



## Iowa Retail & Service Business Threshold Analysis

**A comparative look at Iowa's Counties:  
Part 2 of the Threshold Analysis Series**

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## ABSTRACT

This report provides information for communities and business owners to increase their understanding of retail trends in Iowa and is Part 2 in the Threshold Analysis Series. The previous report focused on statewide threshold levels for retail and service businesses between the years 2000 and 2005, primarily to focus on trends in the number of people required for certain businesses to be sustainable. This report provides a more in depth analysis of threshold levels at the county level recognizing that Iowa’s retail landscape is diverse and the differences between counties vast. Using County Business Pattern data and Non-Employer Statistics from the U.S. Census Bureau for 2005, this report groups similar counties into peer groups to take into account differences in income levels, commuting patterns, and degrees of rurality. The results demonstrate that threshold levels for very few businesses and services are consistent across the state’s counties. Specialized retail stores see increasing thresholds the further from the metro area we move while common services like waste collection and death care services see declining threshold levels. The results indicate that county specific analysis can highlight where we see agglomeration of services, economies of scale, and where the elasticity of price and convenience matter most to the consumer. The report includes county by county comparison with their respective peer group, tables reporting the employer and non-employer data, and suggestions on where opportunities for more research exist.

## TABLE OF CONTENTS

INTRODUCTION	3
FINDINGS	4-7
CONCLUSION	8
BACKGROUND, METHODOLOGY, DEFINITIONS	9-10
DETAIL ON PEER GROUPS	11-13
MAP SHOWING TRADE CLASSIFICATIONS	14
MAPS SHOWING COMMUTING, RETAIL SALES, & PULL FACTORS	15-17
EMPLOYER, NON-EMPLOYER & AGGREGATE DATA	18-20
PEER GROUP DATA VS. STATEWIDE THRESHOLDS	21-24
NON-EMPLOYER VS. EMPLOYER SHARE OF FIRM DATA	25-26
ACKNOWLEDGEMENTS & REFERENCES	27
INDIVIDUAL COUNTIES DATA VS. THEIR PEER GROUP (ALPHABETICAL ORDER)	28-126

## INTRODUCTION

Demand threshold analysis represents one manner in which to assess the retail landscape of an area, and coupled with more detailed analysis can give a town or county an idea of how well its retail sector is performing. Traditionally, demand threshold analysis has focused on the simplest form of calculation yielding population threshold levels. As benchmarks these tools can be useful guides to indicate whether a town of 5000 could support a real estate office. The traditional approach to calculate a demand threshold is to take the total population of the state and divide it by the number of businesses of that type. So for example, if the state has a population of 3 million and 200 department stores, this indicates a threshold level of 15,000. The assumption is that it takes 15,000 people to support one department store and that we wouldn't expect to see one in a town with a population less than that. This notion begs the question of whether every town in Iowa of 15,000 could support a department store. Intuitively, we know this cannot be the case so the question becomes what factors influence the population thresholds. The purpose of this report is to help answer the question for specific localities based on characteristics of demand other than size of the population. By grouping Iowa's 99 counties into peer groups and comparing population threshold levels between them, we can see how the counties fare against the statewide threshold levels. Furthermore, the county level analysis gives us an idea of whether a business is as likely to survive in Mills County as in Wayne County.

Threshold analysis finds its basis in central place theory which suggests that the more central the place, the more establishments and services we would expect to find. In other words, as population increases so to does the number of establishments. What we find in this research is that this holds true for the diversity of services and goods provided, the larger the population the more selection we find within a type of service and overall there are more services available. Also, there are more total establishments in a large metropolitan area like Des Moines than we find in a town like Adair. What previous research has not extensively explored is how these threshold levels change as we move away from the central place. Using the Census Bureau's County Business Patterns and Non-Employer Statistics, the number of establishments for a variety of service and retail businesses is computed for every county in the state of Iowa and then for each peer group. The peer groups were chosen based on population, proximity or adjacency to a metro area, and characteristics of urbanization. Comparing counties within their peer group rather than to the state average gives a more accurate indication of retail performance as counties within the peer groups have similarities in the components of demand. The peer groups' populations share socioeconomic characteristics such as levels of income and education, they share similar commuting patterns. These commonalities all factor in to the demand for goods and services. Although given a cursory treatment in this peer group approach, the impact of commuting patterns on threshold levels and retail demand warrants more specific research. Another advantage of the peer group approach is to avoid the pitfall of store size and the overlapping of services provided in today's big box retail environment. Because the data counts every establishment the same whether it is a small store with 2 employees selling a specific item or a Super Target with hundreds of employees selling items from many retail categories, the data could be misleading for some communities. However, because peer groups have trade centers with similar features we are comparing similar organizational structures and can avoid some of the problems of aggregation. The peer group approach is also intended to capture some of the interdependencies in retail markets, primarily those of a geographical nature where the location of population centers within a county affect both the demand and supply for certain goods and services. In addition, the quality of the data is enhanced by the inclusion of non-employer statistics, which allow for analysis of the organizational makeup within industries and counties as well as providing insight into where sole-proprietorships have the greatest economic impacts.

Using the peer group analysis we can identify which retail and service businesses can survive with a “local” market and which require drawing from a larger area. The analysis intends to shed light on where price elasticity and convenience elasticity are the most important for potential consumers, and correspondingly give us an idea of the range of goods and services. The report also indicates which types of businesses benefit from economies of scale in terms of population, and the agglomeration economy of a central place. Finally, the report allows decision makers a chance to measure their counties’ threshold levels with those of similar counties in their peer group and thus determine why differences exist and also where opportunities for economic growth may exist.

## FINDINGS

By organizing the counties in groups progressively from A representing metropolitan counties or counties with a large trade center, through D representing mostly rural counties with local trade areas, many interesting trends become apparent. Most noticeable is that thresholds for very few categories were consistent across peer groups and relative to the state average. This finding demonstrates that the statewide threshold levels must be used with caution and more local and regional analysis should be used by decision makers.

Of the categories where threshold levels were constant between peer groups and consistent with the state average, child day care services and direct selling establishments were most consistent, exhibiting very stable demand thresholds. It is also interesting that these two categories are dominated by non-employer firms, with 94% of child care service businesses in Iowa being non-employer and 97% of direct selling establishments also not employee businesses. The businesses represented by the category of child day care services is intuitive by title, but the category of direct selling establishments is comprised of many different types of businesses. The direct selling grouping is made up of fuel and heating oil dealers, temporary tree and fruit stands, water and coffee providers, flea markets, newspaper routes, and street vendors among others. This diverse group represents most retailers without a physical location that typically bring their goods or services to your establishment whether it be a home or business. Alternatively represented are those businesses that temporarily set up a location from which to sell. Some of the major names associated with this industry are household names including Mary Kay, Tupperware, and Avon. According to the National Retail Federation this industry exhibited about 9% sales growth from 2005-2006 nationally and in Part 1 of this threshold report series we discovered that threshold levels for this industry declined around 5% between 2000 and 2005 here in Iowa. Both of these industries exhibit consistency across counties in Iowa and there are many explanations as to why. They both are characterized by low start-up costs in terms of human and physical capital and few or no barriers to entry. This allows individuals to start these types of businesses without the major overhead concerns of other businesses and to stay in business with small opportunities for profit. Both industries also can be done part time which allows individuals to supplement their income from their primary employment in a relatively risk free manner. This trend is very important in light of the bigger economic picture for both Iowa and the country as a whole. It is more and more common to hear that it is increasingly difficult to make it in the middle class, particularly in families with children. One of the major issues we hear about in Iowa is wage erosion, and this trend towards non-employer hobby type businesses may illustrate the labor market’s response at the individual decision making level. Ironically, it is often the increasing costs of child care that make it difficult for middle class families to prosper so these two industries may exhibit some interdependency which would contribute to their consistency amongst peer groups and with each other, with both having population demand thresholds around 200. Finally, both of these industries exhibit local demand for their goods meaning the range of the good is small due to necessity as in the case of child care and heating oil delivery illustrating that convenience outweighs price considerations in demand for these goods. These two sectors of Iowa’s economy, although not necessarily growth industries, warrant study as to their economic basis and impact.

Other businesses that exhibited moderately consistent thresholds across the state were accounting and payroll services, health and personal care stores and services, and full service restaurants. The industry classification of health and personal care stores includes pharmacies and drug stores and the service division includes barbers and beauty salons. The consistency in threshold levels for these goods from group A-D again points to the fact that demand for these goods is more elastic with respect to convenience than price, and that consumers consider them to be convenience and necessity goods. Goods of this nature are referred to as low-order goods, and the range of these goods is local. Full service restaurants in metropolitan counties have a population threshold of 1,166 while rural counties population threshold is 1,194. There is a little more variance between groups C and D but the overall pattern suggests that restaurants are a local service we would expect to find in most incorporated towns.

Overall, specialized retail stores exhibit increasing threshold levels the more distance from a metropolitan area a place is with the threshold level in rural areas averaging three times that of the metropolitan areas. Furniture stores, home furnishings, jewelry and luggage stores, and shoe stores all demonstrate this trend. As a rule the goods represented in these categories are not convenience goods and since they tend to be special or major purchases, price will be a deciding factor in the demand. The range of these goods is much larger than that of necessity goods, such that consumers are willing to invest more travel time to shop. These typically are retail stores that require more demand to be profitable and therefore the cost of providing the goods in smaller markets would prohibit a firm from locating there. Not all retail however requires a broad population base to be sustainable and the categories of other general merchandise and miscellaneous retailers, gasoline stations, and grocery stores exhibit declining threshold levels as distance from a trade center increases. The other general merchandise category includes general stores as well as dollar stores and supercenters. It is important to bear in mind that the data doesn't take into account the size of the store, so within each peer group comparison is more accurate than comparing large counties to rural counties. In other words, a general merchandise store in Polk County will probably bear little resemblance to its counterpart in Howard County. There were no non-employer firms reported in this category across the state however, due to the reporting standards of the Census Bureau the numbers are not reported if specific sales information could be imputed by reporting the number of establishments. There are probably a number of small general stores in communities across the state that are not being accounted for in this data. Despite this omission, this trend demonstrates that for necessity goods a broad population base is not required. Another caution with the census data is that it allows for misclassification which could explain the other miscellaneous store retailer category data. The NAICS code description of this category indicates that this code represents retail specialty stores not otherwise categorized, an example of which would be a pet store. Because business owners self classify on their tax returns it is likely that many general merchandise retailers have put themselves in this category because they offer a diverse range of products that are difficult to classify. This becomes more important as we move away from the trade center as evidenced by the fact that 92% of these establishments are non-employer for counties in the D classification while only 74% are non-employer firms in the A classification. For this category as well as the general merchandise and grocery store categories, the threshold level indicates where we would expect to see a firm but does not take into account the community pride that can allow these types of businesses to survive in smaller communities.

Substantially declining threshold levels were found in service industries such as death and nursing care services, depository credit intermediation (banking), and automotive repair & maintenance. As with retail, services which are necessity based and where consumers value convenience exhibit lower population thresholds and a smaller range for the service or good. In this declining threshold category places that serve alcoholic beverages also require less population for sustainability outside of metro areas, with thresholds in rural areas about 50% of that of metro areas. Here convenience coupled with safety appear to factor in to the demand for the good as well as the historical affects of legislation regarding alcohol consumption and sales.



These establishments may also provide limited food service with the implication that in smaller communities these two businesses may serve as substitute goods. This indicates that there is potential when combining two services into one establishment to lower the effective demand threshold by servicing the demand of different types of consumers. Another area where we may see substitution is in the grocery store and gas station categories, as smaller towns are having a hard time keeping a local grocery. The large decline in threshold levels for gasoline stations between peer group's A and D may not just be indicative of the importance of proximity for a necessity like gasoline, but also may be capturing some substitution. With the advent of big box retailing and the location of large shopping centers within 20-35 minute drives of small towns, gas stations with a convenience store feel, serve to supplement consumer demand for basic grocery items like milk and eggs. Because a big box retailer is not a perfect substitute for a local grocery store, these types of gas stations help to fill in the gap left in consumer demand making it even more difficult for local grocery stores to survive. For the rural counties making up trade classification D, the threshold level for a grocery store is 2,240 while a gas station only requires 955 people. Casey's General Stores, headquartered in Ankeny, are illustrative of this trend. About 67% of their establishments are located in towns with populations under 5,000 offering consumers gasoline, basic food items, health products, and household supplies. While it may have adverse quality of life impacts to not have a grocery store in a town, the result is economically efficient.

Analyzing the threshold level changes from metropolitan or large trade center counties to the rural counties also points out trends in agglomeration and economies of scale. Agglomeration refers to the finding of clusters of economic activity and result from reduced costs to supply a good or service. The agglomeration effect is seen in many sectors of the service economy and the Iowa data suggests that the location of legal services, business support services, warehousing & storage, and medical services may all exhibit agglomeration effects. The threshold levels for all of these services increase as rurality and distance from a metro increase. The degree to which these services are interconnected may vary from city to city, but the overall trend in service industries particularly those related to supporting business activity, indicate a strong tendency toward agglomeration. Businesses such as taxi and limousine service, travel and reservation service, and security and investigative services all exhibit this tendency. Looking at the data for counties in Iowa, the general rule is that if the service is related to business whether directly as with business support or employment services or indirectly, as with travel and security services, agglomeration is necessary to support the business. Typically in these service industries, we see threshold levels at the rural level infinitely higher than those in the metro areas. These type of agglomeration economies result from spatial proximity of complimentary firms. The same is true for medical services and offices of physicians and dentists. Both of these businesses exhibit lower threshold levels in more metropolitan counties despite the fact that medical services are indeed a necessity. However, what contributes to this trend is that specialists tend to locate together in larger population centers. While a primary care physician has more continuous demand from a consumer, a specialist requires referrals from primary physicians and her services are required less often. This means that the range for basic medical care is smaller than that of specialized medical care, or put another way specialized medical care is a higher order good than basic medical care.

Economies of scale also can be found when a service requires that the business come to the consumer's location to carry out its program. The categories of waste collection and home health care services demonstrate that fewer firms can service the same amount of people when there is less distance between the consumers. Waste collection threshold levels in metro or larger counties are three times higher than in rural counties, with actual levels approximating 30,000 and 10,000 respectively. The service is a necessity for most consumers whether metropolitan or rural, but the difference is that the firm in the metro area can take advantage of economies of scale to service more people. The same holds true for home health care services which is comprised of home health care nurses, physical therapists, medical home delivery, and all medical services conducted within the consumers home.

What differentiates these two fields and helps to explain why waste collection has a much larger threshold change from metro to rural than that of home health care services, is that waste collection is a costly field to enter in terms of physical capital and therefore employer firms make up 100% of this category in Iowa. Home health services on the other hand, is 92% non-employer in metro counties and 98% non-employer in rural counties. The employer firms in metro areas presumably service more people per firm in part due to having more employees but also because the population clustering promotes economies of scale. Additionally, home health care services may face more demand in rural areas as medical options are more limited but due to the lack of economies of scale more sole-proprietors are in this field in rural areas.

Economies of scale can also be seen in the field of nursing care facilities and the corresponding threshold levels being four times higher in metro counties than in rural or localized trade center counties. This illustrates again that many factors are not considered in just tallying the number of firms of a certain type. Not only will nursing care facilities have more employees than those in rural areas allowing them to serve more consumers, but the average size of a nursing care facility in a metro area will be much greater than that in a smaller county. Another factor influencing demand thresholds in this field is the aging demographic of rural areas, which makes demand in these areas more significant relative to the overall population. Again, this is a field where the service is necessary and convenience and proximity to the consumer will be paramount, however, the operating costs and internal firm economics will be vastly different due to economies of scale that cannot be achieved in the smaller communities.

Another industry where the size of the establishment and internal economies of scale are evident in the data is within the automotive industry in the categories of dealers, repair, and parts. For automobile dealers, threshold levels were relatively constant from Group A to Group D, with a slight trend toward threshold reduction as rurality increased. Interestingly, 53% of the state's total number of automobile dealers are represented by non-employer firms and there is a larger share of non-employer firms in metro areas than in rural areas. The metro counties averaged about 25 employees per automobile dealer with the number of employees per establishment declining as the rurality increased. Although price is an important factor in demand for an automobile, the ability to travel to purchase a new car is limited if it is a necessity purchase. Intuitively, this category may be comprised of both demand driven by necessity but also luxury or specialty demand and the with dealers who rely on necessity consumers located in smaller areas and more specialized dealers whose customers may not be purchasing out of necessity located in the metropolitan areas. This specific category points to how important income and consumer preferences are in demand, and correspondingly in firm location. Although the threshold levels are fairly stable across the state, the type of automobile dealer would look considerably different in Polk County than in Howard County. For repairs and parts however, it is the same story where not only does necessity matter and the range of the good is local, but economies of scale dictate that firms have different characteristics between peer groups. Both of these areas exhibit large declines in population thresholds as distance from a metro area or trade center increases, coupled with an increase in the percentage of non-employer firms as proximity to these central places decreases.

As discussed previously, not only do the types of firms vary with population and spatial considerations but the organization and "look" of the firm do as well. As Appendix H illustrates, some categories of businesses are typically non-employer types of firms across the state and conversely some firms are always employer firms regardless of the trade classification of the county. Appendix I illustrates how the percentage of a categories non-employer firms changes with the trade classification of the county. Some categories exhibit consistency across the state in their makeup of employer vs. non-employer firms, with direct selling establishments, electronic shopping and mail order, real estate offices, and child care services maintaining similar market shares from classification A to D with respect to organization.

In general, specialized retail stores tend to be more non-employer as the county becomes less metro with a notable exception being shoe stores where there are no non-employer firms found in the classifications of B, C, or D. Used merchandise, sporting goods, jewelry, and luggage stores all exhibit an increasing trend in sole-proprietorship as rurality increases. Service businesses such as taxi and limo service, activities related to real estate, and automotive repair exhibit the same trend. Professional services in the fields of law and medicine both demonstrate the opposite trend, with non-employer firms making up less of the total number of firms as rurality increases. Retail establishments that exhibit the same trend are grocery stores, lawn and garden equipment stores (includes farm supply), and specialty food stores. Drawing conclusions from this trend should be done with caution however, as many non-employer firms go unreported and therefore the trend may be specious. Viewing the organizational structure of firms in different categories between the peer groups does have value in decision making however, as it may indicate where there is market room and whether or not a sole-proprietorship or an employer firm would likely have the most success.

## CONCLUSION

Moving threshold analysis forward by adding to the simplistic statewide average has tremendous implications for the informational and predictive value of threshold analysis. Given the fact that only direct selling establishments and child care services exhibited threshold levels in line with the state averages, it is apparent that the peer group approach provides information more valuable to decision makers at the community level. Particularly in the areas of service and retail, firm location is not a question of one state or another but rather, a succession of questions as to what type of establishment is needed, what the range of the good is, and what attributes of the community make success or failure likely.

This peer group threshold analysis also offers an empirical test of what sectors of the retail and service economy exhibit the most clustering and correspondingly how economies of scale and agglomeration economies affect location decisions. The inclusion of non-employer data allows a more comprehensive picture of retail organization in our state, and demonstrate that although a community may not support an employer firm there may be opportunity for a sole-proprietorship in that same category to survive. For decision makers, the county vs. peer group comparison tables allow an assessment of what sectors may provide opportunity for growth and new firms and also demonstrates where relative retail and service strengths lie. However, despite the value in the additional information the peer group threshold analysis provides the analysis raises more questions. Although the peer group approach does skirt some of the issues in variations in firm size, number of employees, and interdependencies more analysis and perhaps modeling need to be done to fully account for these factors. Additionally, there is potential to use the threshold analysis to determine at when the costs of economies of scale outweigh the benefits. Further research will use case studies of specific towns to show how the range of retail establishments and services has varied with population over time and where the tipping point is. It would seem that with more population and the more central a place becomes, the natural and unintended consequences are increases in traffic and congestion. The development of towns like Ankeny indicate there may be value in studying the development of the ancillary and suburb towns that may pull retail trade and services away from the central place. Looking at the trends in appendices A-C indicate that a smooth increase or decrease in threshold levels from one trade classification to the next is unusual, suggesting that this trend would prove illustrative when moving from metro to ancillary town to hamlet towns within a county. Another issue raised by this analysis is for smaller towns in less metro counties trying to hang on to grocery stores and general stores with the advent of supercenters drawing from multiple townships.



How much will community pride and the quality of life factors affect the survival of these types of stores, or in other words can these intangibles trump threshold levels? What happens to a small town when its only substantial retail store is a gas or convenience station,? Many opportunities exist for future research into threshold levels which will prove useful for decision makers and have implications for community health and survival.

## BACKGROUND

### DATA SOURCES

The data on number of firms was obtained from the U.S. Census Bureau's reports on County Business Patterns 2005 and Non-Employer Statistics. The state and county population numbers were obtained using population base estimates published by the U.S. Census Bureau. These population numbers reflect changes not reflected in the Decennial Census or American Community Survey numbers. Limitations, omissions, and definitions of the data can be found at the U.S. Census Bureau website.

**NAICS Codes:** The North American Industry Classification System establishes codes for business and industry. For this report, businesses are reported at the 4 digit NAICS code level. It is important to bear in mind that these classifications may not represent the whole picture as a multi service establishment will only be represented by one code and some establishments in different categories will be in direct competition with one another. More information on the NAICS codes can be found on the U.S. Census Bureau website.

### LIMITATIONS & CAUTIONS

Data at the county level, particularly in Non-Employer Statistics is not entirely robust. In some instances data is withheld for certain NAICS but is included in the master totals and in other cases the data is suppressed. This means that although the data is relatively accurate, it is not perfect and the numbers will not match the total number of establishments in the previous report as those figures were derived from the statewide data set and this report was aggregated from the county reports. As before, care must also be taken with the non-employer statistics on their own as this information is gathered from tax returns filed and some categories may be inflated as individuals mischaracterize the true nature of their business. Also, an establishment may provide more than one service so some areas may be under-reported in both employer and non-employer statistics.

Threshold analysis computes a simple average and although the peer group approach improves upon this average by taking into account incomes and demographics, it still cannot indicate whether a business will in fact survive in a market. Local knowledge and more research coupled with threshold analysis however, can improve decision making. It is important to note that the threshold for the first business entering a market is not the same as the threshold for the second business, this non-linearity cannot be addressed in this simple presentation.

### METHODOLOGY

Organizing the counties into peer groups was a multi-step process. First using the RUCC, or rural urban continuum codes which codes the counties by population and proximity to metro areas. The second step was to adjust these codes for differences in income levels, commuting patterns, and population size based on Iowa's unique distribution. Finally, counties were looked at by the size of their trade centers and grouped accordingly. Two counties found in group B, Iowa and Dickinson County, would not have been placed in that group under the basic RUCC guidelines but due to the tourist draw of Dickinson and the Williamsburg outlets in Iowa County they act as much larger trade centers than their population would suggest. It is recognized that there is no perfect manner in which to organize these counties, however this grouping provides a good approximation and starting point for comparison.

### DEFINITIONS/TERMINOLOGY

**Agglomeration Economies:** Refers to the economic benefits from the clustering effect that is the basis for the formation of cities. Firms benefit from locating in proximity to one another, even if they are competitors, due to having broader access to suppliers as well as consumers.

**Daytime Population Change:** The change in a counties population during a typical workday. Typically represented as a percentage, it reflects whether a county has inflow or outflow of workers.

**Demand Threshold:** The demand population threshold level for an establishment is calculated by dividing the subject population by the number of establishments of a certain type. It assumes a competitive economy such that firms will naturally locate where profit opportunities exist. The threshold level is at its simplest the minimum number of people in a community required for the first firm to locate there.

**Economies of Scale:** Refers to the trend that when a firm reaches a certain size its long run average cost of production decreases. Assumes there is some optimal firm size where production or output is maximized and the costs of production are minimized.

**Employer Firms:** All operating establishments filing taxes and reporting at least one paid employee.

**Higher/Lower Ordered Goods:** Ranking of a good or service by its threshold. Higher ordered goods have higher thresholds and lower order goods lower thresholds.

**Metropolitan:** For the purposes of this report refers to counties in metro areas of 250,000 or more. The trade classifications are also based on the largest trade center.

**Non-employer Firms:** All operating establishments filing taxes but not reporting paid employees.

**Threshold Variances:** In the appendices, threshold variances describe the difference in threshold levels between the comparison groups. Calculated for peer group vs. state, and county vs. peer group.

**Trade Center:** An economic center servicing the demand of its local consumer as well as attracting consumers from a place with a lower order of goods.

