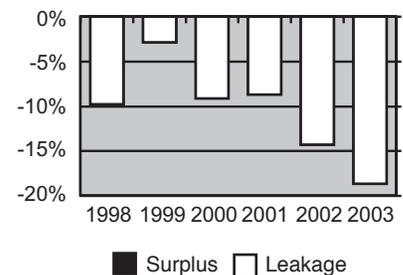
A few towns in Iowa straddle county lines. Although the retail sales for these towns are divided between the counties in which they are located and appear in the total sales for each county, the town data is reported only for one county. Also, town data is only reported for towns with 10 or more businesses 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.

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

Lee County
Surplus/Leakage as a Percent of Total Sales



3. County Retail Trade Surplus or Leakage

Lee 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	\$334.08	\$271.61	-\$62.47	-18.7%
2002	\$321.49	\$275.32	-\$46.16	-14.4%
2001	\$316.29	\$288.69	-\$27.60	-8.7%
2000	\$307.41	\$279.27	-\$28.14	-9.2%
1999	\$306.55	\$297.65	-\$8.90	-2.9%
1998	\$304.48	\$274.54	-\$29.93	-9.8%

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.

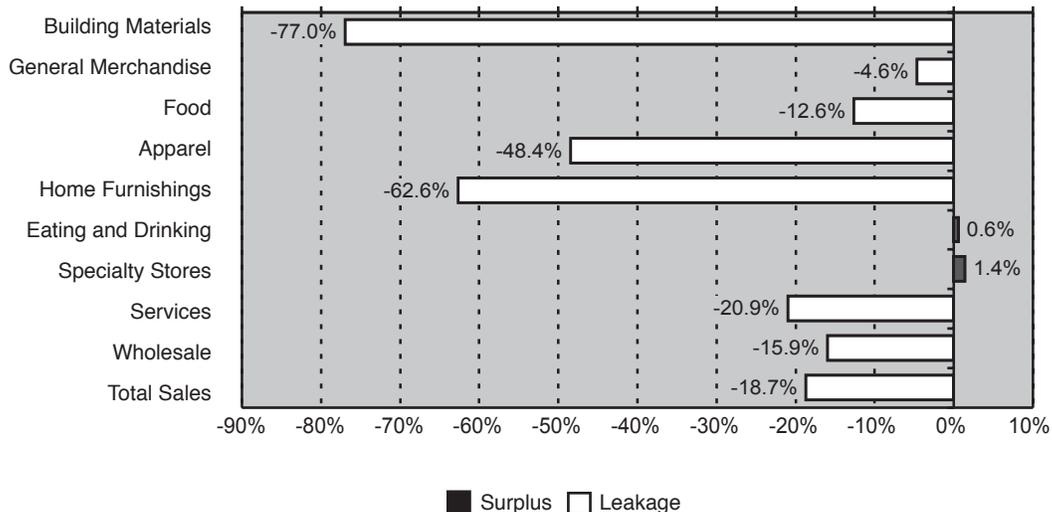
4. Retail Trade Analysis by Merchandise Category, 2003

Lee 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	15	\$23.51	\$5.42	-\$18.09	-77.0%	2.0%
General Merchandise	26	\$54.26	\$51.77	-\$2.49	-4.6%	19.1%
Food	14	\$47.79	\$41.77	-\$6.02	-12.6%	15.4%
Apparel	17	\$8.11	\$4.18	-\$3.93	-48.4%	1.5%
Home Furnishings	23	\$13.80	\$5.16	-\$8.64	-62.6%	1.9%
Eating and Drinking	102	\$29.09	\$29.27	\$0.18	0.6%	10.8%
Specialty Stores	190	\$24.07	\$24.42	\$0.34	1.4%	9.0%
Services	341	\$43.35	\$34.28	-\$9.06	-20.9%	12.6%
Wholesale	58	\$26.86	\$22.59	-\$4.27	-15.9%	8.3%
Total Sales	1,010	\$334.08	\$271.64	-\$62.44	-18.7%	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

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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

	Total EBI (\$000)	Median Household EBI	Index of Income
Lee County	\$563,820	\$40,271	92.6
State	\$48,384,687	\$32,887	100.0

6. Income Distribution by Household, 2000

Compared to the state, Lee 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).

	Lee County	State
Less than \$15,000	16.6%	14.9%
\$15,000 to \$34,999	31.4%	29.0%
\$35,000 to \$44,999	14.4%	13.3%
\$45,000 to \$59,999	14.9%	15.9%
\$60,000 and over	22.7%	26.9%

Population

In 2000, Lee County had 15,186 households and an average of 2.51 persons per household. There were 1.15 million households statewide with an average of 2.54 persons per household. Compared to the state, Lee 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

	Lee		State	
	Population	%	Population	%
Total	38,052	100.0	2,926,324	100.0
Age 0-19	10,187	26.8	827,983	28.3
Age 20-44	12,193	32.0	1,011,922	34.6
Age 45-64	9,375	24.6	650,206	22.2
Age 65+	6,297	16.5	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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