## COUNTY GROUP DETAIL

### GROUP A: 10 COUNTIES

Total Population this group: 1,421,092

Blackhawk	Polk
Dallas	Pottawattamie
Dubuque	Scott
Johnson	Story
Linn	Woodbury

Median number of employees per retail establishment (employer firms): 16.33

Median per capita income: \$33,279

Average population growth 2000-2005: 3.87%

Median county population: 109,856

Median daytime population change: 4.2%

Average % of population 25 and older with at least college degree: 27.94%

### GROUP B: 24 COUNTIES

Total Population this group: 694,928

Benton	Grundy	Marion
Boone	Harrison	Marshall
Bremer	Iowa	Mills
Buena Vista	Jasper	Muscatine
Cerro Gordo	Jones	Wapello
Clinton	Lee	Warren
Des Moines	Madison	Washington
Dickinson	Mahaska	Webster

Median number of employees per retail establishment (employer firms): 11.27

Median per capita income: \$29,863

Average population growth 2000-2005: .91%

Median county population: 26,720

Median daytime population change: -3.8%

Average % of population 25 and older with at least college degree: 16.71%

## COUNTY GROUP DETAIL

### GROUP C: 45 COUNTIES

Allamakee	Clay	Hamilton	Lucas	Plymouth
Appanoose	Crawford	Hancock	Mitchell	Poweshiek
Buchanan	Delaware	Hardin	Monona	Shelby
Carroll	Emmet	Henry	Monroe	Sioux
Cass	Fayette	Howard	Montgomery	Tama
Cedar	Floyd	Humboldt	O'Brien	Union
Cherokee	Franklin	Jackson	Osceola	Winnebago
Chickasaw	Greene	Jefferson	Page	Winneshiek
Clarke	Guthrie	Kossuth	Palo Alto	Wright

**Total Population this group: 668,041**

**Median number of employees per retail establishment (employer firms): 9.37**

**Median per capita income: \$28,407**

**Average population growth 2000-2005: -2.24%**

**Median county population: 14,161**

**Median daytime population change: -4.3%**

**Average % of population 25 and older with at least college degree: 15.07%**

### GROUP D: 20 COUNTIES

Adair	Davis	Lyon	Wayne
Adams	Decatur	Pocahontas	Worth
Audubon	Fremont	Ringgold	
Butler	Ida	Sac	
Calhoun	Keokuk	Taylor	
Clayton	Louisa	Van Buren	

**Total Population this group: 181,463**

**Median number of employees per retail establishment (employer firms): 7.28**

**Median per capita income: \$26,982**

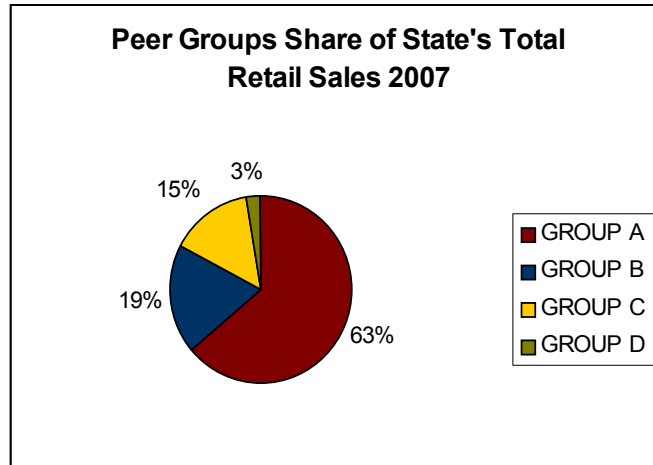
**Average population growth 2000-2005: -3.89%**

**Median county population: 7,863**

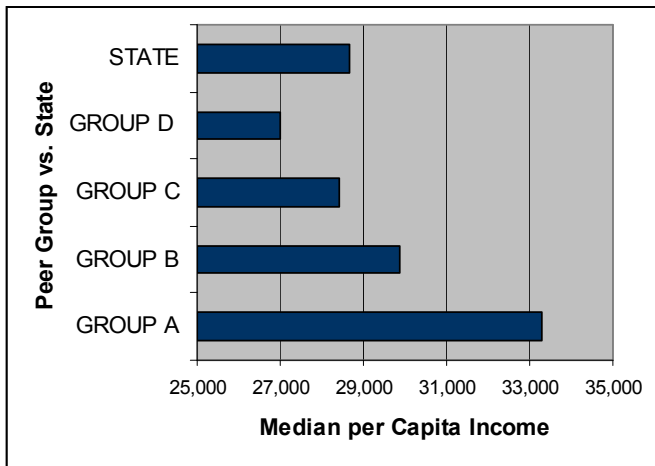
**Median daytime population change: -9.4%**

**Average % of population 25 and older with at least college degree: 12.97%**

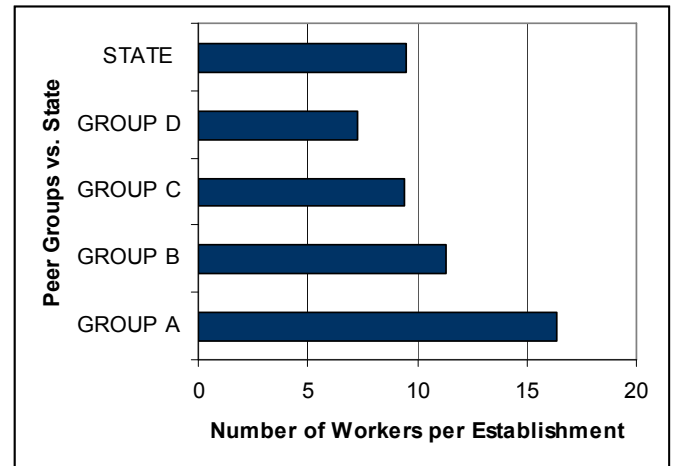
# Iowa State University Retail Trade Analysis Program



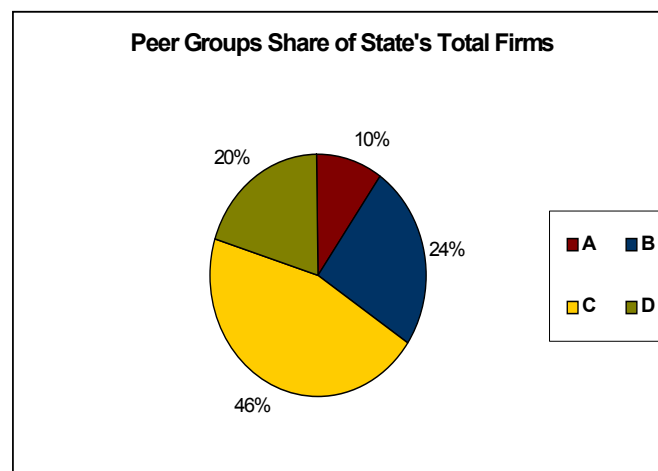
Data Source: Iowa Department of Revenue, 2007 Sales and Use Tax Report



Data Source: ERS/USDA



Data Source: County Business Patterns, US Census Bureau

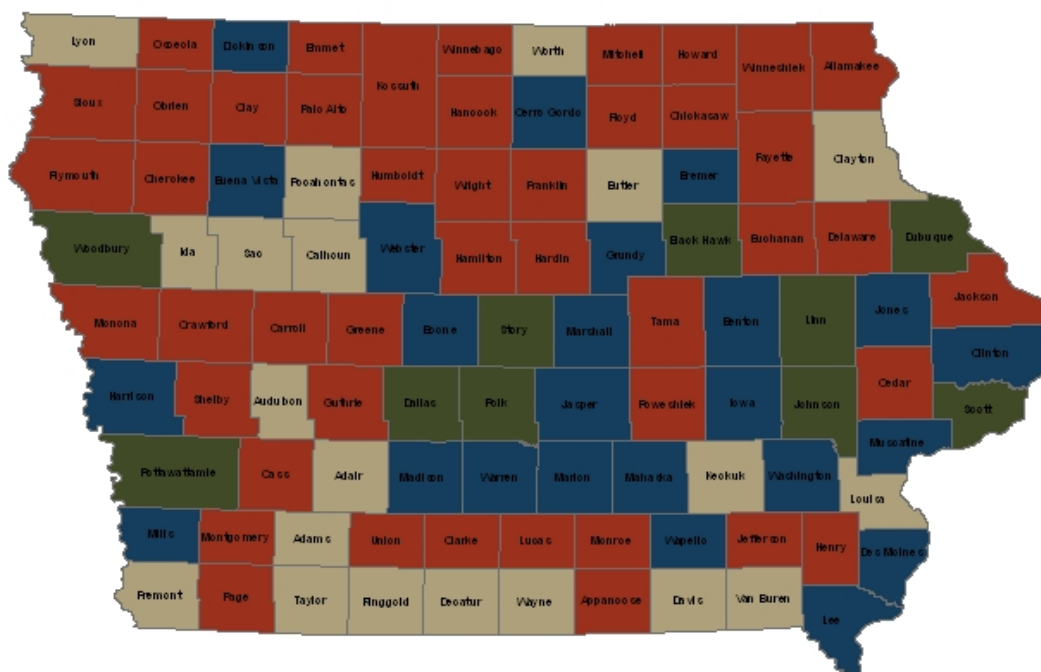


Data Source: County Business Patterns, US Census Bureau



## Map of Iowa's 99 Counties Coded by Trade Classification

The classification system below was derived using RUCC's from the Census Bureau which measure the extent to which a county is urban or rural. In addition, it takes into account what size of retail trade center the county has and the counties overall proximity to metropolitan areas and larger trade centers.



### Legend

#### Counties

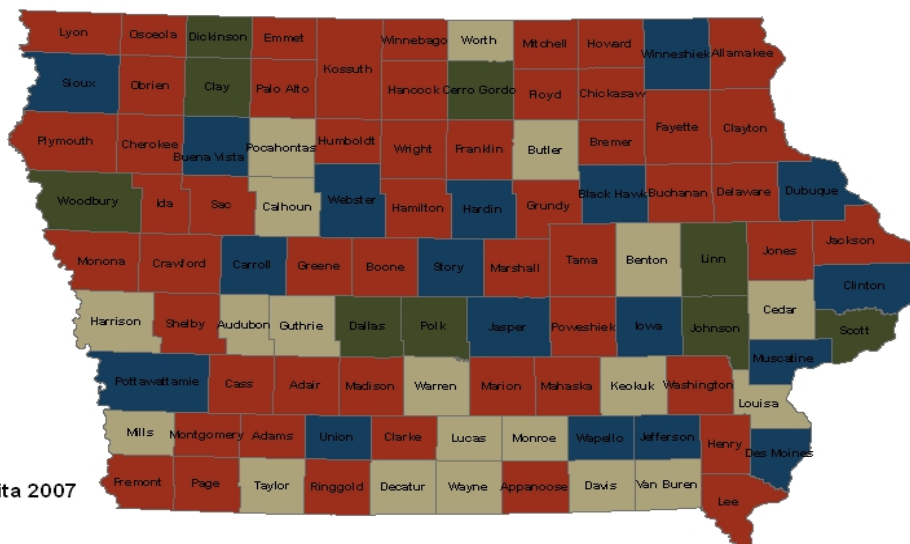
#### Trade Classification

- A: Metro/Large Trade Center
- B: Micropolitan/Moderate Trade Center
- C: Less Urban/Small Trade Center
- D: Rural/Local Trade Center

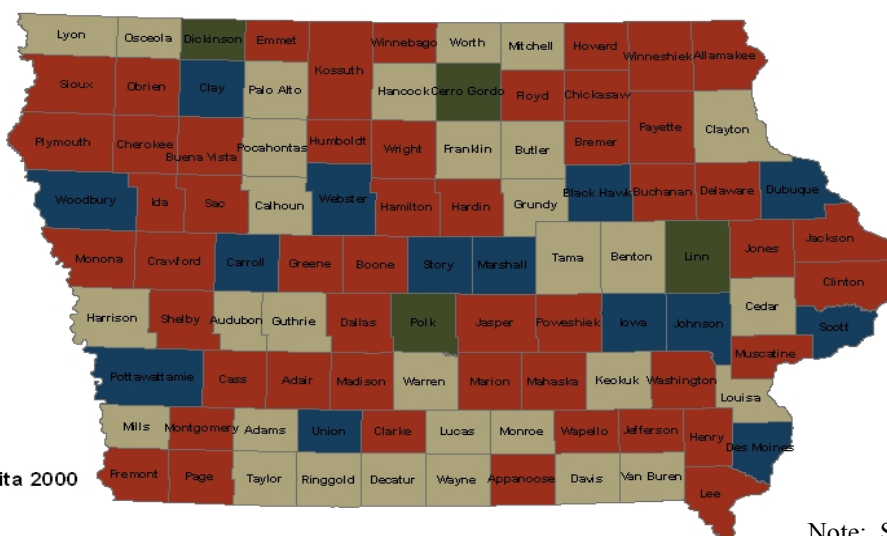
Note: Please see methodology section for information on the classification of the counties.

# Retail Sales Per Capita 2000 & 2007

Map A: 2007 Retail Sales per Capita



Map B: 2000 Retail Sales per Capita

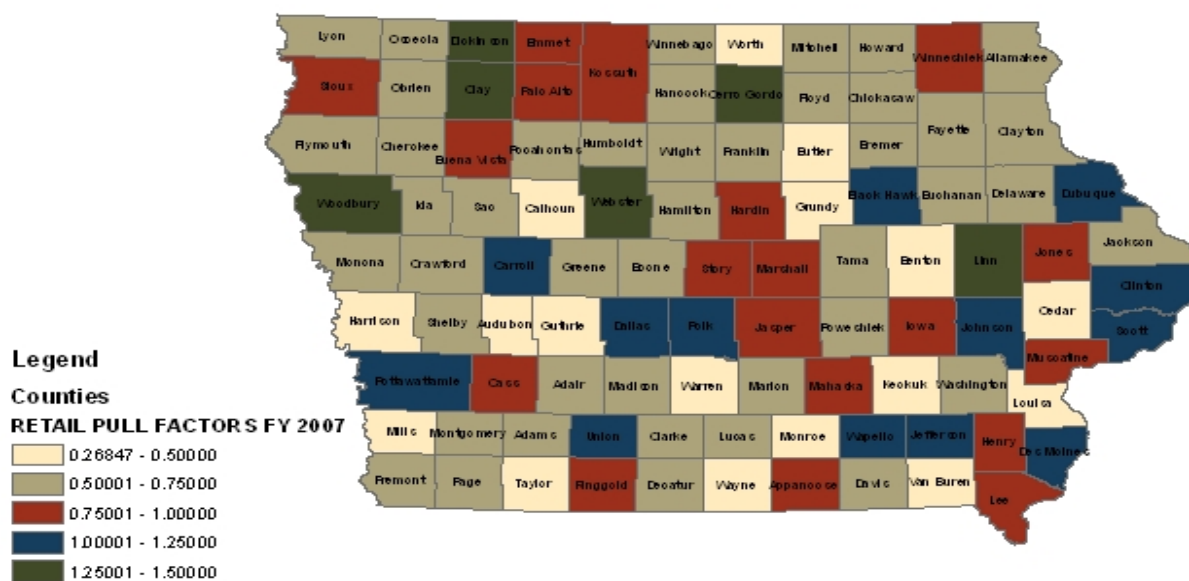


Note: Sales are not adjusted for inflation.  
 Data Source: Iowa Department of Revenue.

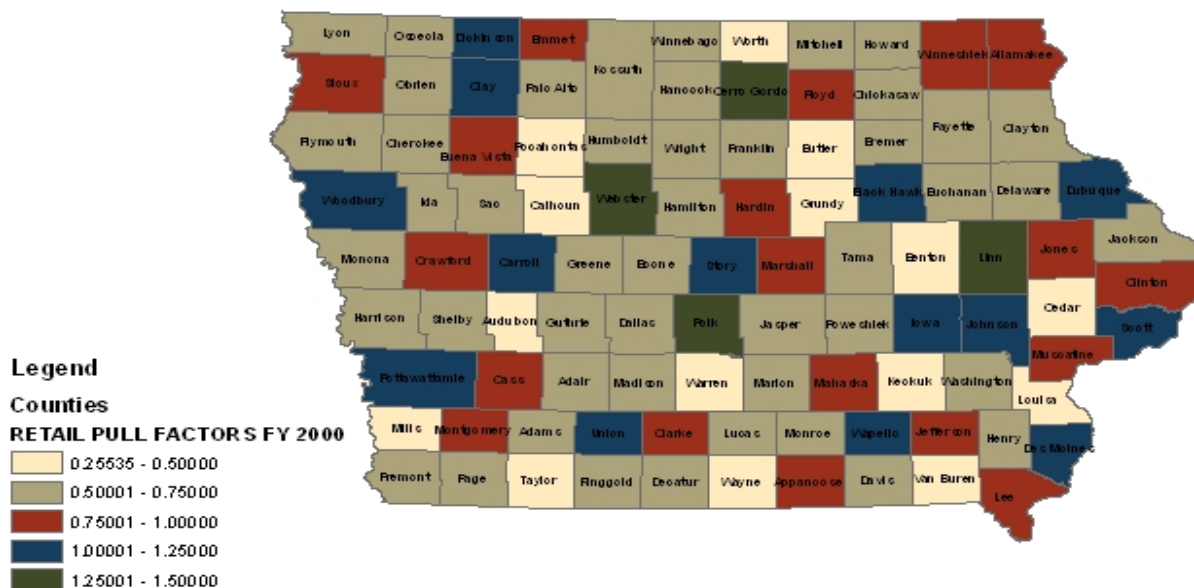
## Retail Trade Pull Factors for Iowa Counties

Pull factors are a measure of a county's ability to service its own consumers, a pull factor greater than one indicates a county is servicing more than its own population while a pull factor less than one indicates that sales may be "leaking" to other counties.

Map A: Fiscal Year 2007



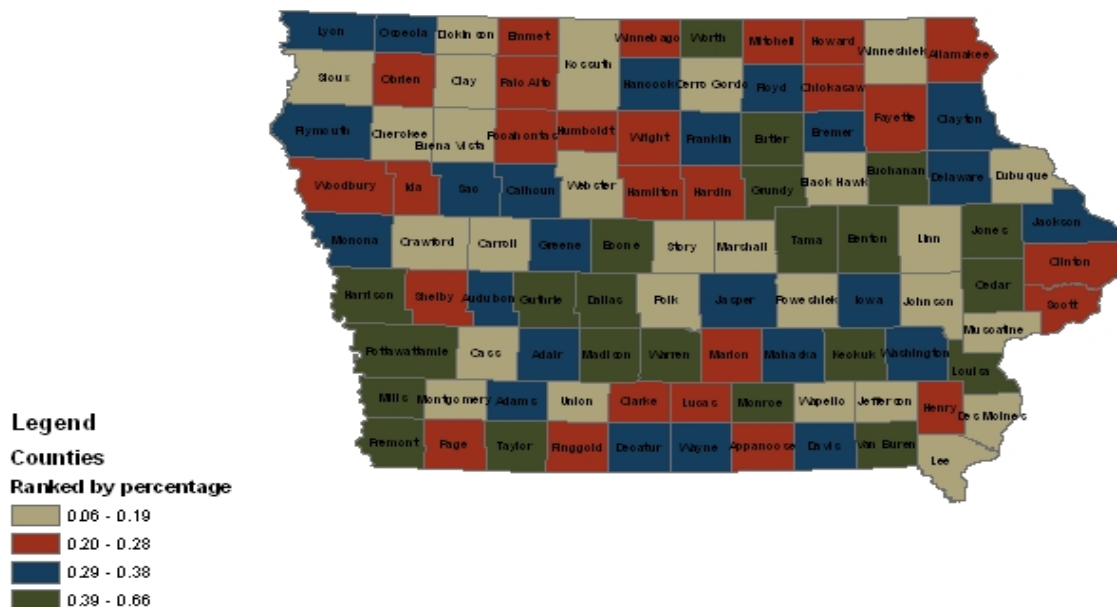
Map B: Fiscal Year 2000



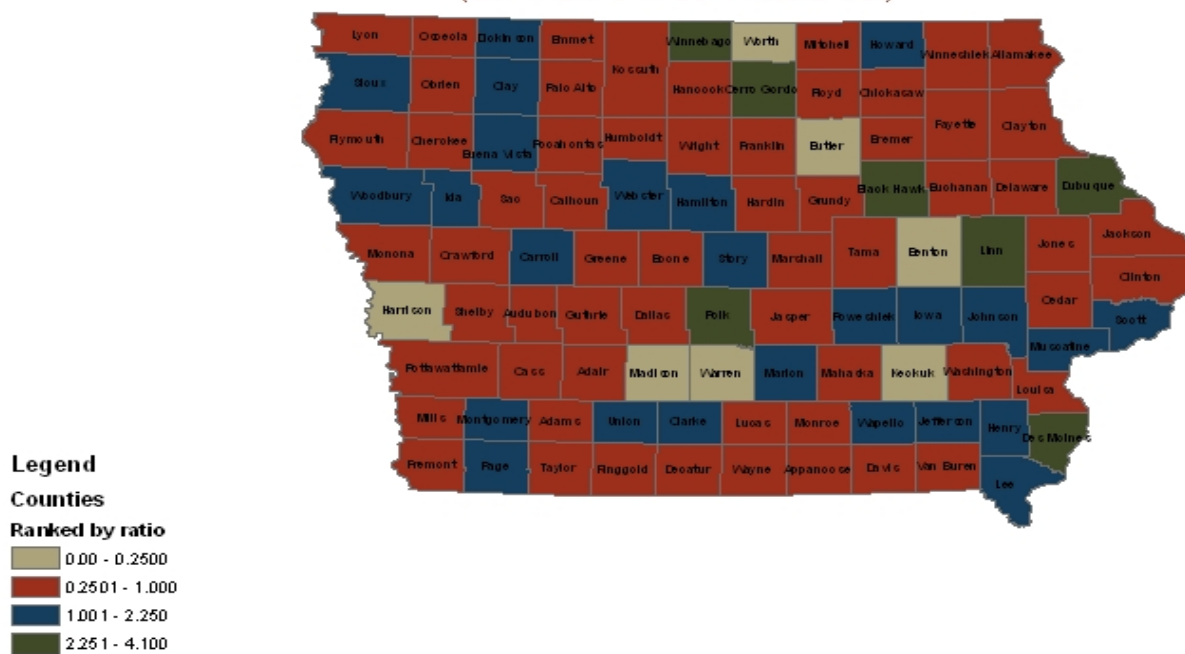
Data Source: Iowa Department of Revenue

## County Commuting Patterns 2000

Map A: Percentage of Population Commuting Out of County



Map B: Commuting Flow Ratio  
(Commuters-In/Commuters-Out)



# Iowa State University Retail Trade Analysis Program

**Appendix A:** Threshold levels computed for employer firms, select retail and service businesses all county classifications, alphabetical order

**Employer Firms**

**Group A**

**Group B**

**Group C**

**Group D**

NAICS Code	Description	Group A		Group B		Group C		Group D	
		Number Business	Threshold Level	Number Business	Threshold Level	Number Business	Threshold Level	Number Business	Threshold Level
5412	Accounting, Tax, Bookkeeping & Payroll	552	2,574	217	3,202	268	2,493	52	3,490
5313	Activities Related to Real Estate	342	4,155	99	7,019	84	7,953	8	22,683
5413	Architectural & Engineering Services	409	3,475	107	6,495	85	7,859	9	20,163
4411	Automobile Dealers	320	4,441	179	3,882	248	2,694	51	3,558
4413	Automotive Parts, Accessories, & Tire	365	3,893	207	3,357	239	2,795	62	2,927
8111	Automotive Repair & Maintenance	950	1,496	473	1,469	557	1,199	123	1,475
4453	Beer, Wine, & Liquor Stores	57	24,931	34	20,439	38	17,580	7	25,923
4512	Book, Periodical, & Music Stores	119	11,942	53	13,112	31	21,550	3	60,488
4441	Building Material & Supplies Stores	414	3,433	238	2,920	322	2,075	87	2,086
5614	Business Support Services	187	7,599	52	13,364	35	19,087	8	22,683
6244	Child Day Care Services	372	3,820	184	3,777	218	3,064	54	3,360
4481	Clothing Stores	542	2,622	170	4,088	142	4,705	18	10,081
8122	Death Care Services	117	12,146	124	5,604	192	3,479	53	3,424
4521	Department Stores	85	16,719	30	23,164	24	27,835	0	N/A
5221	Depository Credit Intermediation	688	2,066	391	1,777	457	1,462	141	1,287
4543	Direct Selling Establishments	146	9,734	112	6,205	121	5,521	33	5,499
7224	Drinking Places (Alcoholic Beverages)	505	2,814	253	2,747	262	2,550	79	2,297
8123	Drycleaning & Laundry Services	130	10,931	64	10,858	46	14,523	6	30,244
4541	Electronic Shopping & Mail Order	77	18,456	31	22,417	41	16,294	6	30,244
4431	Electronics & Appliance Stores	273	5,205	160	4,343	140	4,772	23	7,890
5613	Employment Services	212	6,703	56	12,409	38	17,580	1	18,1463
4531	Florists	98	14,501	75	9,266	109	6,129	31	5,854
7221	Full-Service Restaurants	1,104	1,287	523	1,329	581	1,150	146	1,243
4421	Furniture Stores	148	9,602	74	9,391	74	9,028	13	13,959
4471	Gasoline Stations	726	1,957	488	1,424	572	1,168	187	970
4451	Grocery Stores	270	5,263	157	4,426	243	2,749	75	2,420
4461	Health & Personal Care Stores	433	3,282	176	3,948	162	4,124	45	4,033
4422	Home Furnishings Stores	204	6,966	87	7,988	86	7,768	10	18,146
6216	Home Health Care Services	72	19,737	50	13,899	41	16,294	4	45,366
5241	Insurance Carriers	273	5,205	49	14,182	67	9,971	16	11,341
5616	Investigation & Security Services	124	11,460	30	23,164	16	4,1753	0	N/A
4483	Jewelry & Luggage Stores	150	9,474	49	14,182	49	13,633	2	90,732
4442	Lawn & Garden Equipment & Supplies	129	11,016	162	4,290	216	3,093	64	2,835
5411	Legal Services	795	1,788	356	1,952	382	1,749	109	1,665
7222	Limited-Service Eating Places	1,300	1,093	504	1,379	440	1,518	80	2,268
5416	Management & Technical Consulting	497	2,859	96	7,239	151	4,424	15	12,098
6231	Nursing Care Facilities	102	13,932	95	7,315	143	4,672	55	3,299
4532	Office Supplies, Stationery, Gift Store	269	5,283	139	4,999	130	5,139	23	7,890
6212	Offices of Dentists	575	2,471	234	2,970	223	2,996	45	4,033
6211	Offices of Physicians	762	1,865	277	2,509	217	3,079	46	3,945
5312	Offices of Real Estate Agents & Brokers	374	3,800	164	4,237	155	4,310	25	7,259
5239	Other Financial Investment Activities	202	7,035	43	16,161	50	13,361	2	90,732
4529	Other General Merchandise Stores	165	8,613	118	5,889	151	4,424	44	4,124
4539	Other Miscellaneous Store Retailers	238	5,971	78	8,909	76	8,790	14	12,962
4412	Other Motor Vehicle Dealers	103	13,797	67	10,372	65	10,278	11	16,497
8121	Personal Care Services	630	2,256	262	2,652	226	2,956	44	4,124
4482	Shoe Stores	148	9,602	58	11,982	42	15,906	4	45,366
7223	Special Food Services	157	9,052	46	15,107	45	14,845	7	25,923
4452	Specialty Food Stores	110	12,919	52	13,364	46	14,523	10	18,146
4511	Sporting Goods & Hobby Stores	301	4,721	115	6,043	84	7,953	13	13,959
4853	Taxi & Limousine Services	24	54,941	4	173,732	5	133,608	0	N/A
5615	Travel & Reservation Services	98	14,501	39	17,819	46	14,523	2	90,732
4533	Used Merchandise Stores	149	9,538	66	10,529	61	10,951	8	22,683
4542	Vending Machine Operators	45	3,1580	22	3,1588	4	167,010	2	90,732
4931	Warehousing & Storage	90	15,790	40	17,373	35	19,087	6	30,244
5621	Waste Collection	47	30,236	53	13,112	61	10,951	17	10,674



# Iowa State University Retail Trade Analysis Program

**Appendix B:** Threshold levels computed for non-employer firms, select retail and service businesses all county classifications, alphabetical order

## Non-Employer Firms

### Group A

### Group B

### Group C

### Group D

NAICS Code	Description	Number Business	Threshold Level	Number Business	Threshold Level	Number Business	Threshold Level	Number Business	Threshold Level
54 12	Accounting, Tax, Bookkeeping, & Payroll	1,145	1,241	497	1,398	507	1,318	140	1,296
53 13	Activities Related to Real Estate	2,374	599	799	870	752	888	192	945
54 13	Architectural & Engineering Services	635	2,238	208	3,341	118	5,661	34	5,337
44 11	Automobile Dealers	377	3,769	249	2,791	230	2,905	41	4,426
44 13	Automotive Parts, Accessories, & Tire	103	13,797	84	8,273	75	8,907	29	6,257
8 111	Automotive Repair & Maintenance	1,109	1,281	991	701	1,401	477	479	379
44 53	Beer, Wine, & Liquor Stores	5	284,218	0	N/A	0	N/A	0	N/A
45 12	Book, Periodical, & Music Stores	149	9,538	84	8,273	32	20,876	9	20,163
44 41	Building Material & Supplies Stores	104	13,664	40	17,373	50	13,361	22	8,248
56 14	Business Support Services	759	1,872	304	2,286	272	2,456	45	4,033
62 44	Child Day Care Services	6,552	217	3,327	209	3,325	201	801	227
44 81	Clothing Stores	169	8,409	91	7,637	86	7,768	14	12,962
8 122	Death Care Services	66	2,1532	54	12,869	39	17,129	6	30,244
45 21	Department Stores	0	N/A	0	N/A	0	N/A	0	N/A
52 21	Depository Credit Intermediation	37	38,408	22	31,588	8	83,505	3	60,488
45 43	Direct Selling Establishments	5,892	241	2,905	239	3,205	208	829	219
72 24	Drinking Places (Alcoholic Beverages)	126	11,279	88	7,897	103	6,486	47	3,861
8 123	Drycleaning & Laundry Services	98	14,501	69	10,071	44	15,183	3	60,488
45 41	Electronic Shopping & Mail Order	345	4,119	133	5,225	120	5,567	27	6,721
44 31	Electronics & Appliance Stores	95	14,959	69	10,071	49	13,633	17	10,674
56 13	Employment Services	63	22,557	13	53,456	3	222,680	0	N/A
45 31	Florists	71	20,015	33	21,058	45	14,845	13	13,959
72 21	Full-Service Restaurants	115	12,357	50	13,899	53	12,605	6	30,244
44 21	Furniture Stores	28	50,753	3	231,643	11	60,731	0	N/A
44 71	Gasoline Stations	17	83,594	20	34,746	30	22,268	3	60,488
44 51	Grocery Stores	72	19,737	12	57,911	16	41,753	6	30,244
44 61	Health & Personal Care Stores	591	2,405	251	2,769	288	2,320	71	2,556
44 22	Home Furnishings Stores	109	13,038	57	12,192	21	31,811	0	N/A
62 16	Home Health Care Services	776	1,831	585	1,188	460	1,452	157	1,156
52 41	Insurance Carriers	0	N/A	0	N/A	0	N/A	0	N/A
56 16	Investigation & Security Services	165	8,613	27	25,738	3	222,680	0	N/A
44 83	Jewelry & Luggage Stores	128	11,102	29	23,963	7	95,434	4	45,366
44 42	Lawn & Garden Equipment & Supplies	21	67,671	20	34,746	14	47,717	6	30,244
54 11	Legal Services	785	1,810	194	3,582	131	5,100	6	30,244
72 22	Limited-Service Eating Places	105	13,534	49	14,182	51	13,099	8	22,683
54 16	Management & Technical Consulting	2,226	638	619	1,123	574	1,164	114	1,592
62 31	Nursing Care Facilities	0	N/A	0	N/A	0	N/A	0	N/A
45 32	Office Supplies, Stationery, Gift Store	330	4,306	220	3,159	273	2,447	75	2,420
62 12	Offices of Dentists	77	18,456	6	115,821	3	222,680	0	N/A
62 11	Offices of Physicians	606	2,345	169	4,112	153	4,366	13	13,959
53 12	Offices of Real Estate Agents & Brokers	2,609	545	961	723	720	928	151	1,202
52 39	Other Financial Investment Activities	966	1,471	359	1,936	332	2,012	60	3,024
45 29	Other General Merchandise Stores	0	N/A	0	N/A	0	N/A	0	N/A
45 39	Other Miscellaneous Store Retailers	663	2,143	468	1,485	558	1,197	170	1,067
44 12	Other Motor Vehicle Dealers	141	10,079	80	8,687	75	8,907	27	6,721
8 121	Personal Care Services	3,181	447	1,781	390	2,075	322	591	307
44 82	Shoe Stores	3	473,697	0	N/A	0	N/A	0	N/A
72 23	Special Food Services	397	3,580	220	3,159	198	3,374	73	2,486
44 52	Specialty Food Stores	117	12,146	50	13,899	51	13,099	6	30,244
45 11	Sporting Goods & Hobby Stores	336	4,229	232	2,995	277	2,412	57	3,184
48 53	Taxi & Limousine Services	168	7,849	32	2,177	0	N/A	3	60,488
56 15	Travel & Reservation Services	72	19,737	0	N/A	6	111,340	0	N/A
45 33	Used Merchandise Stores	313	4,540	245	2,836	198	3,374	74	2,452
45 42	Vending Machine Operators	172	8,262	76	9,144	25	26,722	5	36,293
49 31	Warehousing & Storage	26	54,657	10	69,493	0	N/A	0	N/A
56 21	Waste Collection	0	N/A	0	N/A	0	N/A	0	N/A

# Iowa State University Retail Trade Analysis Program

**Appendix C:** Threshold levels computed for employer and non-employer firms, select retail and service businesses all county classifications, alphabetical order

**All Firms**

**Group A**

**Group B**

**Group C**

**Group D**

NAICS Code	Description	Number Business	Threshold Level	Number Business	Threshold Level	Number Business	Threshold Level	Number Business	Threshold Level
5412	Accounting, Tax, Bookkeeping & Payroll	1,697	837	714	973	775	862	192	945
5313	Activities Related to Real Estate	2,716	523	898	774	836	799	200	907
5413	Architectural & Engineering Services	1,044	1,361	315	2,206	203	3,291	43	4,220
4411	Automobile Dealers	697	2,039	428	1,624	478	1,398	92	1,972
4413	Automotive Parts, Accessories, & Tire	468	3,037	291	2,388	314	2,128	91	1,994
8111	Automotive Repair & Maintenance	2,059	690	1,464	475	1,958	341	602	301
4453	Beer, Wine, & Liquor Stores	62	22,921	34	20,439	38	17,580	7	25,923
4512	Book, Periodical, & Music Stores	268	5,303	137	5,072	63	10,604	12	15,122
4441	Building Material & Supplies Stores	518	2,743	278	2,500	372	1,796	109	1,665
5614	Business Support Services	946	1,502	356	1,952	307	2,176	53	3,424
6244	Child Day Care Services	6,924	205	3,511	198	3,543	189	855	212
4481	Clothing Stores	711	1,999	261	2,663	228	2,930	32	5,671
8122	Death Care Services	183	7,766	178	3,904	231	2,892	59	3,076
4521	Department Stores	85	16,719	30	23,164	24	27,835	0	N/A
5221	Depository Credit Intermediation	725	1,960	413	1,683	465	1,437	144	1,260
4543	Direct Selling Establishments	6,038	235	3,017	230	3,326	201	862	211
7224	Drinking Places (Alcoholic Beverages)	631	2,252	341	2,038	365	1,830	126	1,440
8123	Drycleaning & Laundry Services	228	6,233	133	5,225	90	7,423	9	20,163
4541	Electronic Shopping & Mail Order	422	3,368	164	4,237	161	4,149	33	5,499
4431	Electronics & Appliance Stores	368	3,862	229	3,035	189	3,535	40	4,537
5613	Employment Services	275	5,168	69	10,071	41	16,294	1	18,163
4531	Florists	169	8,409	108	6,435	154	4,338	44	4,124
7221	Full-Service Restaurants	1,219	1,166	573	1,213	634	1,054	152	1,194
4421	Furniture Stores	176	8,074	77	9,025	85	7,859	13	13,959
4471	Gasoline Stations	743	1,913	508	1,368	602	1,110	190	955
4451	Grocery Stores	342	4,155	169	4,112	259	2,579	81	2,240
4461	Health & Personal Care Stores	1,024	1,388	427	1,627	450	1,485	116	1,564
4422	Home Furnishings Stores	313	4,540	144	4,826	107	6,243	10	18,146
6216	Home Health Care Services	848	1,676	635	1,094	501	1,333	161	1,127
5241	Insurance Carriers	273	5,205	49	14,182	67	9,971	16	11,341
5616	Investigation & Security Services	289	4,917	57	12,192	19	35,160	0	N/A
4483	Jewelry & Luggage Stores	278	5,112	78	8,909	56	11,929	6	30,244
4442	Lawn & Garden Equipment & Supplies	150	9,474	182	3,818	230	2,905	70	2,592
5411	Legal Services	1,580	899	550	1,264	513	1,302	115	1,578
7222	Limited-Service Eating Places	1,405	1,011	553	1,257	491	1,361	88	2,062
5416	Management & Technical Consulting	2,723	522	715	972	725	921	129	1,407
6231	Nursing Care Facilities	102	13,932	95	7,315	143	4,672	55	3,299
4532	Office Supplies, Stationery, Gift Store	599	2,372	359	1,936	403	1,658	98	1,852
6212	Offices of Dentists	652	2,180	240	2,896	226	2,956	45	4,033
6211	Offices of Physicians	1,368	1,039	446	1,558	370	1,806	59	3,076
5312	Offices of Real Estate Agents & Brokers	2,983	476	1,125	618	875	763	176	1,031
5239	Other Financial Investment Activities	1,168	1,217	402	1,729	382	1,749	62	2,927
4529	Other General Merchandise Stores	165	8,613	118	5,889	151	4,424	44	4,124
4539	Other Miscellaneous Store Retailers	901	1,577	546	1,273	634	1,054	184	986
4412	Other Motor Vehicle Dealers	244	5,824	147	4,727	140	4,772	38	4,775
8121	Personal Care Services	3,811	373	2,043	340	2,301	290	635	286
4482	Shoe Stores	151	9,411	58	11,982	42	15,906	4	45,366
7223	Special Food Services	554	2,565	266	2,613	243	2,749	80	2,268
4452	Specialty Food Stores	227	6,260	102	6,813	97	6,887	16	11,341
4511	Sporting Goods & Hobby Stores	637	2,231	347	2,003	361	1,851	70	2,592
4853	Taxi & Limousine Services	192	6,868	36	19,304	5	133,608	3	N/A
5615	Travel & Reservation Services	170	8,359	39	17,819	52	12,847	2	90,732
4533	Used Merchandise Stores	462	3,076	311	2,234	259	2,579	82	2,213
4542	Vending Machine Operators	217	6,549	98	7,091	29	23,036	7	25,923
4931	Warehousing & Storage	116	12,251	50	13,899	35	19,087	6	30,244
5621	Waste Collection	47	30,236	53	13,112	61	10,951	17	10,674

# Iowa State University Retail Trade Analysis Program

## Appendix D: County thresholds GROUP A compared to state thresholds, with variances. Employer & Non-Employer Firms

Naics	Description	Group Business	Threshold Group A	State Business	Threshold State	Peer % Total Business	Threshold Variance
5412	Accounting, Tax, Bookkeeping & Payroll	1,697	837	3,379	878	50.22%	-4.58%
5313	Activities Related to Real Estate	2,716	523	4,650	638	58.41%	-17.96%
5413	Architectural & Engineering Services	1,044	1,361	1,605	1,848	65.05%	-26.33%
4411	Automobile Dealers	697	2,039	1,695	1,750	41.12%	16.54%
4413	Automotive Parts, Accessories, & Tire	468	3,037	1,164	2,548	40.21%	19.19%
8111	Automotive Repair & Maintenance	2,059	690	6,033	492	34.13%	40.41%
4453	Beer, Wine, & Liquor Stores	62	22,921	141	21,032	43.97%	8.98%
4512	Book, Periodical, & Music Stores	268	5,303	480	6,178	55.83%	-14.17%
4441	Building Material & Supplies Stores	518	2,743	1,277	2,322	40.56%	18.14%
5614	Business Support Services	946	1,502	1,666	1,780	56.78%	-15.61%
6244	Child Day Care Services	6,924	205	14,833	200	46.68%	2.66%
4481	Clothing Stores	711	1,999	1,232	2,407	57.71%	-16.96%
8122	Death Care Services	183	7,766	651	4,555	28.11%	70.47%
4521	Department Stores	85	16,719	139	21,335	61.15%	-21.64%
5221	Depository Credit Intermediation	725	1,960	1,752	1,693	41.38%	15.80%
4543	Direct Selling Establishments	6,038	235	13,243	224	45.59%	5.10%
7224	Drinking Places (Alcoholic Beverages)	631	2,252	1,463	2,027	43.13%	11.11%
8123	Drycleaning & Laundry Services	228	6,233	460	6,447	49.57%	-3.32%
4541	Electronic Shopping & Mail Order	422	3,368	780	3,802	54.10%	-114.3%
4431	Electronics & Appliance Stores	368	3,862	826	3,590	44.55%	7.56%
5613	Employment Services	275	5,168	390	7,604	70.51%	-32.04%
4531	Florists	169	8,409	475	6,243	35.58%	34.69%
7221	Full-Service Restaurants	1,219	1,166	2,578	1,150	47.28%	1.34%
4421	Furniture Stores	176	8,074	351	8,449	50.14%	-4.43%
4471	Gasoline Stations	743	1,913	2,043	1,452	36.37%	31.77%
4451	Grocery Stores	342	4,155	851	3,485	40.19%	19.24%
4461	Health & Personal Care Stores	1,024	1,388	2,017	1,470	50.77%	-5.61%
4422	Home Furnishings Stores	313	4,540	574	5,166	54.53%	-12.12%
6216	Home Health Care Services	848	1,676	2,264	1,310	37.46%	27.94%
5241	Insurance Carriers	273	5,205	424	6,994	64.39%	-25.57%
5616	Investigation & Security Services	289	4,917	366	8,103	78.96%	-39.31%
4483	Jewelry & Luggage Stores	278	5,112	418	7,095	66.51%	-27.95%
4442	Lawn & Garden Equipment & Supplies	150	9,474	632	4,692	23.73%	101.90%
5411	Legal Services	1,580	899	2,758	1,075	57.29%	-16.35%
7222	Limited-Service Eating Places	1,405	1,011	2,537	1,169	55.38%	-13.47%
5416	Management & Technical Consulting	2,723	522	4,293	691	63.43%	-24.45%
6231	Nursing Care Facilities	102	13,932	396	7,489	25.76%	86.04%
4532	Office Supplies, Stationery, Gift Store	599	2,372	1,459	2,033	41.06%	16.72%
6212	Offices of Dentists	652	2,180	1,163	2,550	56.06%	-14.52%
6211	Offices of Physicians	1,368	1,039	2,243	1,322	60.99%	-214.3%
5312	Offices of Real Estate Agents & Brokers	2,983	476	5,159	575	57.82%	-17.12%
5239	Other Financial Investment Activities	1,168	1,217	2,014	1,472	57.99%	-17.37%
4529	Other General Merchandise Stores	165	8,613	478	6,204	34.52%	38.82%
4539	Other Miscellaneous Store Retailers	901	1,577	2,265	1,309	39.78%	20.47%
4412	Other Motor Vehicle Dealers	244	5,824	569	5,212	42.88%	11.75%
8121	Personal Care Services	3,811	373	8,819	336	43.21%	10.89%
4482	Shoe Stores	151	9,411	255	11,630	59.22%	-19.07%
7223	Special Food Services	554	2,565	1,143	2,595	48.47%	-1.13%
4452	Specialty Food Stores	227	6,260	442	6,709	51.36%	-6.69%
4511	Sporting Goods & Hobby Stores	637	2,231	1,415	2,096	45.02%	6.45%
4853	Taxi & Limousine Services	192	6,868	236	12,566	81.36%	-45.35%
5615	Travel & Reservation Services	170	8,359	266	11,149	63.91%	-25.02%
4533	Used Merchandise Stores	462	3,076	1,114	2,662	41.47%	15.55%
4542	Vending Machine Operators	217	6,549	351	8,449	61.82%	-22.49%
4931	Warehousing & Storage	116	12,251	207	14,326	56.04%	-14.49%
5621	Waste Collection	47	30,236	178	16,660	26.40%	814.9%

# Iowa State University Retail Trade Analysis Program

## Appendix E: County thresholds GROUP B compared to state thresholds, with variances. Employer & Non-Employer Firms

Naics	Description	Group Business	Threshold Group B	State Business	Threshold State	Peer % Total Business	Threshold Variance
5412	Accounting, Tax, Bookkeeping & Payroll	714	973	3,379	878	21.13%	10.90%
5313	Activities Related to Real Estate	898	774	4,650	638	19.31%	21.34%
5413	Architectural & Engineering Services	315	2,206	1,605	1,848	19.63%	19.40%
4411	Automobile Dealers	428	1,624	1,695	1,750	25.25%	-7.20%
4413	Automotive Parts, Accessories, & Tire	291	2,388	1,164	2,548	25.00%	-6.27%
8111	Automotive Repair & Maintenance	1,464	475	6,033	492	24.27%	-3.43%
4453	Beer, Wine, & Liquor Stores	34	20,439	141	21,032	24.11%	-2.82%
4512	Book, Periodical, & Music Stores	137	5,072	480	6,178	28.54%	-17.90%
4441	Building Material & Supplies Stores	278	2,500	1,277	2,322	21.77%	7.64%
5614	Business Support Services	356	1,952	1,666	1,780	21.37%	9.66%
6244	Child Day Care Services	3,511	198	14,833	200	23.67%	-1.00%
4481	Clothing Stores	261	2,663	1,232	2,407	21.19%	10.61%
8122	Death Care Services	178	3,904	651	4,555	27.34%	-14.30%
4521	Department Stores	30	23,164	139	21,335	21.58%	8.58%
5221	Depository Credit Intermediation	413	1,683	1,752	1,693	23.57%	-0.59%
4543	Direct Selling Establishments	3,017	230	13,243	224	22.78%	2.86%
7224	Drinking Places (Alcoholic Beverages)	341	2,038	1,463	2,027	23.31%	0.54%
8123	Drycleaning & Laundry Services	133	5,225	460	6,447	28.91%	-18.95%
4541	Electronic Shopping & Mail Order	164	4,237	780	3,802	21.03%	11.45%
4431	Electronics & Appliance Stores	229	3,035	826	3,590	27.72%	-15.48%
5613	Employment Services	69	10,071	390	7,604	17.69%	32.45%
4531	Florists	108	6,435	475	6,243	22.74%	3.06%
7221	Full-Service Restaurants	573	1,213	2,578	1,150	22.23%	5.43%
4421	Furniture Stores	77	9,025	351	8,449	21.94%	6.82%
4471	Gasoline Stations	508	1,368	2,043	1,452	24.87%	-5.76%
4451	Grocery Stores	169	4,112	851	3,485	19.86%	18.00%
4461	Health & Personal Care Stores	427	1,627	2,017	1,470	21.17%	10.69%
4422	Home Furnishings Stores	144	4,826	574	5,166	25.09%	-6.59%
6216	Home Health Care Services	635	1,094	2,264	1,310	28.05%	-16.45%
5241	Insurance Carriers	49	14,182	424	6,994	11.56%	102.77%
5616	Investigation & Security Services	57	12,192	366	8,103	15.57%	50.47%
4483	Jewelry & Luggage Stores	78	8,909	418	7,095	18.66%	25.58%
4442	Lawn & Garden Equipment & Supplies	182	3,818	632	4,692	28.80%	-18.63%
5411	Legal Services	550	1,264	2,758	1,075	19.94%	17.51%
7222	Limited-Service Eating Places	553	1,257	2,537	1,169	21.80%	7.51%
5416	Management & Technical Consulting	715	972	4,293	691	16.66%	40.70%
6231	Nursing Care Facilities	95	7,315	396	7,489	23.99%	-2.32%
4532	Office Supplies, Stationery, Gift Store	359	1,936	1,459	2,033	24.61%	-4.76%
6212	Offices of Dentists	240	2,896	1,163	2,550	20.64%	13.56%
6211	Offices of Physicians	446	1,558	2,243	1,322	19.88%	17.85%
5312	Offices of Real Estate Agents & Brokers	1,125	618	5,159	575	21.81%	7.46%
5239	Other Financial Investment Activities	402	1,729	2,014	1,472	19.96%	17.40%
4529	Other General Merchandise Stores	118	5,889	478	6,204	24.69%	-5.07%
4539	Other Miscellaneous Store Retailers	546	1,273	2,265	1,309	24.11%	-2.79%
4412	Other Motor Vehicle Dealers	147	4,727	569	5,212	25.83%	-9.29%
8121	Personal Care Services	2,043	340	8,819	336	23.17%	1.16%
4482	Shoe Stores	58	11,982	255	11,630	22.75%	3.03%
7223	Special Food Services	266	2,613	1,143	2,595	23.27%	0.69%
4452	Specialty Food Stores	102	6,813	442	6,709	23.08%	1.55%
4511	Sporting Goods & Hobby Stores	347	2,003	1,415	2,096	24.52%	-4.44%
4853	Taxi & Limousine Services	36	19,304	236	12,566	15.25%	53.62%
5615	Travel & Reservation Services	39	17,819	266	11,149	14.66%	59.83%
4533	Used Merchandise Stores	311	2,234	1,114	2,662	27.92%	-16.06%
4542	Vending Machine Operators	98	7,091	351	8,449	27.92%	-16.07%
4931	Warehousing & Storage	50	13,899	207	14,326	24.15%	-2.99%
5621	Waste Collection	53	13,112	178	16,660	29.78%	-21.30%

# Iowa State University Retail Trade Analysis Program

## Appendix F: County thresholds GROUP C compared to state thresholds, with variances. Employer & Non-Employer Firms

Naics	Description	Group Business	Threshold Group C	State Business	Threshold State	Peer % Total Business	Threshold Variance
5412	Accounting, Tax, Bookkeeping & Payroll	775	862	3,379	878	22.94%	-1.78%
5313	Activities Related to Real Estate	836	799	4,650	638	17.98%	25.30%
5413	Architectural & Engineering Services	203	3,291	1,605	1,848	12.65%	78.11%
4411	Automobile Dealers	478	1,398	1,695	1,750	28.20%	-20.12%
4413	Automotive Parts, Accessories, & Tire	314	2,128	1,164	2,548	26.98%	-16.49%
8111	Automotive Repair & Maintenance	1,958	341	6,033	492	32.45%	-30.59%
4453	Beer, Wine, & Liquor Stores	38	17,580	141	21,032	26.95%	-16.41%
4512	Book, Periodical, & Music Stores	63	10,604	480	6,178	13.13%	71.63%
4441	Building Material & Supplies Stores	372	1,796	1,277	2,322	29.13%	-22.67%
5614	Business Support Services	307	2,176	1,666	1,780	18.43%	22.25%
6244	Child Day Care Services	3,543	189	14,833	200	23.89%	-5.69%
4481	Clothing Stores	228	2,930	1,232	2,407	18.51%	21.72%
8122	Death Care Services	231	2,892	651	4,555	35.48%	-36.52%
4521	Department Stores	24	27,835	139	21,335	17.27%	30.47%
5221	Depository Credit Intermediation	465	1,437	1,752	1,693	26.54%	-15.12%
4543	Direct Selling Establishments	3,326	201	13,243	224	25.12%	-10.31%
7224	Drinking Places (Alcoholic Beverages)	365	1,830	1,463	2,027	24.95%	-9.71%
8123	Drycleaning & Laundry Services	90	7,423	460	6,447	19.57%	15.14%
4541	Electronic Shopping & Mail Order	161	4,149	780	3,802	20.64%	9.14%
4431	Electronics & Appliance Stores	189	3,535	826	3,590	22.88%	-1.55%
5613	Employment Services	41	16,294	390	7,604	10.51%	114.28%
4531	Florists	154	4,338	475	6,243	32.42%	-30.52%
7221	Full-Service Restaurants	634	1,054	2,578	1,150	24.59%	-8.40%
4421	Furniture Stores	85	7,859	351	8,449	24.22%	-6.98%
4471	Gasoline Stations	602	1,110	2,043	1,452	29.47%	-23.55%
4451	Grocery Stores	259	2,579	851	3,485	30.43%	-25.98%
4461	Health & Personal Care Stores	450	1,485	2,017	1,470	22.31%	0.97%
4422	Home Furnishings Stores	107	6,243	574	5,166	18.64%	20.85%
6216	Home Health Care Services	501	1,333	2,264	1,310	22.13%	1.80%
5241	Insurance Carriers	67	9,971	424	6,994	15.80%	42.56%
5616	Investigation & Security Services	19	35,160	366	8,103	5.19%	333.94%
4483	Jewelry & Luggage Stores	56	11,929	418	7,095	13.40%	68.15%
4442	Lawn & Garden Equipment & Supplies	230	2,905	632	4,692	36.39%	-38.10%
5411	Legal Services	513	1,302	2,758	1,075	18.60%	21.11%
7222	Limited-Service Eating Places	491	1,361	2,537	1,169	19.35%	16.40%
5416	Management & Technical Consulting	725	921	4,293	691	16.89%	33.39%
6231	Nursing Care Facilities	143	4,672	396	7,489	36.11%	-37.62%
4532	Office Supplies, Stationery, Gift Store	403	1,658	1,459	2,033	27.62%	-18.44%
6212	Offices of Dentists	226	2,956	1,163	2,550	19.43%	15.92%
6211	Offices of Physicians	370	1,806	2,243	1,322	16.50%	36.56%
5312	Offices of Real Estate Agents & Brokers	875	763	5,159	575	16.96%	32.82%
5239	Other Financial Investment Activities	382	1,749	2,014	1,472	18.97%	18.77%
4529	Other General Merchandise Stores	151	4,424	478	6,204	31.59%	-28.69%
4539	Other Miscellaneous Store Retailers	634	1,054	2,265	1,309	27.99%	-19.52%
4412	Other Motor Vehicle Dealers	140	4,772	569	5,212	24.60%	-8.44%
8121	Personal Care Services	2,301	290	8,819	336	26.09%	-13.66%
4482	Shoe Stores	42	15,906	255	11,630	16.47%	36.77%
7223	Special Food Services	243	2,749	1,143	2,595	21.26%	5.96%
4452	Specialty Food Stores	97	6,887	442	6,709	21.95%	2.65%
4511	Sporting Goods & Hobby Stores	361	1,851	1,415	2,096	25.51%	-11.70%
4853	Taxi & Limousine Services	5	13,608	236	12,566	2.12%	963.27%
5615	Travel & Reservation Services	52	12,847	266	11,149	19.55%	15.23%
4533	Used Merchandise Stores	259	2,579	1,114	2,662	23.25%	-3.11%
4542	Vending Machine Operators	29	23,036	351	8,449	8.26%	172.65%
4931	Warehousing & Storage	35	19,087	207	14,326	16.91%	33.23%
5621	Waste Collection	61	10,951	178	16,660	34.27%	-34.27%



# Iowa State University Retail Trade Analysis Program

## Appendix G: County thresholds GROUP D compared to state thresholds, with variances. Employer & Non-Employer Firms

Naics	Description	Group Business	Threshold Group D	State Business	Threshold State	Peer % Total Business	Threshold Variance
5412	Accounting, Tax, Bookkeeping & Payroll	192	945	3,379	878	5.68%	7.69%
5313	Activities Related to Real Estate	200	907	4,650	638	4.30%	42.27%
5413	Architectural & Engineering Services	43	4,220	1,605	1,848	2.68%	128.40%
4411	Automobile Dealers	92	1,972	1,695	1,750	5.43%	12.74%
4413	Automotive Parts, Accessories, & Tire	91	1,994	1,164	2,548	7.82%	-2.173%
8111	Automotive Repair & Maintenance	602	301	6,033	492	9.98%	-38.68%
4453	Beer, Wine, & Liquor Stores	7	25,923	141	21,032	4.96%	23.26%
4512	Book, Periodical, & Music Stores	12	15,122	480	6,178	2.50%	144.76%
4441	Building Material & Supplies Stores	109	1,665	1,277	2,322	8.54%	-28.31%
5614	Business Support Services	53	3,424	1,666	1,780	3.18%	92.35%
6244	Child Day Care Services	855	212	14,833	200	5.76%	6.16%
4481	Clothing Stores	32	5,671	1,232	2,407	2.60%	135.58%
8122	Death Care Services	59	3,076	651	4,555	9.06%	-32.48%
4521	Department Stores	0	N/A	139	21,335	*****	N/A
5221	Depository Credit Intermediation	144	1,260	1,752	1,693	8.22%	-25.55%
4543	Direct Selling Establishments	862	211	13,243	224	6.51%	-5.99%
7224	Drinking Places (Alcoholic Beverages)	126	1,440	1,463	2,027	8.61%	-28.95%
8123	Drycleaning & Laundry Services	9	20,163	460	6,447	1.96%	212.75%
4541	Electronic Shopping & Mail Order	33	5,499	780	3,802	4.23%	44.63%
4431	Electronics & Appliance Stores	40	4,537	826	3,590	4.84%	26.36%
5613	Employment Services	1	18,146.3	390	7,604	0.26%	2286.44%
4531	Florists	44	4,124	475	6,243	9.26%	-33.94%
7221	Full-Service Restaurants	152	1,194	2,578	1,150	5.90%	3.78%
4421	Furniture Stores	13	13,959	351	8,449	3.70%	65.22%
4471	Gasoline Stations	190	955	2,043	1,452	9.30%	-34.20%
4451	Grocery Stores	81	2,240	851	3,485	9.52%	-35.71%
4461	Health & Personal Care Stores	116	1,564	2,017	1,470	5.75%	6.40%
4422	Home Furnishings Stores	10	18,146	574	5,166	1.74%	251.24%
6216	Home Health Care Services	161	1,127	2,264	1,310	7.11%	-13.95%
5241	Insurance Carriers	16	11,341	424	6,994	3.77%	62.16%
5616	Investigation & Security Services	0	N/A	366	8,103	*****	N/A
4483	Jewelry & Luggage Stores	6	30,244	418	7,095	1.44%	326.30%
4442	Lawn & Garden Equipment & Supplies	70	2,592	632	4,692	11.08%	-44.75%
5411	Legal Services	115	1,578	2,758	1,075	4.17%	46.75%
7222	Limited-Service Eating Places	88	2,062	2,537	1,169	3.47%	76.41%
5416	Management & Technical Consulting	129	1,407	4,293	691	3.00%	103.64%
6231	Nursing Care Facilities	55	3,299	396	7,489	13.89%	-55.94%
4532	Office Supplies, Stationery, Gift Store	98	1,852	1,459	2,033	6.72%	-8.90%
6212	Offices of Dentists	45	4,033	1,163	2,550	3.87%	58.14%
6211	Offices of Physicians	59	3,076	2,243	1,322	2.63%	132.63%
5312	Offices of Real Estate Agents & Brokers	176	1,031	5,159	575	3.41%	79.37%
5239	Other Financial Investment Activities	62	2,927	2,014	1,472	3.08%	98.77%
4529	Other General Merchandise Stores	44	4,124	478	6,204	9.21%	-33.52%
4539	Other Miscellaneous Store Retailers	184	986	2,265	1,309	8.12%	-24.68%
4412	Other Motor Vehicle Dealers	38	4,775	569	5,212	6.68%	-8.37%
8121	Personal Care Services	635	286	8,819	336	7.20%	-15.02%
4482	Shoe Stores	4	45,366	255	11,630	1.57%	290.09%
7223	Special Food Services	80	2,268	1,143	2,595	7.00%	-12.57%
4452	Specialty Food Stores	16	11,341	442	6,709	3.62%	69.04%
4511	Sporting Goods & Hobby Stores	70	2,592	1,415	2,096	4.95%	23.69%
4853	Taxi & Limousine Services	3	60,488	236	12,566	1.27%	381.37%
5615	Travel & Reservation Services	2	90,732	266	11,149	0.75%	713.84%
4533	Used Merchandise Stores	82	2,213	1,114	2,662	7.36%	-16.87%
4542	Vending Machine Operators	7	25,923	351	8,449	1.99%	206.83%
4931	Warehousing & Storage	6	30,244	207	14,326	2.90%	111.11%
5621	Waste Collection	17	10,674	178	16,660	9.55%	-35.93%

## Iowa State University Retail Trade Analysis Program

### Appendix H: Employer and Non-Employer Share of State's Total Number of Firms

NAICS	DESCRIPTION	EMPLOYER	% OF STATE TOTAL	NON-EMPLOYER	% OF STATE TOTAL
54 12	Accounting, Tax, Bookkeeping & Payroll	1,090	32.26%	2,289	67.74%
53 13	Activities Related to Real Estate	533	11.46%	4,117	88.54%
54 13	Architectural & Engineering Services	6 10	38.01%	995	61.99%
44 11	Automobile Dealers	798	47.08%	897	52.92%
44 13	Automotive Parts, Accessories, & Tire	873	75.00%	291	25.00%
8 111	Automotive Repair & Maintenance	2,103	34.57%	3,980	65.43%
4453	Beer, Wine, & Liquor Stores	136	96.45%	5	3.55%
4512	Book, Periodical, & Music Stores	206	42.92%	274	57.08%
4441	Building Material & Supplies Stores	1,061	83.09%	2 16	16.91%
56 14	Business Support Services	286	17.17%	1,380	82.83%
6244	Child Day Care Services	828	5.58%	14,005	94.42%
4481	Clothing Stores	872	70.78%	360	29.22%
8 122	Death Care Services	486	74.65%	165	25.35%
4521	Department Stores	139	100.00%	0	0.00%
5221	Depository Credit Intermediation	1,682	96.00%	70	4.00%
4543	Direct Selling Establishments	4 12	3.11%	12,831	96.89%
7224	Drinking Places (Alcoholic Beverages)	1,099	75.12%	364	24.88%
8 123	Drycleaning & Laundry Services	246	53.48%	2 14	46.52%
4541	Electronic Shopping & Mail Order	155	19.87%	625	80.13%
4431	Electronics & Appliance Stores	596	72.15%	230	27.85%
56 13	Employment Services	311	79.74%	79	20.26%
4531	Florists	313	65.89%	162	34.11%
7221	Full-Service Restaurants	2,354	91.31%	224	8.69%
4421	Furniture Stores	309	88.03%	42	11.97%
4471	Gasoline Stations	1,973	96.57%	70	3.43%
4451	Grocery Stores	745	87.54%	106	12.46%
4461	Health & Personal Care Stores	8 16	40.46%	1,201	59.54%
4422	Home Furnishings Stores	387	67.42%	187	32.58%
62 16	Home Health Care Services	286	12.63%	1,978	87.37%
5241	Insurance Carriers	424	100.00%	0	0.00%
56 16	Investigation & Security Services	171	46.72%	195	53.28%
4483	Jewelry & Luggage Stores	250	59.81%	168	40.19%
4442	Lawn & Garden Equipment & Supplies	571	90.35%	61	9.65%
54 11	Legal Services	1,642	59.54%	1,116	40.46%
7222	Limited-Service Eating Places	2,324	91.60%	2 13	8.40%
54 16	Management & Technical Consulting	760	17.70%	3,533	82.30%
6231	Nursing Care Facilities	396	100.00%	0	0.00%
4532	Office Supplies, Stationery, Gift Store	561	38.45%	898	61.55%
62 12	Offices of Dentists	1,077	92.61%	86	7.39%
62 11	Offices of Physicians	1,302	58.05%	941	41.95%
53 12	Offices of Real Estate Agents & Brokers	718	13.92%	4,441	86.08%
5239	Other Financial Investment Activities	297	14.75%	1,717	85.25%
4529	Other General Merchandise Stores	478	100.00%	0	0.00%
4539	Other Miscellaneous Store Retailers	406	17.92%	1,859	82.08%
44 12	Other Motor Vehicle Dealers	246	43.23%	323	56.77%
8 121	Personal Care Services	1,162	13.18%	7,657	86.82%
4482	Shoe Stores	252	98.82%	3	1.18%
7223	Special Food Services	255	22.31%	888	77.69%
4452	Specialty Food Stores	2 18	49.32%	224	50.68%
4511	Sporting Goods & Hobby Stores	513	36.25%	902	63.75%
4853	Taxi & Limousine Services	33	13.98%	203	86.02%
56 15	Travel & Reservation Services	188	70.68%	78	29.32%
4533	Used Merchandise Stores	284	25.49%	830	74.51%
4542	Vending Machine Operators	73	20.80%	278	79.20%
4931	Warehousing & Storage	171	82.61%	36	17.39%
5621	Waste Collection	178	100.00%	0	0.00%

# Iowa State University Retail Trade Analysis Program

## Appendix I: Non-Employer Share of Total Number of Firms by Peer Group

NAICS Code	Description	Group A	Group B	Group C	Group D
		Non-Employer % Of Total Firms	Non-Employer % Of Total Firms	Non-Employer % Of Total Firms	Non-Employer % Of Total Firms
5412	Accounting, Tax, Bookkeeping, & Payroll	67%	70%	65%	73%
5313	Activities Related to Real Estate	87%	89%	90%	96%
5413	Architectural & Engineering Services	61%	66%	58%	79%
4411	Automobile Dealers	54%	58%	48%	45%
4413	Automotive Parts, Accessories, & Tire	22%	29%	24%	32%
8111	Automotive Repair & Maintenance	54%	68%	72%	80%
4453	Beer, Wine, & Liquor Stores	8%	0%	0%	0%
4512	Book, Periodical, & Music Stores	56%	61%	51%	75%
4441	Building Material & Supplies Stores	20%	14%	13%	20%
5614	Business Support Services	80%	85%	89%	85%
6244	Child Day Care Services	95%	95%	94%	94%
4481	Clothing Stores	24%	35%	38%	44%
8122	Death Care Services	36%	30%	17%	10%
4521	Department Stores	0%	0%	0%	0%
5221	Depository Credit Intermediation	5%	5%	2%	2%
4543	Direct Selling Establishments	98%	96%	96%	96%
7224	Drinking Places (Alcoholic Beverages)	20%	26%	28%	37%
8123	Drycleaning & Laundry Services	43%	52%	49%	33%
4541	Electronic Shopping & Mail Order	82%	81%	75%	82%
4431	Electronics & Appliance Stores	26%	30%	26%	43%
5613	Employment Services	23%	19%	7%	0%
4531	Florists	42%	31%	29%	30%
7221	Full-Service Restaurants	9%	9%	8%	4%
4421	Furniture Stores	16%	4%	13%	0%
4471	Gasoline Stations	2%	4%	5%	2%
4451	Grocery Stores	21%	7%	6%	7%
4461	Health & Personal Care Stores	58%	59%	64%	61%
4422	Home Furnishings Stores	35%	40%	20%	0%
6216	Home Health Care Services	92%	92%	92%	98%
5241	Insurance Carriers	0%	0%	0%	0%
5616	Investigation & Security Services	57%	47%	16%	0%
4483	Jewelry & Luggage Stores	46%	37%	13%	67%
4442	Lawn & Garden Equipment & Supplies	14%	11%	6%	9%
5411	Legal Services	50%	35%	26%	5%
7222	Limited-Service Eating Places	7%	9%	10%	9%
5416	Management & Technical Consulting	82%	87%	79%	88%
6231	Nursing Care Facilities	0%	0%	0%	0%
4532	Office Supplies, Stationery, Gift Store	55%	61%	68%	77%
6212	Offices of Dentists	12%	3%	1%	0%
6211	Offices of Physicians	44%	38%	41%	22%
5312	Offices of Real Estate Agents & Brokers	87%	85%	82%	86%
5239	Other Financial Investment Activities	83%	89%	87%	97%
4529	Other General Merchandise Stores	0%	0%	0%	0%
4539	Other Miscellaneous Store Retailers	74%	86%	88%	92%
4412	Other Motor Vehicle Dealers	58%	54%	54%	71%
8121	Personal Care Services	83%	87%	90%	93%
4482	Shoe Stores	2%	0%	0%	0%
7223	Special Food Services	72%	83%	81%	91%
4452	Specialty Food Stores	52%	49%	53%	38%
4511	Sporting Goods & Hobby Stores	53%	67%	77%	81%
4853	Taxi & Limousine Services	88%	89%	0%	100%
5615	Travel & Reservation Services	42%	0%	12%	0%
4533	Used Merchandise Stores	68%	79%	76%	90%
4542	Vending Machine Operators	79%	78%	86%	71%
4931	Warehousing & Storage	22%	20%	0%	0%
5621	Waste Collection	0%	0%	0%	0%

### ACKNOWLEDGEMENTS

This report is a continuation of the program created by Dr. Kenneth Stone, Professor of Economics at Iowa State University, in the early 1980's. The program was designed to help business and community leaders understand trends and strengths in their local retail sectors. The continuation of the program demonstrates the value of the mission and contributions of Dr. Stone and those who assisted him through the years, professional staff members including Scott Baumler and Georgeanne Artz.

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## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Adair County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	5	8	-3
Activities Related to Real Estate	10	9	1
Architectural & Engineering Services	6	2	4
Automobile Dealers	1	4	-3
Automotive Parts, Accessories, & Tire	1	4	-3
Automotive Repair & Maintenance	28	26	2
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	4	5	-1
Business Support Services	3	2	1
Child Day Care Services	47	37	10
Clothing Stores	1	1	0
Death Care Services	1	3	-2
Department Stores	0	0	0
Depository Credit Intermediation	5	6	-1
Direct Selling Establishments	39	37	2
Drinking Places (Alcoholic Beverages)	5	5	0
Drycleaning & Laundry Services	1	0	1
Electronic Shopping & Mail Order	4	1	3
Electronics & Appliance Stores	1	2	-1
Employment Services	0	0	0
Florists	1	2	-1
Full-Service Restaurants	5	7	-2
Furniture Stores	0	1	-1
Gasoline Stations	8	8	0
Grocery Stores	3	3	0
Health & Personal Care Stores	3	5	-2
Home Furnishings Stores	0	0	0
Home Health Care Services	6	7	-1
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	5	3	2
Legal Services	6	5	1
Limited-Service Eating Places	7	4	3
Management, Scientific, & Technical Consulting	6	6	0
Nursing Care Facilities	2	2	0
Office Supplies, Stationery, Gift Store	2	4	-2
Offices of Dentists	2	2	0
Offices of Physicians	3	3	0
Offices of Real Estate Agents & Brokers	12	8	4
Other Financial Investment Activities	0	3	-3
Other General Merchandise Stores	3	2	1
Other Miscellaneous Store Retailers	9	8	1
Other Motor Vehicle Dealers	1	2	-1
Personal Care Services	29	27	2
Shoe Stores	0	0	0
Special Food Services	0	3	-3
Specialty Food Stores	3	1	2
Sporting Goods & Hobby Stores	6	3	3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	6	4	2
Vending Machine Operators	1	0	1
Warehousing & Storage	0	0	0
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Adams County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	1	4	-3
Activities Related to Real Estate	8	5	3
Architectural & Engineering Services	0	1	-1
Automobile Dealers	1	2	-1
Automotive Parts, Accessories, & Tire	4	2	2
Automotive Repair & Maintenance	19	14	5
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	0	0	0
Building Material & Supplies Stores	2	3	-1
Business Support Services	1	1	0
Child Day Care Services	16	20	-4
Clothing Stores	0	1	-1
Death Care Services	1	1	0
Department Stores	0	0	0
Depository Credit Intermediation	4	3	1
Direct Selling Establishments	26	20	6
Drinking Places (Alcoholic Beverages)	1	3	-2
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	0	1	-1
Electronics & Appliance Stores	1	1	0
Employment Services	0	0	0
Florists	0	1	-1
Full-Service Restaurants	3	4	-1
Furniture Stores	1	0	1
Gasoline Stations	4	4	0
Grocery Stores	1	2	-1
Health & Personal Care Stores	1	3	-2
Home Furnishings Stores	1	0	1
Home Health Care Services	5	4	1
Insurance Carriers	0	0	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	2	2	0
Legal Services	2	3	-1
Limited-Service Eating Places	3	2	1
Management, Scientific, & Technical Consulting	0	3	-3
Nursing Care Facilities	1	1	0
Office Supplies, Stationery, Gift Store	4	2	2
Offices of Dentists	1	1	0
Offices of Physicians	1	1	0
Offices of Real Estate Agents & Brokers	9	4	5
Other Financial Investment Activities	0	1	-1
Other General Merchandise Stores	2	1	1
Other Miscellaneous Store Retailers	2	4	-2
Other Motor Vehicle Dealers	0	1	-1
Personal Care Services	16	15	1
Shoe Stores	0	0	0
Special Food Services	0	2	-2
Specialty Food Stores	1	0	1
Sporting Goods & Hobby Stores	0	2	-2
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	0	2	-2
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	0	0	0



## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Allamakee County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	24	17	7
Activities Related to Real Estate	15	18	-3
Architectural & Engineering Services	4	4	0
Automobile Dealers	15	11	4
Automotive Parts, Accessories, & Tire	6	7	-1
Automotive Repair & Maintenance	47	43	4
Beer, Wine, & Liquor Stores	2	1	1
Book, Periodical, & Music Stores	1	1	0
Building Material & Supplies Stores	10	8	2
Business Support Services	11	7	4
Child Day Care Services	71	78	-7
Clothing Stores	0	5	-5
Death Care Services	6	5	1
Department Stores	0	1	0
Depository Credit Intermediation	8	10	-2
Direct Selling Establishments	61	74	-13
Drinking Places (Alcoholic Beverages)	12	8	4
Drycleaning & Laundry Services	0	2	-2
Electronic Shopping & Mail Order	9	4	5
Electronics & Appliance Stores	5	4	1
Employment Services	0	1	-1
Florists	3	3	0
Full-Service Restaurants	20	14	6
Furniture Stores	3	2	1
Gasoline Stations	15	13	2
Grocery Stores	10	6	4
Health & Personal Care Stores	7	10	-3
Home Furnishings Stores	1	2	-1
Home Health Care Services	17	11	6
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	3	5	-2
Legal Services	14	11	3
Limited-Service Eating Places	3	11	-8
Management, Scientific, & Technical Consulting	13	16	-3
Nursing Care Facilities	5	3	2
Office Supplies, Stationery, Gift Store	11	9	2
Offices of Dentists	4	5	-1
Offices of Physicians	7	8	-1
Offices of Real Estate Agents & Brokers	27	19	8
Other Financial Investment Activities	5	8	-3
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	17	14	3
Other Motor Vehicle Dealers	5	3	2
Personal Care Services	36	51	-15
Shoe Stores	0	1	-1
Special Food Services	6	5	1
Specialty Food Stores	4	2	2
Sporting Goods & Hobby Stores	5	8	-3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	8	6	2
Vending Machine Operators	0	1	-1
Warehousing & Storage	0	1	-1
Waste Collection	2	1	1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Appanoose County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	21	16	5
Activities Related to Real Estate	9	17	-8
Architectural & Engineering Services	2	4	-2
Automobile Dealers	26	10	16
Automotive Parts, Accessories, & Tire	5	6	-1
Automotive Repair & Maintenance	45	40	5
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	3	8	-5
Business Support Services	0	6	-6
Child Day Care Services	53	72	-19
Clothing Stores	3	5	-2
Death Care Services	2	5	-3
Department Stores	1	0	0
Depository Credit Intermediation	6	9	-3
Direct Selling Establishments	39	68	-29
Drinking Places (Alcoholic Beverages)	7	7	0
Drycleaning & Laundry Services	1	2	-1
Electronic Shopping & Mail Order	0	3	-3
Electronics & Appliance Stores	4	4	0
Employment Services	1	1	0
Florists	2	3	-1
Full-Service Restaurants	15	13	2
Furniture Stores	5	2	3
Gasoline Stations	14	12	2
Grocery Stores	7	5	2
Health & Personal Care Stores	8	9	-1
Home Furnishings Stores	1	2	-1
Home Health Care Services	41	10	31
Insurance Carriers	0	1	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	5	5	0
Legal Services	7	10	-3
Limited-Service Eating Places	7	10	-3
Management, Scientific, & Technical Consulting	9	15	-6
Nursing Care Facilities	2	3	-1
Office Supplies, Stationery, Gift Store	8	8	0
Offices of Dentists	4	5	-1
Offices of Physicians	5	8	-3
Offices of Real Estate Agents & Brokers	16	18	-2
Other Financial Investment Activities	0	8	-8
Other General Merchandise Stores	2	3	-1
Other Miscellaneous Store Retailers	28	13	15
Other Motor Vehicle Dealers	1	3	-2
Personal Care Services	45	47	-2
Shoe Stores	2	1	1
Special Food Services	3	5	-2
Specialty Food Stores	2	2	0
Sporting Goods & Hobby Stores	7	7	0
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	10	5	5
Vending Machine Operators	0	1	-1
Warehousing & Storage	1	1	0
Waste Collection	2	1	1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Audubon County</b>			
<b>Trade Classification: D</b>			
<b>Descriptor</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	9	7	2
Activities Related to Real Estate	8	7	1
Architectural & Engineering Services	1	2	-1
Automobile Dealers	1	3	-2
Automotive Parts, Accessories, & Tire	2	3	-1
Automotive Repair & Maintenance	24	21	3
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	0	0	0
Building Material & Supplies Stores	5	4	1
Business Support Services	5	2	3
Child Day Care Services	32	30	2
Clothing Stores	0	1	-1
Death Care Services	4	2	2
Department Stores	0	0	0
Depository Credit Intermediation	5	5	0
Direct Selling Establishments	31	30	1
Drinking Places (Alcoholic Beverages)	7	4	3
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	0	1	-1
Electronics & Appliance Stores	0	1	-1
Employment Services	0	0	0
Florists	5	2	3
Full-Service Restaurants	6	5	1
Furniture Stores	1	0	1
Gasoline Stations	5	7	-2
Grocery Stores	3	3	0
Health & Personal Care Stores	3	4	-1
Home Furnishings Stores	0	0	0
Home Health Care Services	0	6	-6
Insurance Carriers	0	1	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	1	2	-1
Legal Services	5	4	1
Limited-Service Eating Places	4	3	1
Management, Scientific, & Technical Consulting	9	5	4
Nursing Care Facilities	2	2	0
Office Supplies, Stationery, Gift Store	4	3	1
Offices of Dentists	2	2	0
Offices of Physicians	3	2	1
Offices of Real Estate Agents & Brokers	8	6	2
Other Financial Investment Activities	0	2	-2
Other General Merchandise Stores	2	2	0
Other Miscellaneous Store Retailers	14	6	8
Other Motor Vehicle Dealers	0	1	-1
Personal Care Services	25	22	3
Shoe Stores	0	0	0
Special Food Services	3	3	0
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	1	2	-1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	0	3	-3
Vending Machine Operators	1	0	1
Warehousing & Storage	0	0	0
Waste Collection	2	1	1

<b>County to Peer Group Comparison</b>			
<b>Benton County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	21	28	-7
Activities Related to Real Estate	28	35	-7
Architectural & Engineering Services	10	12	-2
Automobile Dealers	13	17	-4
Automotive Parts, Accessories, & Tire	12	11	1
Automotive Repair & Maintenance	72	57	15
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	5	5	0
Building Material & Supplies Stores	8	11	-3
Business Support Services	15	14	1
Child Day Care Services	166	136	30
Clothing Stores	3	10	-7
Death Care Services	11	7	4
Department Stores	0	1	0
Depository Credit Intermediation	21	16	5
Direct Selling Establishments	146	117	29
Drinking Places (Alcoholic Beverages)	15	13	2
Drycleaning & Laundry Services	2	5	-3
Electronic Shopping & Mail Order	9	6	3
Electronics & Appliance Stores	5	9	-4
Employment Services	0	3	-3
Florists	5	4	1
Full-Service Restaurants	10	22	-12
Furniture Stores	2	3	-1
Gasoline Stations	17	20	-3
Grocery Stores	8	7	1
Health & Personal Care Stores	12	17	-5
Home Furnishings Stores	3	6	-3
Home Health Care Services	20	25	-5
Insurance Carriers	2	2	0
Investigation & Security Services	0	2	0
Jewelry & Luggage Stores	5	3	2
Lawn & Garden Equipment & Supplies	15	7	8
Legal Services	14	21	-7
Limited-Service Eating Places	14	21	-7
Management, Scientific, & Technical Consulting	22	28	-6
Nursing Care Facilities	4	4	0
Office Supplies, Stationery, Gift Store	11	14	-3
Offices of Dentists	5	9	-4
Offices of Physicians	7	17	-10
Offices of Real Estate Agents & Brokers	35	44	-9
Other Financial Investment Activities	10	16	-6
Other General Merchandise Stores	6	5	1
Other Miscellaneous Store Retailers	17	21	-4
Other Motor Vehicle Dealers	2	6	-4
Personal Care Services	81	79	2
Shoe Stores	2	2	0
Special Food Services	14	10	4
Specialty Food Stores	2	4	-2
Sporting Goods & Hobby Stores	10	13	-3
Taxi & Limousine Services	0	1	-1
Travel & Reservation Services	0	2	-2
Used Merchandise Stores	5	12	-7
Vending Machine Operators	5	4	1
Warehousing & Storage	4	2	2
Waste Collection	2	2	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Black Hawk County</b>			
<b>Trade Classification: A</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	130	150	-20
Activities Related to Real Estate	195	241	-46
Architectural & Engineering Services	66	93	-27
Automobile Dealers	64	62	2
Automotive Parts, Accessories, & Tire	43	41	2
Automotive Repair & Maintenance	182	183	-1
Beer, Wine, & Liquor Stores	5	5	0
Book, Periodical, & Music Stores	26	24	2
Building Material & Supplies Stores	43	46	-3
Business Support Services	56	84	-28
Child Day Care Services	526	614	-88
Clothing Stores	56	63	-7
Death Care Services	24	16	8
Department Stores	8	8	0
Depository Credit Intermediation	69	64	5
Direct Selling Establishments	474	535	-61
Drinking Places (Alcoholic Beverages)	67	56	11
Drycleaning & Laundry Services	20	20	0
Electronic Shopping & Mail Order	33	37	-4
Electronics & Appliance Stores	33	33	0
Employment Services	22	24	-2
Florists	13	15	-2
Full-Service Restaurants	100	108	-8
Furniture Stores	21	16	5
Gasoline Stations	65	66	-1
Grocery Stores	34	30	4
Health & Personal Care Stores	83	91	-8
Home Furnishings Stores	24	28	-4
Home Health Care Services	89	75	14
Insurance Carriers	10	24	-14
Investigation & Security Services	26	26	0
Jewelry & Luggage Stores	23	25	-2
Law n & Garden Equipment & Supplies	11	13	-2
Legal Services	94	140	-46
Limited-Service Eating Places	108	125	-17
Management, Scientific, & Technical Consulting	134	241	-107
Nursing Care Facilities	10	9	1
Office Supplies, Stationery, Gift Store	51	53	-2
Offices of Dentists	61	58	3
Offices of Physicians	109	121	-12
Offices of Real Estate Agents & Brokers	211	264	-53
Other Financial Investment Activities	81	104	-23
Other General Merchandise Stores	17	15	2
Other Miscellaneous Store Retailers	80	80	0
Other Motor Vehicle Dealers	37	22	15
Personal Care Services	349	338	11
Shoe Stores	13	13	0
Special Food Services	40	49	-9
Specialty Food Stores	22	20	2
Sporting Goods & Hobby Stores	67	56	11
Taxi & Limousine Services	9	18	-9
Travel & Reservation Services	15	15	0
Used Merchandise Stores	44	41	3
Vending Machine Operators	21	19	2
Warehousing & Storage	12	10	2
Waste Collection	5	4	1

<b>County to Peer Group Comparison</b>			
<b>Boone County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	21	27	-6
Activities Related to Real Estate	27	34	-7
Architectural & Engineering Services	31	12	19
Automobile Dealers	4	16	-12
Automotive Parts, Accessories, & Tire	7	11	-4
Automotive Repair & Maintenance	45	56	-11
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	5	5	0
Building Material & Supplies Stores	4	11	-7
Business Support Services	10	14	-4
Child Day Care Services	137	134	3
Clothing Stores	6	10	-4
Death Care Services	9	7	2
Department Stores	1	1	0
Depository Credit Intermediation	14	16	-2
Direct Selling Establishments	148	115	33
Drinking Places (Alcoholic Beverages)	7	13	-6
Drycleaning & Laundry Services	2	5	-3
Electronic Shopping & Mail Order	6	6	0
Electronics & Appliance Stores	7	9	-2
Employment Services	1	3	-2
Florists	1	4	-3
Full-Service Restaurants	14	22	-8
Furniture Stores	2	3	-1
Gasoline Stations	16	19	-3
Grocery Stores	7	6	1
Health & Personal Care Stores	14	16	-2
Home Furnishings Stores	0	5	-5
Home Health Care Services	18	24	-6
Insurance Carriers	1	2	-1
Investigation & Security Services	0	2	0
Jewelry & Luggage Stores	2	3	-1
Lawn & Garden Equipment & Supplies	9	7	2
Legal Services	14	21	-7
Limited-Service Eating Places	17	21	-4
Management, Scientific, & Technical Consulting	31	27	4
Nursing Care Facilities	3	4	-1
Office Supplies, Stationery, Gift Store	8	14	-6
Offices of Dentists	11	9	2
Offices of Physicians	15	17	-2
Offices of Real Estate Agents & Brokers	43	43	0
Other Financial Investment Activities	14	15	-1
Other General Merchandise Stores	1	4	-3
Other Miscellaneous Store Retailers	10	21	-11
Other Motor Vehicle Dealers	0	6	-6
Personal Care Services	69	78	-9
Shoe Stores	0	2	-2
Special Food Services	12	10	2
Specialty Food Stores	1	4	-3
Sporting Goods & Hobby Stores	11	13	-2
Taxi & Limousine Services	0	1	-1
Travel & Reservation Services	1	1	0
Used Merchandise Stores	8	12	-4
Vending Machine Operators	6	4	2
Warehousing & Storage	1	2	-1
Waste Collection	2	2	0



<b>County to Peer Group Comparison</b>			
<b>Bremer County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	21	24	-3
Activities Related to Real Estate	33	30	3
Architectural & Engineering Services	11	11	0
Automobile Dealers	10	15	-5
Automotive Parts, Accessories, & Tire	11	10	1
Automotive Repair & Maintenance	47	50	-3
Beer, Wine, & Liquor Stores	5	1	4
Book, Periodical, & Music Stores	7	5	2
Building Material & Supplies Stores	13	9	4
Business Support Services	7	12	-5
Child Day Care Services	125	119	6
Clothing Stores	4	9	-5
Death Care Services	5	6	-1
Department Stores	1	1	0
Depository Credit Intermediation	15	14	1
Direct Selling Establishments	151	102	49
Drinking Places (Alcoholic Beverages)	7	12	-5
Drycleaning & Laundry Services	7	5	2
Electronic Shopping & Mail Order	1	6	-5
Electronics & Appliance Stores	8	8	0
Employment Services	0	2	-2
Florists	3	4	-1
Full-Service Restaurants	16	19	-3
Furniture Stores	2	3	-1
Gasoline Stations	13	17	-4
Grocery Stores	4	6	-2
Health & Personal Care Stores	14	14	0
Home Furnishings Stores	7	5	2
Home Health Care Services	18	22	-4
Insurance Carriers	6	2	4
Investigation & Security Services	3	2	0
Jewelry & Luggage Stores	1	3	-2
Law n & Garden Equipment & Supplies	4	6	-2
Legal Services	14	19	-5
Limited-Service Eating Places	17	19	-2
Management, Scientific, & Technical Consulting	24	24	0
Nursing Care Facilities	3	3	0
Office Supplies, Stationery, Gift Store	13	12	1
Offices of Dentists	10	8	2
Offices of Physicians	12	15	-3
Offices of Real Estate Agents & Brokers	41	38	3
Other Financial Investment Activities	7	14	-7
Other General Merchandise Stores	1	4	-3
Other Miscellaneous Store Retailers	13	19	-6
Other Motor Vehicle Dealers	6	5	1
Personal Care Services	89	69	20
Shoe Stores	1	2	-1
Special Food Services	18	9	9
Specialty Food Stores	1	3	-2
Sporting Goods & Hobby Stores	18	12	6
Taxi & Limousine Services	0	1	-1
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	7	11	-4
Vending Machine Operators	4	3	1
Warehousing & Storage	1	2	-1
Waste Collection	0	2	-2

<b>County to Peer Group Comparison</b>			
<b>Buchanan County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	17	24	-7
Activities Related to Real Estate	18	26	-8
Architectural & Engineering Services	4	6	-2
Automobile Dealers	17	15	2
Automotive Parts, Accessories, & Tire	12	10	2
Automotive Repair & Maintenance	50	62	-12
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	3	2	1
Building Material & Supplies Stores	15	12	3
Business Support Services	4	10	-6
Child Day Care Services	125	111	14
Clothing Stores	3	7	-4
Death Care Services	3	7	-4
Department Stores	1	1	0
Depository Credit Intermediation	14	15	-1
Direct Selling Establishments	112	105	7
Drinking Places (Alcoholic Beverages)	14	11	3
Drycleaning & Laundry Services	1	3	-2
Electronic Shopping & Mail Order	6	5	1
Electronics & Appliance Stores	8	6	2
Employment Services	1	1	0
Florists	5	5	0
Full-Service Restaurants	16	20	-4
Furniture Stores	5	3	2
Gasoline Stations	18	19	-1
Grocery Stores	8	8	0
Health & Personal Care Stores	9	14	-5
Home Furnishings Stores	6	3	3
Home Health Care Services	17	16	1
Insurance Carriers	0	2	-2
Investigation & Security Services	0	1	0
Jewelry & Luggage Stores	0	2	-2
Law n & Garden Equipment & Supplies	9	7	2
Legal Services	11	16	-5
Limited-Service Eating Places	8	15	-7
Management, Scientific, & Technical Consulting	13	23	-10
Nursing Care Facilities	2	4	-2
Office Supplies, Stationery, Gift Store	24	13	11
Offices of Dentists	3	7	-4
Offices of Physicians	6	12	-6
Offices of Real Estate Agents & Brokers	24	28	-4
Other Financial Investment Activities	10	12	-2
Other General Merchandise Stores	3	5	-2
Other Miscellaneous Store Retailers	11	20	-9
Other Motor Vehicle Dealers	3	4	-1
Personal Care Services	88	72	16
Shoe Stores	0	1	-1
Special Food Services	7	8	-1
Specialty Food Stores	4	3	1
Sporting Goods & Hobby Stores	7	11	-4
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	2	-1
Used Merchandise Stores	9	8	1
Vending Machine Operators	0	1	-1
Warehousing & Storage	0	1	-1
Waste Collection	0	2	-2

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Buena Vista County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	22	21	1
Activities Related to Real Estate	22	26	-4
Architectural & Engineering Services	9	9	0
Automobile Dealers	10	12	-2
Automotive Parts, Accessories, & Tire	7	8	-1
Automotive Repair & Maintenance	40	42	-2
Beer, Wine, & Liquor Stores	2	1	1
Book, Periodical, & Music Stores	1	4	-3
Building Material & Supplies Stores	7	8	-1
Business Support Services	7	10	-3
Child Day Care Services	79	102	-23
Clothing Stores	12	8	4
Death Care Services	6	5	1
Department Stores	0	1	0
Depository Credit Intermediation	16	12	4
Direct Selling Establishments	76	87	-11
Drinking Places (Alcoholic Beverages)	15	10	5
Drycleaning & Laundry Services	6	4	2
Electronic Shopping & Mail Order	5	5	0
Electronics & Appliance Stores	8	7	1
Employment Services	5	2	3
Florists	3	3	0
Full-Service Restaurants	18	17	1
Furniture Stores	3	2	1
Gasoline Stations	16	15	1
Grocery Stores	12	5	7
Health & Personal Care Stores	9	12	-3
Home Furnishings Stores	7	4	3
Home Health Care Services	6	18	-12
Insurance Carriers	1	1	0
Investigation & Security Services	1	2	0
Jewelry & Luggage Stores	1	2	-1
Law n & Garden Equipment & Supplies	7	5	2
Legal Services	17	16	1
Limited-Service Eating Places	12	16	-4
Management, Scientific, & Technical Consulting	20	21	-1
Nursing Care Facilities	4	3	1
Office Supplies, Stationery, Gift Store	7	10	-3
Offices of Dentists	9	7	2
Offices of Physicians	10	13	-3
Offices of Real Estate Agents & Brokers	17	33	-16
Other Financial Investment Activities	17	12	5
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	19	16	3
Other Motor Vehicle Dealers	2	4	-2
Personal Care Services	64	59	5
Shoe Stores	2	2	0
Special Food Services	10	8	2
Specialty Food Stores	1	3	-2
Sporting Goods & Hobby Stores	12	10	2
Taxi & Limousine Services	1	1	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	7	9	-2
Vending Machine Operators	0	3	-3
Warehousing & Storage	2	1	1
Waste Collection	2	2	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Butler County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	9	16	-7
Activities Related to Real Estate	15	17	-2
Architectural & Engineering Services	1	4	-3
Automobile Dealers	7	8	-1
Automotive Parts, Accessories, & Tire	11	8	3
Automotive Repair & Maintenance	49	50	-1
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	3	1	2
Building Material & Supplies Stores	10	9	1
Business Support Services	1	4	-3
Child Day Care Services	93	71	22
Clothing Stores	2	3	-1
Death Care Services	4	5	-1
Department Stores	0	0	0
Depository Credit Intermediation	11	12	-1
Direct Selling Establishments	68	71	-3
Drinking Places (Alcoholic Beverages)	6	10	-4
Drycleaning & Laundry Services	0	1	-1
Electronic Shopping & Mail Order	6	3	3
Electronics & Appliance Stores	7	3	4
Employment Services	0	0	0
Florists	1	4	-3
Full-Service Restaurants	11	13	-2
Furniture Stores	1	1	0
Gasoline Stations	14	16	-2
Grocery Stores	6	7	-1
Health & Personal Care Stores	16	10	6
Home Furnishings Stores	1	1	0
Home Health Care Services	16	13	3
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	3	6	-3
Legal Services	9	10	-1
Limited-Service Eating Places	5	7	-2
Management, Scientific, & Technical Consulting	14	11	3
Nursing Care Facilities	6	5	1
Office Supplies, Stationery, Gift Store	14	8	6
Offices of Dentists	2	4	-2
Offices of Physicians	3	5	-2
Offices of Real Estate Agents & Brokers	13	15	-2
Other Financial Investment Activities	7	5	2
Other General Merchandise Stores	3	4	-1
Other Miscellaneous Store Retailers	14	15	-1
Other Motor Vehicle Dealers	4	3	1
Personal Care Services	57	53	4
Shoe Stores	1	0	1
Special Food Services	6	7	-1
Specialty Food Stores	4	1	3
Sporting Goods & Hobby Stores	5	6	-1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	8	7	1
Vending Machine Operators	0	1	-1
Warehousing & Storage	0	0	0
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Calhoun County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	8	11	-3
Activities Related to Real Estate	6	12	-6
Architectural & Engineering Services	0	2	-2
Automobile Dealers	6	5	1
Automotive Parts, Accessories, & Tire	9	5	4
Automotive Repair & Maintenance	28	35	-7
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	8	6	2
Business Support Services	1	3	-2
Child Day Care Services	58	49	9
Clothing Stores	2	2	0
Death Care Services	4	3	1
Department Stores	0	0	0
Depository Credit Intermediation	9	8	1
Direct Selling Establishments	57	50	7
Drinking Places (Alcoholic Beverages)	5	7	-2
Drycleaning & Laundry Services	1	1	0
Electronic Shopping & Mail Order	0	2	-2
Electronics & Appliance Stores	5	2	3
Employment Services	0	0	0
Florists	2	3	-1
Full-Service Restaurants	6	9	-3
Furniture Stores	1	1	0
Gasoline Stations	11	11	0
Grocery Stores	6	5	1
Health & Personal Care Stores	7	7	0
Home Furnishings Stores	1	1	0
Home Health Care Services	7	9	-2
Insurance Carriers	3	1	2
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	0	1
Law n & Garden Equipment & Supplies	3	4	-1
Legal Services	5	7	-2
Limited-Service Eating Places	6	5	1
Management, Scientific, & Technical Consulting	11	7	4
Nursing Care Facilities	5	3	2
Office Supplies, Stationery, Gift Store	7	6	1
Offices of Dentists	3	3	0
Offices of Physicians	6	3	3
Offices of Real Estate Agents & Brokers	8	10	-2
Other Financial Investment Activities	5	4	1
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	5	11	-6
Other Motor Vehicle Dealers	6	2	4
Personal Care Services	47	37	10
Shoe Stores	0	0	0
Special Food Services	8	5	3
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	7	4	3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	0	5	-5
Vending Machine Operators	0	0	0
Warehousing & Storage	2	0	2
Waste Collection	3	1	2

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Carroll County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	30	24	6
Activities Related to Real Estate	26	26	0
Architectural & Engineering Services	8	6	2
Automobile Dealers	16	15	1
Automotive Parts, Accessories, & Tire	10	10	0
Automotive Repair & Maintenance	57	62	-5
Beer, Wine, & Liquor Stores	2	1	1
Book, Periodical, & Music Stores	8	2	6
Building Material & Supplies Stores	17	12	5
Business Support Services	8	10	-2
Child Day Care Services	154	111	43
Clothing Stores	11	7	4
Death Care Services	6	7	-1
Department Stores	2	1	0
Depository Credit Intermediation	21	15	6
Direct Selling Establishments	102	105	-3
Drinking Places (Alcoholic Beverages)	15	11	4
Drycleaning & Laundry Services	4	3	1
Electronic Shopping & Mail Order	1	5	-4
Electronics & Appliance Stores	8	6	2
Employment Services	2	1	1
Florists	7	5	2
Full-Service Restaurants	24	20	4
Furniture Stores	3	3	0
Gasoline Stations	14	19	-5
Grocery Stores	9	8	1
Health & Personal Care Stores	20	14	6
Home Furnishings Stores	2	3	-1
Home Health Care Services	19	16	3
Insurance Carriers	3	2	1
Investigation & Security Services	2	1	0
Jewelry & Luggage Stores	2	2	0
Law n & Garden Equipment & Supplies	11	7	4
Legal Services	21	16	5
Limited-Service Eating Places	14	15	-1
Management, Scientific, & Technical Consulting	25	23	2
Nursing Care Facilities	2	4	-2
Office Supplies, Stationery, Gift Store	11	13	-2
Offices of Dentists	8	7	1
Offices of Physicians	15	12	3
Offices of Real Estate Agents & Brokers	33	28	5
Other Financial Investment Activities	15	12	3
Other General Merchandise Stores	3	5	-2
Other Miscellaneous Store Retailers	16	20	-4
Other Motor Vehicle Dealers	5	4	1
Personal Care Services	110	72	38
Shoe Stores	4	1	3
Special Food Services	9	8	1
Specialty Food Stores	5	3	2
Sporting Goods & Hobby Stores	9	11	-2
Taxi & Limousine Services	1	0	1
Travel & Reservation Services	5	2	3
Used Merchandise Stores	11	8	3
Vending Machine Operators	0	1	-1
Warehousing & Storage	0	1	-1
Waste Collection	3	2	1



## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Cass County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	29	16	13
Activities Related to Real Estate	23	18	5
Architectural & Engineering Services	10	4	6
Automobile Dealers	11	10	1
Automotive Parts, Accessories, & Tire	10	7	3
Automotive Repair & Maintenance	42	42	0
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	3	1	2
Building Material & Supplies Stores	11	8	3
Business Support Services	11	7	4
Child Day Care Services	84	75	9
Clothing Stores	4	5	-1
Death Care Services	7	5	2
Department Stores	1	1	0
Depository Credit Intermediation	8	10	-2
Direct Selling Establishments	74	71	3
Drinking Places (Alcoholic Beverages)	6	8	-2
Drycleaning & Laundry Services	2	2	0
Electronic Shopping & Mail Order	2	3	-1
Electronics & Appliance Stores	5	4	1
Employment Services	1	1	0
Florists	5	3	2
Full-Service Restaurants	13	13	0
Furniture Stores	1	2	-1
Gasoline Stations	11	13	-2
Grocery Stores	7	5	2
Health & Personal Care Stores	5	10	-5
Home Furnishings Stores	1	2	-1
Home Health Care Services	6	11	-5
Insurance Carriers	2	1	1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	5	1	4
Law n & Garden Equipment & Supplies	6	5	1
Legal Services	11	11	0
Limited-Service Eating Places	10	10	0
Management, Scientific, & Technical Consulting	22	15	7
Nursing Care Facilities	3	3	0
Office Supplies, Stationery, Gift Store	6	9	-3
Offices of Dentists	5	5	0
Offices of Physicians	10	8	2
Offices of Real Estate Agents & Brokers	22	19	3
Other Financial Investment Activities	11	8	3
Other General Merchandise Stores	4	3	1
Other Miscellaneous Store Retailers	15	13	2
Other Motor Vehicle Dealers	2	3	-1
Personal Care Services	56	49	7
Shoe Stores	2	1	1
Special Food Services	7	5	2
Specialty Food Stores	2	2	0
Sporting Goods & Hobby Stores	7	8	-1
Taxi & Limousine Services	1	0	1
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	0	5	-5
Vending Machine Operators	0	1	-1
Warehousing & Storage	0	1	-1
Waste Collection	2	1	1

<b>County to Peer Group Comparison</b>			
<b>Cedar County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	24	21	3
Activities Related to Real Estate	20	23	-3
Architectural & Engineering Services	8	6	2
Automobile Dealers	18	13	5
Automotive Parts, Accessories, & Tire	8	9	-1
Automotive Repair & Maintenance	56	53	3
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	2	-2
Building Material & Supplies Stores	3	10	-7
Business Support Services	8	8	0
Child Day Care Services	104	97	7
Clothing Stores	6	6	0
Death Care Services	5	6	-1
Department Stores	1	1	0
Depository Credit Intermediation	11	13	-2
Direct Selling Establishments	89	91	-2
Drinking Places (Alcoholic Beverages)	7	10	-3
Drycleaning & Laundry Services	0	2	-2
Electronic Shopping & Mail Order	4	4	0
Electronics & Appliance Stores	2	5	-3
Employment Services	1	1	0
Florists	4	4	0
Full-Service Restaurants	14	17	-3
Furniture Stores	2	2	0
Gasoline Stations	20	16	4
Grocery Stores	6	7	-1
Health & Personal Care Stores	10	12	-2
Home Furnishings Stores	0	3	-3
Home Health Care Services	7	14	-7
Insurance Carriers	1	2	-1
Investigation & Security Services	0	1	0
Jewelry & Luggage Stores	0	2	-2
Law n & Garden Equipment & Supplies	5	6	-1
Legal Services	15	14	1
Limited-Service Eating Places	10	13	-3
Management, Scientific, & Technical Consulting	20	20	0
Nursing Care Facilities	4	4	0
Office Supplies, Stationery, Gift Store	4	11	-7
Offices of Dentists	7	6	1
Offices of Physicians	7	10	-3
Offices of Real Estate Agents & Brokers	28	24	4
Other Financial Investment Activities	16	10	6
Other General Merchandise Stores	3	4	-1
Other Miscellaneous Store Retailers	20	17	3
Other Motor Vehicle Dealers	6	4	2
Personal Care Services	65	63	2
Shoe Stores	0	1	-1
Special Food Services	6	7	-1
Specialty Food Stores	1	3	-2
Sporting Goods & Hobby Stores	6	10	-4
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	7	7	0
Vending Machine Operators	0	1	-1
Warehousing & Storage	2	1	1
Waste Collection	0	2	-2

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Cerro Gordo County</b>			
<b>Trade Classification: B</b>			
<b>Descriptor</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	58	46	12
Activities Related to Real Estate	74	58	16
Architectural & Engineering Services	26	20	6
Automobile Dealers	43	27	16
Automotive Parts, Accessories, & Tire	22	19	3
Automotive Repair & Maintenance	106	94	12
Beer, Wine, & Liquor Stores	2	2	0
Book, Periodical, & Music Stores	14	9	5
Building Material & Supplies Stores	23	18	5
Business Support Services	19	23	-4
Child Day Care Services	199	225	-26
Clothing Stores	23	17	6
Death Care Services	8	11	-3
Department Stores	5	2	0
Depository Credit Intermediation	28	27	1
Direct Selling Establishments	221	194	27
Drinking Places (Alcoholic Beverages)	21	22	-1
Drycleaning & Laundry Services	8	9	-1
Electronic Shopping & Mail Order	11	11	0
Electronics & Appliance Stores	18	15	3
Employment Services	12	4	8
Florists	8	7	1
Full-Service Restaurants	59	37	22
Furniture Stores	7	5	2
Gasoline Stations	34	33	1
Grocery Stores	11	11	0
Health & Personal Care Stores	39	27	12
Home Furnishings Stores	11	9	2
Home Health Care Services	25	41	-16
Insurance Carriers	2	3	-1
Investigation & Security Services	7	4	0
Jewelry & Luggage Stores	5	5	0
Law n & Garden Equipment & Supplies	8	12	-4
Legal Services	48	35	13
Limited-Service Eating Places	55	35	20
Management, Scientific, & Technical Consulting	59	46	13
Nursing Care Facilities	7	6	1
Office Supplies, Stationery, Gift Store	30	23	7
Offices of Dentists	21	15	6
Offices of Physicians	31	29	2
Offices of Real Estate Agents & Brokers	103	72	31
Other Financial Investment Activities	30	26	4
Other General Merchandise Stores	9	8	1
Other Miscellaneous Store Retailers	34	35	-1
Other Motor Vehicle Dealers	19	9	10
Personal Care Services	114	131	-17
Shoe Stores	6	4	2
Special Food Services	17	17	0
Specialty Food Stores	5	7	-2
Sporting Goods & Hobby Stores	28	22	6
Taxi & Limousine Services	0	2	-2
Travel & Reservation Services	5	3	2
Used Merchandise Stores	19	20	-1
Vending Machine Operators	13	6	7
Warehousing & Storage	5	3	2
Waste Collection	3	3	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Cherokee County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	7	14	-7
Activities Related to Real Estate	14	15	-1
Architectural & Engineering Services	2	4	-2
Automobile Dealers	10	9	1
Automotive Parts, Accessories, & Tire	5	6	-1
Automotive Repair & Maintenance	33	36	-3
Beer, Wine, & Liquor Stores	2	1	1
Book, Periodical, & Music Stores	4	1	3
Building Material & Supplies Stores	7	7	0
Business Support Services	10	6	4
Child Day Care Services	53	65	-12
Clothing Stores	11	4	7
Death Care Services	5	4	1
Department Stores	1	0	0
Depository Credit Intermediation	10	9	1
Direct Selling Establishments	64	61	3
Drinking Places (Alcoholic Beverages)	4	7	-3
Drycleaning & Laundry Services	1	2	-1
Electronic Shopping & Mail Order	2	3	-1
Electronics & Appliance Stores	3	3	0
Employment Services	0	1	-1
Florists	2	3	-1
Full-Service Restaurants	9	12	-3
Furniture Stores	2	2	0
Gasoline Stations	13	11	2
Grocery Stores	3	5	-2
Health & Personal Care Stores	9	8	1
Home Furnishings Stores	0	2	-2
Home Health Care Services	5	9	-4
Insurance Carriers	2	1	1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	1	-1
Law n & Garden Equipment & Supplies	6	4	2
Legal Services	19	9	10
Limited-Service Eating Places	11	9	2
Management, Scientific, & Technical Consulting	7	13	-6
Nursing Care Facilities	3	3	0
Office Supplies, Stationery, Gift Store	10	7	3
Offices of Dentists	5	4	1
Offices of Physicians	13	7	6
Offices of Real Estate Agents & Brokers	10	16	-6
Other Financial Investment Activities	0	7	-7
Other General Merchandise Stores	2	3	-1
Other Miscellaneous Store Retailers	7	12	-5
Other Motor Vehicle Dealers	1	3	-2
Personal Care Services	59	42	17
Shoe Stores	1	1	0
Special Food Services	3	4	-1
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	7	7	0
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	2	1	1
Used Merchandise Stores	7	5	2
Vending Machine Operators	0	1	-1
Warehousing & Storage	1	1	0
Waste Collection	2	1	1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Chickasaw County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	12	14	-2
Activities Related to Real Estate	10	16	-6
Architectural & Engineering Services	4	4	0
Automobile Dealers	3	9	-6
Automotive Parts, Accessories, & Tire	7	6	1
Automotive Repair & Maintenance	41	37	4
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	2	1	1
Building Material & Supplies Stores	4	7	-3
Business Support Services	5	6	-1
Child Day Care Services	57	66	-9
Clothing Stores	4	4	0
Death Care Services	3	4	-1
Department Stores	0	0	0
Depository Credit Intermediation	12	9	3
Direct Selling Establishments	63	62	1
Drinking Places (Alcoholic Beverages)	5	7	-2
Drycleaning & Laundry Services	3	2	1
Electronic Shopping & Mail Order	0	3	-3
Electronics & Appliance Stores	2	4	-2
Employment Services	1	1	0
Florists	3	3	0
Full-Service Restaurants	21	12	9
Furniture Stores	2	2	0
Gasoline Stations	9	11	-2
Grocery Stores	4	5	-1
Health & Personal Care Stores	8	8	0
Home Furnishings Stores	2	2	0
Home Health Care Services	0	9	-9
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	2	1	1
Law n & Garden Equipment & Supplies	2	4	-2
Legal Services	12	10	2
Limited-Service Eating Places	6	9	-3
Management, Scientific, & Technical Consulting	13	14	-1
Nursing Care Facilities	2	3	-1
Office Supplies, Stationery, Gift Store	1	8	-7
Offices of Dentists	4	4	0
Offices of Physicians	2	7	-5
Offices of Real Estate Agents & Brokers	11	16	-5
Other Financial Investment Activities	5	7	-2
Other General Merchandise Stores	4	3	1
Other Miscellaneous Store Retailers	15	12	3
Other Motor Vehicle Dealers	4	3	1
Personal Care Services	39	43	-4
Shoe Stores	0	1	-1
Special Food Services	5	5	0
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	8	7	1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	7	5	2
Vending Machine Operators	3	1	2
Warehousing & Storage	1	1	0
Waste Collection	0	1	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Clarke County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	5	11	-6
Activities Related to Real Estate	16	11	5
Architectural & Engineering Services	1	3	-2
Automobile Dealers	7	7	0
Automotive Parts, Accessories, & Tire	5	4	1
Automotive Repair & Maintenance	30	27	3
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	1	5	-4
Business Support Services	5	4	1
Child Day Care Services	46	48	-2
Clothing Stores	0	3	-3
Death Care Services	1	3	-2
Department Stores	0	0	0
Depository Credit Intermediation	4	6	-2
Direct Selling Establishments	42	45	-3
Drinking Places (Alcoholic Beverages)	3	5	-2
Drycleaning & Laundry Services	0	1	-1
Electronic Shopping & Mail Order	1	2	-1
Electronics & Appliance Stores	2	3	-1
Employment Services	1	1	0
Florists	1	2	-1
Full-Service Restaurants	8	9	-1
Furniture Stores	0	1	-1
Gasoline Stations	10	8	2
Grocery Stores	5	4	1
Health & Personal Care Stores	8	6	2
Home Furnishings Stores	1	1	0
Home Health Care Services	9	7	2
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	1	-1
Law n & Garden Equipment & Supplies	0	3	-3
Legal Services	10	7	3
Limited-Service Eating Places	8	7	1
Management, Scientific, & Technical Consulting	8	10	-2
Nursing Care Facilities	1	2	-1
Office Supplies, Stationery, Gift Store	6	6	0
Offices of Dentists	3	3	0
Offices of Physicians	2	5	-3
Offices of Real Estate Agents & Brokers	21	12	9
Other Financial Investment Activities	0	5	-5
Other General Merchandise Stores	3	2	1
Other Miscellaneous Store Retailers	0	9	-9
Other Motor Vehicle Dealers	0	2	-2
Personal Care Services	20	31	-11
Shoe Stores	1	1	0
Special Food Services	0	3	-3
Specialty Food Stores	4	1	3
Sporting Goods & Hobby Stores	1	5	-4
Taxi & Limousine Services	1	0	1
Travel & Reservation Services	1	1	0
Used Merchandise Stores	0	4	-4
Vending Machine Operators	0	0	0
Warehousing & Storage	1	0	1
Waste Collection	0	1	-1



## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Clay County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	21	20	1
Activities Related to Real Estate	12	21	-9
Architectural & Engineering Services	2	5	-3
Automobile Dealers	9	12	-3
Automotive Parts, Accessories, & Tire	9	8	1
Automotive Repair & Maintenance	45	49	-4
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	3	2	1
Building Material & Supplies Stores	12	9	3
Business Support Services	5	8	-3
Child Day Care Services	100	89	11
Clothing Stores	12	6	6
Death Care Services	2	6	-4
Department Stores	0	1	0
Depository Credit Intermediation	14	12	2
Direct Selling Establishments	92	84	8
Drinking Places (Alcoholic Beverages)	6	9	-3
Drycleaning & Laundry Services	6	2	4
Electronic Shopping & Mail Order	5	4	1
Electronics & Appliance Stores	9	5	4
Employment Services	2	1	1
Florists	1	4	-3
Full-Service Restaurants	21	16	5
Furniture Stores	6	2	4
Gasoline Stations	16	15	1
Grocery Stores	3	7	-4
Health & Personal Care Stores	11	11	0
Home Furnishings Stores	7	3	4
Home Health Care Services	6	13	-7
Insurance Carriers	1	2	-1
Investigation & Security Services	3	0	0
Jewelry & Luggage Stores	2	1	1
Law n & Garden Equipment & Supplies	4	6	-2
Legal Services	16	13	3
Limited-Service Eating Places	20	12	8
Management, Scientific, & Technical Consulting	17	18	-1
Nursing Care Facilities	3	4	-1
Office Supplies, Stationery, Gift Store	14	10	4
Offices of Dentists	6	6	0
Offices of Physicians	15	9	6
Offices of Real Estate Agents & Brokers	36	22	14
Other Financial Investment Activities	9	10	-1
Other General Merchandise Stores	4	4	0
Other Miscellaneous Store Retailers	14	16	-2
Other Motor Vehicle Dealers	6	4	2
Personal Care Services	50	58	-8
Shoe Stores	5	1	4
Special Food Services	9	6	3
Specialty Food Stores	4	2	2
Sporting Goods & Hobby Stores	13	9	4
Taxi & Limousine Services	1	0	1
Travel & Reservation Services	1	1	0
Used Merchandise Stores	15	7	8
Vending Machine Operators	0	1	-1
Warehousing & Storage	2	1	1
Waste Collection	0	2	-2

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Clayton County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	26	19	7
Activities Related to Real Estate	19	20	-1
Architectural & Engineering Services	3	4	-1
Automobile Dealers	14	9	5
Automotive Parts, Accessories, & Tire	7	9	-2
Automotive Repair & Maintenance	52	60	-8
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	2	1	1
Building Material & Supplies Stores	13	11	2
Business Support Services	1	5	-4
Child Day Care Services	66	86	-20
Clothing Stores	2	3	-1
Death Care Services	11	6	5
Department Stores	0	0	0
Depository Credit Intermediation	12	14	-2
Direct Selling Establishments	85	87	-2
Drinking Places (Alcoholic Beverages)	20	13	7
Drycleaning & Laundry Services	5	1	4
Electronic Shopping & Mail Order	0	3	-3
Electronics & Appliance Stores	8	4	4
Employment Services	0	0	0
Florists	5	4	1
Full-Service Restaurants	27	15	12
Furniture Stores	1	1	0
Gasoline Stations	21	19	2
Grocery Stores	4	8	-4
Health & Personal Care Stores	20	12	8
Home Furnishings Stores	2	1	1
Home Health Care Services	12	16	-4
Insurance Carriers	2	2	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	4	1	3
Law n & Garden Equipment & Supplies	9	7	2
Legal Services	14	12	2
Limited-Service Eating Places	11	9	2
Management, Scientific, & Technical Consulting	6	13	-7
Nursing Care Facilities	5	6	-1
Office Supplies, Stationery, Gift Store	13	10	3
Offices of Dentists	6	5	1
Offices of Physicians	3	6	-3
Offices of Real Estate Agents & Brokers	23	18	5
Other Financial Investment Activities	0	6	-6
Other General Merchandise Stores	2	4	-2
Other Miscellaneous Store Retailers	23	18	5
Other Motor Vehicle Dealers	2	4	-2
Personal Care Services	64	64	0
Shoe Stores	0	0	0
Special Food Services	14	8	6
Specialty Food Stores	4	2	2
Sporting Goods & Hobby Stores	9	7	2
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	0	1
Used Merchandise Stores	17	8	9
Vending Machine Operators	0	1	-1
Warehousing & Storage	1	1	0
Waste Collection	0	2	-2

<b>County to Peer Group Comparison</b>			
<b>Clinton County</b>			
<b>Trade Classification: B</b>			
<b>Descriptor</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	38	51	-13
Activities Related to Real Estate	49	64	-15
Architectural & Engineering Services	20	23	-3
Automobile Dealers	29	31	-2
Automotive Parts, Accessories, & Tire	22	21	1
Automotive Repair & Maintenance	95	105	-10
Beer, Wine, & Liquor Stores	4	2	2
Book, Periodical, & Music Stores	2	10	-8
Building Material & Supplies Stores	19	20	-1
Business Support Services	24	25	-1
Child Day Care Services	199	251	-52
Clothing Stores	12	19	-7
Death Care Services	14	13	1
Department Stores	3	2	0
Depository Credit Intermediation	37	30	7
Direct Selling Establishments	170	216	-46
Drinking Places (Alcoholic Beverages)	41	24	17
Drycleaning & Laundry Services	7	10	-3
Electronic Shopping & Mail Order	12	12	0
Electronics & Appliance Stores	19	16	3
Employment Services	5	5	0
Florists	10	8	2
Full-Service Restaurants	48	41	7
Furniture Stores	5	6	-1
Gasoline Stations	36	36	0
Grocery Stores	15	12	3
Health & Personal Care Stores	36	31	5
Home Furnishings Stores	13	10	3
Home Health Care Services	51	45	6
Insurance Carriers	4	4	0
Investigation & Security Services	9	4	0
Jewelry & Luggage Stores	3	6	-3
Law n & Garden Equipment & Supplies	10	13	-3
Legal Services	39	39	0
Limited-Service Eating Places	33	40	-7
Management, Scientific, & Technical Consulting	30	51	-21
Nursing Care Facilities	3	7	-4
Office Supplies, Stationery, Gift Store	18	26	-8
Offices of Dentists	18	17	1
Offices of Physicians	44	32	12
Offices of Real Estate Agents & Brokers	71	81	-10
Other Financial Investment Activities	22	29	-7
Other General Merchandise Stores	12	8	4
Other Miscellaneous Store Retailers	31	39	-8
Other Motor Vehicle Dealers	12	11	1
Personal Care Services	179	146	33
Shoe Stores	3	4	-1
Special Food Services	12	19	-7
Specialty Food Stores	6	7	-1
Sporting Goods & Hobby Stores	17	25	-8
Taxi & Limousine Services	0	3	-3
Travel & Reservation Services	1	3	-2
Used Merchandise Stores	24	22	2
Vending Machine Operators	8	7	1
Warehousing & Storage	5	4	1
Waste Collection	4	4	0

<b>County to Peer Group Comparison</b>			
<b>Crawford County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	16	20	-4
Activities Related to Real Estate	9	21	-12
Architectural & Engineering Services	1	5	-4
Automobile Dealers	13	12	1
Automotive Parts, Accessories, & Tire	7	8	-1
Automotive Repair & Maintenance	43	49	-6
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	0	2	-2
Building Material & Supplies Stores	9	9	0
Business Support Services	6	8	-2
Child Day Care Services	70	90	-20
Clothing Stores	9	6	3
Death Care Services	7	6	1
Department Stores	1	1	0
Depository Credit Intermediation	13	12	1
Direct Selling Establishments	66	84	-18
Drinking Places (Alcoholic Beverages)	13	9	4
Drycleaning & Laundry Services	4	2	2
Electronic Shopping & Mail Order	4	4	0
Electronics & Appliance Stores	4	5	-1
Employment Services	0	1	-1
Florists	2	4	-2
Full-Service Restaurants	11	16	-5
Furniture Stores	2	2	0
Gasoline Stations	17	15	2
Grocery Stores	6	7	-1
Health & Personal Care Stores	13	11	2
Home Furnishings Stores	2	3	-1
Home Health Care Services	14	13	1
Insurance Carriers	1	2	-1
Investigation & Security Services	3	0	0
Jewelry & Luggage Stores	3	1	2
Lawn & Garden Equipment & Supplies	10	6	4
Legal Services	8	13	-5
Limited-Service Eating Places	10	12	-2
Management, Scientific, & Technical Consulting	8	18	-10
Nursing Care Facilities	3	4	-1
Office Supplies, Stationery, Gift Store	4	10	-6
Offices of Dentists	3	6	-3
Offices of Physicians	3	9	-6
Offices of Real Estate Agents & Brokers	11	22	-11
Other Financial Investment Activities	8	10	-2
Other General Merchandise Stores	2	4	-2
Other Miscellaneous Store Retailers	14	16	-2
Other Motor Vehicle Dealers	4	4	0
Personal Care Services	56	58	-2
Shoe Stores	1	1	0
Special Food Services	4	6	-2
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	8	9	-1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	11	7	4
Vending Machine Operators	0	1	-1
Warehousing & Storage	1	1	0
Waste Collection	3	2	1

<b>County to Peer Group Comparison</b>			
<b>Dallas County</b>			
<b>Trade Classification: A</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	61	62	-1
Activities Related to Real Estate	133	99	34
Architectural & Engineering Services	28	38	-10
Automobile Dealers	26	25	1
Automotive Parts, Accessories, & Tire	15	17	-2
Automotive Repair & Maintenance	71	75	-4
Beer, Wine, & Liquor Stores	2	2	0
Book, Periodical, & Music Stores	7	10	-3
Building Material & Supplies Stores	24	19	5
Business Support Services	32	35	-3
Child Day Care Services	223	253	-30
Clothing Stores	16	26	-10
Death Care Services	7	7	0
Department Stores	1	3	0
Depository Credit Intermediation	25	26	-1
Direct Selling Establishments	294	220	74
Drinking Places (Alcoholic Beverages)	11	23	-12
Drycleaning & Laundry Services	7	8	-1
Electronic Shopping & Mail Order	11	15	-4
Electronics & Appliance Stores	10	13	-3
Employment Services	8	10	-2
Florists	9	6	3
Full-Service Restaurants	34	45	-11
Furniture Stores	2	6	-4
Gasoline Stations	32	27	5
Grocery Stores	6	12	-6
Health & Personal Care Stores	27	37	-10
Home Furnishings Stores	5	11	-6
Home Health Care Services	28	31	-3
Insurance Carriers	11	10	1
Investigation & Security Services	8	11	0
Jewelry & Luggage Stores	11	10	1
Lawn & Garden Equipment & Supplies	11	5	6
Legal Services	40	58	-18
Limited-Service Eating Places	36	51	-15
Management, Scientific, & Technical Consulting	105	99	6
Nursing Care Facilities	5	4	1
Office Supplies, Stationery, Gift Store	20	22	-2
Offices of Dentists	13	24	-11
Offices of Physicians	48	50	-2
Offices of Real Estate Agents & Brokers	119	109	10
Other Financial Investment Activities	38	43	-5
Other General Merchandise Stores	7	6	1
Other Miscellaneous Store Retailers	35	33	2
Other Motor Vehicle Dealers	1	9	-8
Personal Care Services	117	139	-22
Shoe Stores	3	6	-3
Special Food Services	24	20	4
Specialty Food Stores	8	8	0
Sporting Goods & Hobby Stores	20	23	-3
Taxi & Limousine Services	4	8	-4
Travel & Reservation Services	4	6	-2
Used Merchandise Stores	13	17	-4
Vending Machine Operators	1	8	-7
Warehousing & Storage	1	4	-3
Waste Collection	0	2	-2

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Davis County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	6	9	-3
Activities Related to Real Estate	9	9	0
Architectural & Engineering Services	3	2	1
Automobile Dealers	5	4	1
Automotive Parts, Accessories, & Tire	7	4	3
Automotive Repair & Maintenance	22	29	-7
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	1	5	-4
Business Support Services	0	3	-3
Child Day Care Services	33	41	-8
Clothing Stores	0	2	-2
Death Care Services	2	3	-1
Department Stores	0	0	0
Depository Credit Intermediation	3	7	-4
Direct Selling Establishments	35	41	-6
Drinking Places (Alcoholic Beverages)	6	6	0
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	0	2	-2
Electronics & Appliance Stores	2	2	0
Employment Services	0	0	0
Florists	2	2	0
Full-Service Restaurants	10	7	3
Furniture Stores	2	1	1
Gasoline Stations	6	9	-3
Grocery Stores	1	4	-3
Health & Personal Care Stores	11	5	6
Home Furnishings Stores	0	0	0
Home Health Care Services	16	8	8
Insurance Carriers	0	1	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	2	3	-1
Legal Services	5	5	0
Limited-Service Eating Places	3	4	-1
Management, Scientific, & Technical Consulting	6	6	0
Nursing Care Facilities	1	3	-2
Office Supplies, Stationery, Gift Store	4	5	-1
Offices of Dentists	2	2	0
Offices of Physicians	4	3	1
Offices of Real Estate Agents & Brokers	8	8	0
Other Financial Investment Activities	0	3	-3
Other General Merchandise Stores	2	2	0
Other Miscellaneous Store Retailers	10	9	1
Other Motor Vehicle Dealers	4	2	2
Personal Care Services	21	30	-9
Shoe Stores	0	0	0
Special Food Services	3	4	-1
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	6	3	3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	2	4	-2
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	0	1	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Decatur County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	9	9	0
Activities Related to Real Estate	5	10	-5
Architectural & Engineering Services	3	2	1
Automobile Dealers	6	4	2
Automotive Parts, Accessories, & Tire	7	4	3
Automotive Repair & Maintenance	23	29	-6
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	1	1	0
Building Material & Supplies Stores	6	5	1
Business Support Services	1	3	-2
Child Day Care Services	35	41	-6
Clothing Stores	1	2	-1
Death Care Services	1	3	-2
Department Stores	0	0	0
Depository Credit Intermediation	3	7	-4
Direct Selling Establishments	20	41	-21
Drinking Places (Alcoholic Beverages)	8	6	2
Drycleaning & Laundry Services	1	0	1
Electronic Shopping & Mail Order	4	2	2
Electronics & Appliance Stores	0	2	-2
Employment Services	0	0	0
Florists	5	2	3
Full-Service Restaurants	4	7	-3
Furniture Stores	1	1	0
Gasoline Stations	5	9	-4
Grocery Stores	2	4	-2
Health & Personal Care Stores	5	6	-1
Home Furnishings Stores	0	0	0
Home Health Care Services	14	8	6
Insurance Carriers	0	1	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	1	3	-2
Legal Services	4	5	-1
Limited-Service Eating Places	4	4	0
Management, Scientific, & Technical Consulting	4	6	-2
Nursing Care Facilities	2	3	-1
Office Supplies, Stationery, Gift Store	5	5	0
Offices of Dentists	3	2	1
Offices of Physicians	3	3	0
Offices of Real Estate Agents & Brokers	5	8	-3
Other Financial Investment Activities	0	3	-3
Other General Merchandise Stores	6	2	4
Other Miscellaneous Store Retailers	9	9	0
Other Motor Vehicle Dealers	0	2	-2
Personal Care Services	31	30	1
Shoe Stores	0	0	0
Special Food Services	8	4	4
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	6	3	3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	4	4	0
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Delaware County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	20	21	-1
Activities Related to Real Estate	25	22	3
Architectural & Engineering Services	3	5	-2
Automobile Dealers	11	13	-2
Automotive Parts, Accessories, & Tire	15	8	7
Automotive Repair & Maintenance	56	53	3
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	1	2	-1
Building Material & Supplies Stores	9	10	-1
Business Support Services	13	8	5
Child Day Care Services	96	95	1
Clothing Stores	3	6	-3
Death Care Services	6	6	0
Department Stores	1	1	0
Depository Credit Intermediation	10	12	-2
Direct Selling Establishments	95	89	6
Drinking Places (Alcoholic Beverages)	7	10	-3
Drycleaning & Laundry Services	0	2	-2
Electronic Shopping & Mail Order	1	4	-3
Electronics & Appliance Stores	5	5	0
Employment Services	0	1	-1
Florists	4	4	0
Full-Service Restaurants	20	17	3
Furniture Stores	2	2	0
Gasoline Stations	17	16	1
Grocery Stores	7	7	0
Health & Personal Care Stores	11	12	-1
Home Furnishings Stores	1	3	-2
Home Health Care Services	8	13	-5
Insurance Carriers	1	2	-1
Investigation & Security Services	0	1	0
Jewelry & Luggage Stores	2	2	0
Law n & Garden Equipment & Supplies	8	6	2
Legal Services	10	14	-4
Limited-Service Eating Places	6	13	-7
Management, Scientific, & Technical Consulting	12	19	-7
Nursing Care Facilities	2	4	-2
Office Supplies, Stationery, Gift Store	14	11	3
Offices of Dentists	4	6	-2
Offices of Physicians	7	10	-3
Offices of Real Estate Agents & Brokers	24	23	1
Other Financial Investment Activities	7	10	-3
Other General Merchandise Stores	1	4	-3
Other Miscellaneous Store Retailers	20	17	3
Other Motor Vehicle Dealers	11	4	7
Personal Care Services	53	62	-9
Shoe Stores	1	1	0
Special Food Services	0	7	-7
Specialty Food Stores	3	3	0
Sporting Goods & Hobby Stores	13	10	3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	16	7	9
Vending Machine Operators	0	1	-1
Warehousing & Storage	1	1	0
Waste Collection	2	2	0



## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Des Moines County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	47	42	5
Activities Related to Real Estate	47	53	-6
Architectural & Engineering Services	18	19	-1
Automobile Dealers	22	25	-3
Automotive Parts, Accessories, & Tire	19	17	2
Automotive Repair & Maintenance	68	86	-18
Beer, Wine, & Liquor Stores	1	2	-1
Book, Periodical, & Music Stores	17	8	9
Building Material & Supplies Stores	20	16	4
Business Support Services	43	21	22
Child Day Care Services	229	207	22
Clothing Stores	15	15	0
Death Care Services	10	10	0
Department Stores	5	2	0
Depository Credit Intermediation	21	24	-3
Direct Selling Establishments	147	178	-31
Drinking Places (Alcoholic Beverages)	24	20	4
Drycleaning & Laundry Services	5	8	-3
Electronic Shopping & Mail Order	16	10	6
Electronics & Appliance Stores	18	14	4
Employment Services	4	4	0
Florists	5	6	-1
Full-Service Restaurants	28	34	-6
Furniture Stores	7	5	2
Gasoline Stations	29	30	-1
Grocery Stores	6	10	-4
Health & Personal Care Stores	30	25	5
Home Furnishings Stores	8	8	0
Home Health Care Services	25	37	-12
Insurance Carriers	2	3	-1
Investigation & Security Services	4	3	0
Jewelry & Luggage Stores	5	5	0
Lawn & Garden Equipment & Supplies	6	11	-5
Legal Services	39	32	7
Limited-Service Eating Places	34	33	1
Management, Scientific, & Technical Consulting	65	42	23
Nursing Care Facilities	7	6	1
Office Supplies, Stationery, Gift Store	18	21	-3
Offices of Dentists	17	14	3
Offices of Physicians	51	26	25
Offices of Real Estate Agents & Brokers	65	66	-1
Other Financial Investment Activities	37	24	13
Other General Merchandise Stores	8	7	1
Other Miscellaneous Store Retailers	27	32	-5
Other Motor Vehicle Dealers	9	9	0
Personal Care Services	122	120	2
Shoe Stores	7	3	4
Special Food Services	17	16	1
Specialty Food Stores	9	6	3
Sporting Goods & Hobby Stores	23	20	3
Taxi & Limousine Services	7	2	5
Travel & Reservation Services	3	2	1
Used Merchandise Stores	15	18	-3
Vending Machine Operators	8	6	2
Warehousing & Storage	3	3	0
Waste Collection	2	3	-1

<b>County to Peer Group Comparison</b>			
<b>Dickinson County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	30	17	13
Activities Related to Real Estate	45	22	23
Architectural & Engineering Services	6	8	-2
Automobile Dealers	11	10	1
Automotive Parts, Accessories, & Tire	5	7	-2
Automotive Repair & Maintenance	41	35	6
Beer, Wine, & Liquor Stores	5	1	4
Book, Periodical, & Music Stores	1	3	-2
Building Material & Supplies Stores	6	7	-1
Business Support Services	9	9	0
Child Day Care Services	64	85	-21
Clothing Stores	12	6	6
Death Care Services	9	4	5
Department Stores	0	1	0
Depository Credit Intermediation	18	10	8
Direct Selling Establishments	75	73	2
Drinking Places (Alcoholic Beverages)	25	8	17
Drycleaning & Laundry Services	4	3	1
Electronic Shopping & Mail Order	4	4	0
Electronics & Appliance Stores	9	6	3
Employment Services	3	2	1
Florists	7	3	4
Full-Service Restaurants	32	14	18
Furniture Stores	2	2	0
Gasoline Stations	11	12	-1
Grocery Stores	4	4	0
Health & Personal Care Stores	12	10	2
Home Furnishings Stores	11	3	8
Home Health Care Services	12	15	-3
Insurance Carriers	1	1	0
Investigation & Security Services	1	1	0
Jewelry & Luggage Stores	2	2	0
Law n & Garden Equipment & Supplies	2	4	-2
Legal Services	26	13	13
Limited-Service Eating Places	28	13	15
Management, Scientific, & Technical Consulting	34	17	17
Nursing Care Facilities	3	2	1
Office Supplies, Stationery, Gift Store	20	9	11
Offices of Dentists	9	6	3
Offices of Physicians	4	11	-7
Offices of Real Estate Agents & Brokers	80	27	53
Other Financial Investment Activities	32	10	22
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	18	13	5
Other Motor Vehicle Dealers	10	4	6
Personal Care Services	73	49	24
Shoe Stores	0	1	-1
Special Food Services	7	6	1
Specialty Food Stores	3	2	1
Sporting Goods & Hobby Stores	19	8	11
Taxi & Limousine Services	1	1	0
Travel & Reservation Services	3	1	2
Used Merchandise Stores	25	7	18
Vending Machine Operators	0	2	-2
Warehousing & Storage	0	1	-1
Waste Collection	0	1	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Dubuque County</b>			
<b>Trade Classification: A</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	89	109	-20
Activities Related to Real Estate	149	175	-26
Architectural & Engineering Services	49	67	-18
Automobile Dealers	57	45	12
Automotive Parts, Accessories, & Tire	30	30	0
Automotive Repair & Maintenance	172	133	39
Beer, Wine, & Liquor Stores	7	4	3
Book, Periodical, & Music Stores	14	17	-3
Building Material & Supplies Stores	45	33	12
Business Support Services	62	61	1
Child Day Care Services	386	446	-60
Clothing Stores	39	46	-7
Death Care Services	15	12	3
Department Stores	7	5	0
Depository Credit Intermediation	57	47	10
Direct Selling Establishments	343	389	-46
Drinking Places (Alcoholic Beverages)	68	41	27
Drycleaning & Laundry Services	14	15	-1
Electronic Shopping & Mail Order	21	27	-6
Electronics & Appliance Stores	31	24	7
Employment Services	15	18	-3
Florists	15	11	4
Full-Service Restaurants	97	79	18
Furniture Stores	18	11	7
Gasoline Stations	60	48	12
Grocery Stores	22	22	0
Health & Personal Care Stores	63	66	-3
Home Furnishings Stores	21	20	1
Home Health Care Services	29	55	-26
Insurance Carriers	18	18	0
Investigation & Security Services	10	19	0
Jewelry & Luggage Stores	21	18	3
Lawn & Garden Equipment & Supplies	20	10	10
Legal Services	58	102	-44
Limited-Service Eating Places	87	91	-4
Management, Scientific, & Technical Consulting	114	176	-62
Nursing Care Facilities	6	7	-1
Office Supplies, Stationery, Gift Store	60	39	21
Offices of Dentists	46	42	4
Offices of Physicians	50	88	-38
Offices of Real Estate Agents & Brokers	178	192	-14
Other Financial Investment Activities	59	75	-16
Other General Merchandise Stores	13	11	2
Other Miscellaneous Store Retailers	74	58	16
Other Motor Vehicle Dealers	24	16	8
Personal Care Services	306	246	60
Shoe Stores	9	10	-1
Special Food Services	29	36	-7
Specialty Food Stores	24	15	9
Sporting Goods & Hobby Stores	54	41	13
Taxi & Limousine Services	12	13	-1
Travel & Reservation Services	15	11	4
Used Merchandise Stores	21	30	-9
Vending Machine Operators	9	14	-5
Warehousing & Storage	9	7	2
Waste Collection	5	3	2

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Emmet County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	11	12	-1
Activities Related to Real Estate	8	13	-5
Architectural & Engineering Services	2	3	-1
Automobile Dealers	8	8	0
Automotive Parts, Accessories, & Tire	7	5	2
Automotive Repair & Maintenance	26	31	-5
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	10	6	4
Business Support Services	6	5	1
Child Day Care Services	77	56	21
Clothing Stores	5	4	1
Death Care Services	4	4	0
Department Stores	0	0	0
Depository Credit Intermediation	9	7	2
Direct Selling Establishments	55	52	3
Drinking Places (Alcoholic Beverages)	2	6	-4
Drycleaning & Laundry Services	1	1	0
Electronic Shopping & Mail Order	3	3	0
Electronics & Appliance Stores	4	3	1
Employment Services	0	1	-1
Florists	0	2	-2
Full-Service Restaurants	14	10	4
Furniture Stores	0	1	-1
Gasoline Stations	8	9	-1
Grocery Stores	7	4	3
Health & Personal Care Stores	5	7	-2
Home Furnishings Stores	3	2	1
Home Health Care Services	7	8	-1
Insurance Carriers	0	1	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	2	1	1
Law n & Garden Equipment & Supplies	1	4	-3
Legal Services	11	8	3
Limited-Service Eating Places	7	8	-1
Management, Scientific, & Technical Consulting	4	11	-7
Nursing Care Facilities	2	2	0
Office Supplies, Stationery, Gift Store	8	6	2
Offices of Dentists	3	4	-1
Offices of Physicians	4	6	-2
Offices of Real Estate Agents & Brokers	17	14	3
Other Financial Investment Activities	1	6	-5
Other General Merchandise Stores	4	2	2
Other Miscellaneous Store Retailers	15	10	5
Other Motor Vehicle Dealers	2	2	0
Personal Care Services	36	36	0
Shoe Stores	0	1	-1
Special Food Services	1	4	-3
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	9	6	3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	3	4	-1
Vending Machine Operators	0	0	0
Warehousing & Storage	1	1	0
Waste Collection	0	1	-1

<b>County to Peer Group Comparison</b>			
<b>Fayette County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	27	25	2
Activities Related to Real Estate	22	27	-5
Architectural & Engineering Services	1	6	-5
Automobile Dealers	11	15	-4
Automotive Parts, Accessories, & Tire	7	10	-3
Automotive Repair & Maintenance	62	62	0
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	1	2	-1
Building Material & Supplies Stores	12	12	0
Business Support Services	10	10	0
Child Day Care Services	82	112	-30
Clothing Stores	5	7	-2
Death Care Services	6	7	-1
Department Stores	1	1	0
Depository Credit Intermediation	14	15	-1
Direct Selling Establishments	117	106	11
Drinking Places (Alcoholic Beverages)	14	12	2
Drycleaning & Laundry Services	5	3	2
Electronic Shopping & Mail Order	7	5	2
Electronics & Appliance Stores	8	6	2
Employment Services	0	1	-1
Florists	9	5	4
Full-Service Restaurants	17	20	-3
Furniture Stores	2	3	-1
Gasoline Stations	17	19	-2
Grocery Stores	2	8	-6
Health & Personal Care Stores	10	14	-4
Home Furnishings Stores	7	3	4
Home Health Care Services	23	16	7
Insurance Carriers	4	2	2
Investigation & Security Services	1	1	0
Jewelry & Luggage Stores	3	2	1
Law n & Garden Equipment & Supplies	16	7	9
Legal Services	14	16	-2
Limited-Service Eating Places	9	16	-7
Management, Scientific, & Technical Consulting	13	23	-10
Nursing Care Facilities	4	5	-1
Office Supplies, Stationery, Gift Store	12	13	-1
Offices of Dentists	8	7	1
Offices of Physicians	9	12	-3
Offices of Real Estate Agents & Brokers	24	28	-4
Other Financial Investment Activities	11	12	-1
Other General Merchandise Stores	6	5	1
Other Miscellaneous Store Retailers	17	20	-3
Other Motor Vehicle Dealers	2	4	-2
Personal Care Services	64	73	-9
Shoe Stores	1	1	0
Special Food Services	8	8	0
Specialty Food Stores	2	3	-1
Sporting Goods & Hobby Stores	13	11	2
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	2	-2
Used Merchandise Stores	5	8	-3
Vending Machine Operators	0	1	-1
Warehousing & Storage	2	1	1
Waste Collection	0	2	-2

<b>County to Peer Group Comparison</b>			
<b>Floyd County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	27	19	8
Activities Related to Real Estate	13	21	-8
Architectural & Engineering Services	10	5	5
Automobile Dealers	11	12	-1
Automotive Parts, Accessories, & Tire	6	8	-2
Automotive Repair & Maintenance	50	48	2
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	1	2	-1
Building Material & Supplies Stores	16	9	7
Business Support Services	7	8	-1
Child Day Care Services	95	87	8
Clothing Stores	2	6	-4
Death Care Services	5	6	-1
Department Stores	1	1	0
Depository Credit Intermediation	8	11	-3
Direct Selling Establishments	80	82	-2
Drinking Places (Alcoholic Beverages)	5	9	-4
Drycleaning & Laundry Services	5	2	3
Electronic Shopping & Mail Order	4	4	0
Electronics & Appliance Stores	4	5	-1
Employment Services	0	1	-1
Florists	3	4	-1
Full-Service Restaurants	17	16	1
Furniture Stores	1	2	-1
Gasoline Stations	14	15	-1
Grocery Stores	7	6	1
Health & Personal Care Stores	7	11	-4
Home Furnishings Stores	3	3	0
Home Health Care Services	11	12	-1
Insurance Carriers	1	2	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	4	6	-2
Legal Services	13	13	0
Limited-Service Eating Places	9	12	-3
Management, Scientific, & Technical Consulting	16	18	-2
Nursing Care Facilities	5	4	1
Office Supplies, Stationery, Gift Store	15	10	5
Offices of Dentists	8	6	2
Offices of Physicians	11	9	2
Offices of Real Estate Agents & Brokers	16	22	-6
Other Financial Investment Activities	15	9	6
Other General Merchandise Stores	2	4	-2
Other Miscellaneous Store Retailers	18	16	2
Other Motor Vehicle Dealers	8	3	5
Personal Care Services	58	57	1
Shoe Stores	1	1	0
Special Food Services	4	6	-2
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	13	9	4
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	6	1	5
Used Merchandise Stores	7	6	1
Vending Machine Operators	3	1	2
Warehousing & Storage	0	1	-1
Waste Collection	2	2	0

<b>County to Peer Group Comparison</b>			
<b>Franklin County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	11	12	-1
Activities Related to Real Estate	11	13	-2
Architectural & Engineering Services	4	3	1
Automobile Dealers	1	8	-7
Automotive Parts, Accessories, & Tire	6	5	1
Automotive Repair & Maintenance	31	32	-1
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	2	6	-4
Business Support Services	5	5	0
Child Day Care Services	44	57	-13
Clothing Stores	0	4	-4
Death Care Services	3	4	-1
Department Stores	0	0	0
Depository Credit Intermediation	8	7	1
Direct Selling Establishments	63	54	9
Drinking Places (Alcoholic Beverages)	2	6	-4
Drycleaning & Laundry Services	0	1	-1
Electronic Shopping & Mail Order	0	3	-3
Electronics & Appliance Stores	0	3	-3
Employment Services	0	1	-1
Florists	2	2	0
Full-Service Restaurants	11	10	1
Furniture Stores	4	1	3
Gasoline Stations	8	10	-2
Grocery Stores	3	4	-1
Health & Personal Care Stores	4	7	-3
Home Furnishings Stores	1	2	-1
Home Health Care Services	15	8	7
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	2	4	-2
Legal Services	12	8	4
Limited-Service Eating Places	4	8	-4
Management, Scientific, & Technical Consulting	1	12	-11
Nursing Care Facilities	4	2	2
Office Supplies, Stationery, Gift Store	12	6	6
Offices of Dentists	4	4	0
Offices of Physicians	1	6	-5
Offices of Real Estate Agents & Brokers	10	14	-4
Other Financial Investment Activities	9	6	3
Other General Merchandise Stores	2	2	0
Other Miscellaneous Store Retailers	16	10	6
Other Motor Vehicle Dealers	1	2	-1
Personal Care Services	49	37	12
Shoe Stores	0	1	-1
Special Food Services	7	4	3
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	0	6	-6
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	1	4	-3
Vending Machine Operators	0	0	0
Warehousing & Storage	0	1	-1
Waste Collection	0	1	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Fremont County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	10	8	2
Activities Related to Real Estate	14	8	6
Architectural & Engineering Services	3	2	1
Automobile Dealers	0	4	-4
Automotive Parts, Accessories, & Tire	4	4	0
Automotive Repair & Maintenance	25	26	-1
Beer, Wine, & Liquor Stores	1	0	1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	2	5	-3
Business Support Services	0	2	-2
Child Day Care Services	29	36	-7
Clothing Stores	0	1	-1
Death Care Services	2	3	-1
Department Stores	0	0	0
Depository Credit Intermediation	8	6	2
Direct Selling Establishments	41	37	4
Drinking Places (Alcoholic Beverages)	6	5	1
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	0	1	-1
Electronics & Appliance Stores	0	2	-2
Employment Services	0	0	0
Florists	1	2	-1
Full-Service Restaurants	3	6	-3
Furniture Stores	1	1	0
Gasoline Stations	12	8	4
Grocery Stores	3	3	0
Health & Personal Care Stores	4	5	-1
Home Furnishings Stores	0	0	0
Home Health Care Services	0	7	-7
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	1	3	-2
Legal Services	4	5	-1
Limited-Service Eating Places	4	4	0
Management, Scientific, & Technical Consulting	9	5	4
Nursing Care Facilities	2	2	0
Office Supplies, Stationery, Gift Store	3	4	-1
Offices of Dentists	0	2	-2
Offices of Physicians	3	3	0
Offices of Real Estate Agents & Brokers	8	7	1
Other Financial Investment Activities	6	3	3
Other General Merchandise Stores	0	2	-2
Other Miscellaneous Store Retailers	7	8	-1
Other Motor Vehicle Dealers	4	2	2
Personal Care Services	19	27	-8
Shoe Stores	0	0	0
Special Food Services	8	3	5
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	0	3	-3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	1	3	-2
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	1	1	0



## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Greene County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	14	12	2
Activities Related to Real Estate	13	12	1
Architectural & Engineering Services	10	3	7
Automobile Dealers	3	7	-4
Automotive Parts, Accessories, & Tire	4	5	-1
Automotive Repair & Maintenance	37	29	8
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	3	6	-3
Business Support Services	0	5	-5
Child Day Care Services	42	53	-11
Clothing Stores	2	3	-1
Death Care Services	5	3	2
Department Stores	0	0	0
Depository Credit Intermediation	9	7	2
Direct Selling Establishments	39	50	-11
Drinking Places (Alcoholic Beverages)	1	5	-4
Drycleaning & Laundry Services	3	1	2
Electronic Shopping & Mail Order	5	2	3
Electronics & Appliance Stores	1	3	-2
Employment Services	1	1	0
Florists	1	2	-1
Full-Service Restaurants	8	9	-1
Furniture Stores	1	1	0
Gasoline Stations	8	9	-1
Grocery Stores	2	4	-2
Health & Personal Care Stores	10	7	3
Home Furnishings Stores	1	2	-1
Home Health Care Services	16	7	9
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	3	3	0
Legal Services	6	8	-2
Limited-Service Eating Places	9	7	2
Management, Scientific, & Technical Consulting	5	11	-6
Nursing Care Facilities	1	2	-1
Office Supplies, Stationery, Gift Store	9	6	3
Offices of Dentists	3	3	0
Offices of Physicians	2	6	-4
Offices of Real Estate Agents & Brokers	9	13	-4
Other Financial Investment Activities	3	6	-3
Other General Merchandise Stores	4	2	2
Other Miscellaneous Store Retailers	5	9	-4
Other Motor Vehicle Dealers	1	2	-1
Personal Care Services	30	34	-4
Shoe Stores	0	1	-1
Special Food Services	5	4	1
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	2	5	-3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	5	4	1
Vending Machine Operators	0	0	0
Warehousing & Storage	0	1	-1
Waste Collection	0	1	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Grundy County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	10	13	-3
Activities Related to Real Estate	19	16	3
Architectural & Engineering Services	1	6	-5
Automobile Dealers	3	8	-5
Automotive Parts, Accessories, & Tire	7	5	2
Automotive Repair & Maintenance	31	26	5
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	2	-2
Building Material & Supplies Stores	8	5	3
Business Support Services	8	6	2
Child Day Care Services	58	62	-4
Clothing Stores	5	5	0
Death Care Services	1	3	-2
Department Stores	0	1	0
Depository Credit Intermediation	7	7	0
Direct Selling Establishments	74	53	21
Drinking Places (Alcoholic Beverages)	3	6	-3
Drycleaning & Laundry Services	7	2	5
Electronic Shopping & Mail Order	1	3	-2
Electronics & Appliance Stores	4	4	0
Employment Services	1	1	0
Florists	6	2	4
Full-Service Restaurants	12	10	2
Furniture Stores	3	1	2
Gasoline Stations	7	9	-2
Grocery Stores	4	3	1
Health & Personal Care Stores	8	8	0
Home Furnishings Stores	1	3	-2
Home Health Care Services	7	11	-4
Insurance Carriers	1	1	0
Investigation & Security Services	0	1	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	2	3	-1
Legal Services	9	10	-1
Limited-Service Eating Places	6	10	-4
Management, Scientific, & Technical Consulting	13	13	0
Nursing Care Facilities	3	2	1
Office Supplies, Stationery, Gift Store	15	6	9
Offices of Dentists	3	4	-1
Offices of Physicians	6	8	-2
Offices of Real Estate Agents & Brokers	8	20	-12
Other Financial Investment Activities	4	7	-3
Other General Merchandise Stores	2	2	0
Other Miscellaneous Store Retailers	12	10	2
Other Motor Vehicle Dealers	0	3	-3
Personal Care Services	42	36	6
Shoe Stores	1	1	0
Special Food Services	10	5	5
Specialty Food Stores	2	2	0
Sporting Goods & Hobby Stores	4	6	-2
Taxi & Limousine Services	0	1	-1
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	5	6	-1
Vending Machine Operators	0	2	-2
Warehousing & Storage	0	1	-1
Waste Collection	3	1	2

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Guthrie County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	15	13	2
Activities Related to Real Estate	16	14	2
Architectural & Engineering Services	5	3	2
Automobile Dealers	8	8	0
Automotive Parts, Accessories, & Tire	10	5	5
Automotive Repair & Maintenance	37	33	4
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	3	1	2
Building Material & Supplies Stores	5	6	-1
Business Support Services	13	5	8
Child Day Care Services	77	61	16
Clothing Stores	2	4	-2
Death Care Services	3	4	-1
Department Stores	0	0	0
Depository Credit Intermediation	10	8	2
Direct Selling Establishments	70	57	13
Drinking Places (Alcoholic Beverages)	8	6	2
Drycleaning & Laundry Services	0	2	-2
Electronic Shopping & Mail Order	0	3	-3
Electronics & Appliance Stores	2	3	-1
Employment Services	0	1	-1
Florists	1	3	-2
Full-Service Restaurants	6	11	-5
Furniture Stores	0	1	-1
Gasoline Stations	13	10	3
Grocery Stores	3	4	-1
Health & Personal Care Stores	14	8	6
Home Furnishings Stores	0	2	-2
Home Health Care Services	8	9	-1
Insurance Carriers	3	1	2
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	1	-1
Law n & Garden Equipment & Supplies	3	4	-1
Legal Services	7	9	-2
Limited-Service Eating Places	9	8	1
Management, Scientific, & Technical Consulting	17	12	5
Nursing Care Facilities	5	2	3
Office Supplies, Stationery, Gift Store	11	7	4
Offices of Dentists	3	4	-1
Offices of Physicians	9	6	3
Offices of Real Estate Agents & Brokers	20	15	5
Other Financial Investment Activities	7	7	0
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	9	11	-2
Other Motor Vehicle Dealers	2	2	0
Personal Care Services	37	39	-2
Shoe Stores	0	1	-1
Special Food Services	5	4	1
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	5	6	-1
Taxi & Limousine Services	1	0	1
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	3	4	-1
Vending Machine Operators	0	0	0
Warehousing & Storage	0	1	-1
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Hamilton County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	14	19	-5
Activities Related to Real Estate	17	20	-3
Architectural & Engineering Services	5	5	0
Automobile Dealers	8	12	-4
Automotive Parts, Accessories, & Tire	4	8	-4
Automotive Repair & Maintenance	52	48	4
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	0	2	-2
Building Material & Supplies Stores	10	9	1
Business Support Services	12	7	5
Child Day Care Services	103	86	17
Clothing Stores	2	6	-4
Death Care Services	3	6	-3
Department Stores	1	1	0
Depository Credit Intermediation	9	11	-2
Direct Selling Establishments	54	81	-27
Drinking Places (Alcoholic Beverages)	11	9	2
Drycleaning & Laundry Services	2	2	0
Electronic Shopping & Mail Order	0	4	-4
Electronics & Appliance Stores	1	5	-4
Employment Services	0	1	-1
Florists	1	4	-3
Full-Service Restaurants	11	15	-4
Furniture Stores	0	2	-2
Gasoline Stations	13	15	-2
Grocery Stores	7	6	1
Health & Personal Care Stores	3	11	-8
Home Furnishings Stores	2	3	-1
Home Health Care Services	15	12	3
Insurance Carriers	0	2	-2
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	5	6	-1
Legal Services	16	12	4
Limited-Service Eating Places	12	12	0
Management, Scientific, & Technical Consulting	22	18	4
Nursing Care Facilities	2	3	-1
Office Supplies, Stationery, Gift Store	13	10	3
Offices of Dentists	6	5	1
Offices of Physicians	15	9	6
Offices of Real Estate Agents & Brokers	30	21	9
Other Financial Investment Activities	1	9	-8
Other General Merchandise Stores	2	4	-2
Other Miscellaneous Store Retailers	13	15	-2
Other Motor Vehicle Dealers	1	3	-2
Personal Care Services	57	56	1
Shoe Stores	1	1	0
Special Food Services	7	6	1
Specialty Food Stores	1	2	-1
Sporting Goods & Hobby Stores	8	9	-1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	2	1	1
Used Merchandise Stores	0	6	-6
Vending Machine Operators	0	1	-1
Warehousing & Storage	3	1	2
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Hancock County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	12	14	-2
Activities Related to Real Estate	8	15	-7
Architectural & Engineering Services	4	4	0
Automobile Dealers	7	8	-1
Automotive Parts, Accessories, & Tire	6	6	0
Automotive Repair & Maintenance	45	34	11
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	6	7	-1
Business Support Services	0	5	-5
Child Day Care Services	63	62	1
Clothing Stores	4	4	0
Death Care Services	5	4	1
Department Stores	0	0	0
Depository Credit Intermediation	8	8	0
Direct Selling Establishments	73	59	14
Drinking Places (Alcoholic Beverages)	7	6	1
Drycleaning & Laundry Services	0	2	-2
Electronic Shopping & Mail Order	0	3	-3
Electronics & Appliance Stores	1	3	-2
Employment Services	1	1	0
Florists	3	3	0
Full-Service Restaurants	13	11	2
Furniture Stores	1	1	0
Gasoline Stations	12	11	1
Grocery Stores	4	5	-1
Health & Personal Care Stores	2	8	-6
Home Furnishings Stores	2	2	0
Home Health Care Services	7	9	-2
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	1	-1
Law n & Garden Equipment & Supplies	4	4	0
Legal Services	8	9	-1
Limited-Service Eating Places	4	9	-5
Management, Scientific, & Technical Consulting	7	13	-6
Nursing Care Facilities	3	3	0
Office Supplies, Stationery, Gift Store	13	7	6
Offices of Dentists	4	4	0
Offices of Physicians	1	7	-6
Offices of Real Estate Agents & Brokers	15	15	0
Other Financial Investment Activities	6	7	-1
Other General Merchandise Stores	2	3	-1
Other Miscellaneous Store Retailers	3	11	-8
Other Motor Vehicle Dealers	0	2	-2
Personal Care Services	39	40	-1
Shoe Stores	1	1	0
Special Food Services	0	4	-4
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	8	6	2
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	2	5	-3
Vending Machine Operators	0	1	-1
Warehousing & Storage	1	1	0
Waste Collection	0	1	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Hardin County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	19	21	-2
Activities Related to Real Estate	35	22	13
Architectural & Engineering Services	3	5	-2
Automobile Dealers	11	13	-2
Automotive Parts, Accessories, & Tire	15	8	7
Automotive Repair & Maintenance	49	53	-4
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	6	2	4
Building Material & Supplies Stores	8	10	-2
Business Support Services	12	8	4
Child Day Care Services	106	95	11
Clothing Stores	7	6	1
Death Care Services	14	6	8
Department Stores	1	1	0
Depository Credit Intermediation	16	12	4
Direct Selling Establishments	99	89	10
Drinking Places (Alcoholic Beverages)	10	10	0
Drycleaning & Laundry Services	5	2	3
Electronic Shopping & Mail Order	5	4	1
Electronics & Appliance Stores	5	5	0
Employment Services	0	1	-1
Florists	5	4	1
Full-Service Restaurants	15	17	-2
Furniture Stores	3	2	1
Gasoline Stations	13	16	-3
Grocery Stores	8	7	1
Health & Personal Care Stores	19	12	7
Home Furnishings Stores	3	3	0
Home Health Care Services	18	13	5
Insurance Carriers	3	2	1
Investigation & Security Services	1	1	0
Jewelry & Luggage Stores	0	2	-2
Law n & Garden Equipment & Supplies	4	6	-2
Legal Services	13	14	-1
Limited-Service Eating Places	17	13	4
Management, Scientific, & Technical Consulting	18	19	-1
Nursing Care Facilities	6	4	2
Office Supplies, Stationery, Gift Store	12	11	1
Offices of Dentists	7	6	1
Offices of Physicians	9	10	-1
Offices of Real Estate Agents & Brokers	27	23	4
Other Financial Investment Activities	16	10	6
Other General Merchandise Stores	5	4	1
Other Miscellaneous Store Retailers	14	17	-3
Other Motor Vehicle Dealers	0	4	-4
Personal Care Services	75	62	13
Shoe Stores	0	1	-1
Special Food Services	14	7	7
Specialty Food Stores	1	3	-2
Sporting Goods & Hobby Stores	9	10	-1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	10	7	3
Vending Machine Operators	0	1	-1
Warehousing & Storage	1	1	0
Waste Collection	1	2	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Harrison County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	17	16	1
Activities Related to Real Estate	29	20	9
Architectural & Engineering Services	9	7	2
Automobile Dealers	3	10	-7
Automotive Parts, Accessories, & Tire	10	7	3
Automotive Repair & Maintenance	52	33	19
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	3	-3
Building Material & Supplies Stores	5	6	-1
Business Support Services	6	8	-2
Child Day Care Services	63	80	-17
Clothing Stores	1	6	-5
Death Care Services	3	4	-1
Department Stores	0	1	0
Depository Credit Intermediation	13	9	4
Direct Selling Establishments	51	68	-17
Drinking Places (Alcoholic Beverages)	11	8	3
Drycleaning & Laundry Services	1	3	-2
Electronic Shopping & Mail Order	0	4	-4
Electronics & Appliance Stores	4	5	-1
Employment Services	1	2	-1
Florists	3	2	1
Full-Service Restaurants	13	13	0
Furniture Stores	0	2	-2
Gasoline Stations	23	12	11
Grocery Stores	4	4	0
Health & Personal Care Stores	14	10	4
Home Furnishings Stores	0	3	-3
Home Health Care Services	10	14	-4
Insurance Carriers	1	1	0
Investigation & Security Services	0	1	0
Jewelry & Luggage Stores	0	2	-2
Law n & Garden Equipment & Supplies	7	4	3
Legal Services	12	12	0
Limited-Service Eating Places	10	13	-3
Management, Scientific, & Technical Consulting	7	16	-9
Nursing Care Facilities	4	2	2
Office Supplies, Stationery, Gift Store	8	8	0
Offices of Dentists	2	5	-3
Offices of Physicians	8	10	-2
Offices of Real Estate Agents & Brokers	21	26	-5
Other Financial Investment Activities	15	9	6
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	13	12	1
Other Motor Vehicle Dealers	4	3	1
Personal Care Services	45	46	-1
Shoe Stores	0	1	-1
Special Food Services	0	6	-6
Specialty Food Stores	4	2	2
Sporting Goods & Hobby Stores	1	8	-7
Taxi & Limousine Services	0	1	-1
Travel & Reservation Services	2	1	1
Used Merchandise Stores	5	7	-2
Vending Machine Operators	4	2	2
Warehousing & Storage	1	1	0
Waste Collection	2	1	1

<b>County to Peer Group Comparison</b>			
<b>Henry County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	28	24	4
Activities Related to Real Estate	19	26	-7
Architectural & Engineering Services	10	6	4
Automobile Dealers	13	15	-2
Automotive Parts, Accessories, & Tire	9	10	-1
Automotive Repair & Maintenance	69	60	9
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	2	-2
Building Material & Supplies Stores	2	11	-9
Business Support Services	14	9	5
Child Day Care Services	108	108	0
Clothing Stores	8	7	1
Death Care Services	11	7	4
Department Stores	1	1	0
Depository Credit Intermediation	14	14	0
Direct Selling Establishments	90	101	-11
Drinking Places (Alcoholic Beverages)	9	11	-2
Drycleaning & Laundry Services	2	3	-1
Electronic Shopping & Mail Order	0	5	-5
Electronics & Appliance Stores	4	6	-2
Employment Services	4	1	3
Florists	3	5	-2
Full-Service Restaurants	19	19	0
Furniture Stores	2	3	-1
Gasoline Stations	11	18	-7
Grocery Stores	8	8	0
Health & Personal Care Stores	15	14	1
Home Furnishings Stores	2	3	-1
Home Health Care Services	5	15	-10
Insurance Carriers	1	2	-1
Investigation & Security Services	0	1	0
Jewelry & Luggage Stores	2	2	0
Law n & Garden Equipment & Supplies	4	7	-3
Legal Services	12	16	-4
Limited-Service Eating Places	20	15	5
Management, Scientific, & Technical Consulting	19	22	-3
Nursing Care Facilities	5	4	1
Office Supplies, Stationery, Gift Store	12	12	0
Offices of Dentists	7	7	0
Offices of Physicians	15	11	4
Offices of Real Estate Agents & Brokers	16	27	-11
Other Financial Investment Activities	6	12	-6
Other General Merchandise Stores	1	5	-4
Other Miscellaneous Store Retailers	24	19	5
Other Motor Vehicle Dealers	6	4	2
Personal Care Services	63	70	-7
Shoe Stores	1	1	0
Special Food Services	10	7	3
Specialty Food Stores	5	3	2
Sporting Goods & Hobby Stores	12	11	1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	3	2	1
Used Merchandise Stores	8	8	0
Vending Machine Operators	0	1	-1
Warehousing & Storage	2	1	1
Waste Collection	1	2	-1



<b>County to Peer Group Comparison</b>			
<b>Howard County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	13	11	2
Activities Related to Real Estate	17	12	5
Architectural & Engineering Services	5	3	2
Automobile Dealers	10	7	3
Automotive Parts, Accessories, & Tire	2	5	-3
Automotive Repair & Maintenance	34	28	6
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	8	5	3
Business Support Services	3	4	-1
Child Day Care Services	56	52	4
Clothing Stores	2	3	-1
Death Care Services	2	3	-1
Department Stores	0	0	0
Depository Credit Intermediation	6	7	-1
Direct Selling Establishments	56	48	8
Drinking Places (Alcoholic Beverages)	6	5	1
Drycleaning & Laundry Services	3	1	2
Electronic Shopping & Mail Order	0	2	-2
Electronics & Appliance Stores	4	3	1
Employment Services	0	1	-1
Florists	0	2	-2
Full-Service Restaurants	14	9	5
Furniture Stores	1	1	0
Gasoline Stations	10	9	1
Grocery Stores	6	4	2
Health & Personal Care Stores	2	7	-5
Home Furnishings Stores	0	2	-2
Home Health Care Services	13	7	6
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	2	3	-1
Legal Services	7	7	0
Limited-Service Eating Places	3	7	-4
Management, Scientific, & Technical Consulting	15	11	4
Nursing Care Facilities	3	2	1
Office Supplies, Stationery, Gift Store	7	6	1
Offices of Dentists	1	3	-2
Offices of Physicians	4	5	-1
Offices of Real Estate Agents & Brokers	14	13	1
Other Financial Investment Activities	5	6	-1
Other General Merchandise Stores	1	2	-1
Other Miscellaneous Store Retailers	10	9	1
Other Motor Vehicle Dealers	7	2	5
Personal Care Services	30	33	-3
Shoe Stores	1	1	0
Special Food Services	9	4	5
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	8	5	3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	0	4	-4
Vending Machine Operators	0	0	0
Warehousing & Storage	0	1	-1
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Humboldt County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	8	12	-4
Activities Related to Real Estate	8	13	-5
Architectural & Engineering Services	0	3	-3
Automobile Dealers	3	7	-4
Automotive Parts, Accessories, & Tire	2	5	-3
Automotive Repair & Maintenance	30	29	1
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	2	6	-4
Business Support Services	4	5	-1
Child Day Care Services	60	53	7
Clothing Stores	6	3	3
Death Care Services	3	3	0
Department Stores	0	0	0
Depository Credit Intermediation	5	7	-2
Direct Selling Establishments	56	50	6
Drinking Places (Alcoholic Beverages)	7	5	2
Drycleaning & Laundry Services	1	1	0
Electronic Shopping & Mail Order	5	2	3
Electronics & Appliance Stores	3	3	0
Employment Services	0	1	-1
Florists	1	2	-1
Full-Service Restaurants	11	9	2
Furniture Stores	1	1	0
Gasoline Stations	13	9	4
Grocery Stores	2	4	-2
Health & Personal Care Stores	5	7	-2
Home Furnishings Stores	1	2	-1
Home Health Care Services	8	8	0
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	3	3	0
Legal Services	5	8	-3
Limited-Service Eating Places	14	7	7
Management, Scientific, & Technical Consulting	6	11	-5
Nursing Care Facilities	2	2	0
Office Supplies, Stationery, Gift Store	3	6	-3
Offices of Dentists	2	3	-1
Offices of Physicians	1	6	-5
Offices of Real Estate Agents & Brokers	19	13	6
Other Financial Investment Activities	0	6	-6
Other General Merchandise Stores	4	2	2
Other Miscellaneous Store Retailers	8	9	-1
Other Motor Vehicle Dealers	3	2	1
Personal Care Services	40	34	6
Shoe Stores	1	1	0
Special Food Services	4	4	0
Specialty Food Stores	1	1	0
Sporting Goods & Hobby Stores	6	5	1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	1	4	-3
Vending Machine Operators	0	0	0
Warehousing & Storage	0	1	-1
Waste Collection	3	1	2

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Ida County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	8	8	0
Activities Related to Real Estate	7	8	-1
Architectural & Engineering Services	0	2	-2
Automobile Dealers	5	4	1
Automotive Parts, Accessories, & Tire	3	4	-1
Automotive Repair & Maintenance	21	24	-3
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	0	0	0
Building Material & Supplies Stores	3	4	-1
Business Support Services	8	2	6
Child Day Care Services	35	35	0
Clothing Stores	5	1	4
Death Care Services	2	2	0
Department Stores	0	0	0
Depository Credit Intermediation	7	6	1
Direct Selling Establishments	56	35	21
Drinking Places (Alcoholic Beverages)	5	5	0
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	5	1	4
Electronics & Appliance Stores	1	2	-1
Employment Services	0	0	0
Florists	1	2	-1
Full-Service Restaurants	6	6	0
Furniture Stores	0	1	-1
Gasoline Stations	8	8	0
Grocery Stores	3	3	0
Health & Personal Care Stores	7	5	2
Home Furnishings Stores	0	0	0
Home Health Care Services	5	7	-2
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	0	1
Law n & Garden Equipment & Supplies	1	3	-2
Legal Services	8	5	3
Limited-Service Eating Places	4	4	0
Management, Scientific, & Technical Consulting	8	5	3
Nursing Care Facilities	2	2	0
Office Supplies, Stationery, Gift Store	1	4	-3
Offices of Dentists	3	2	1
Offices of Physicians	7	2	5
Offices of Real Estate Agents & Brokers	7	7	0
Other Financial Investment Activities	7	3	4
Other General Merchandise Stores	3	2	1
Other Miscellaneous Store Retailers	4	7	-3
Other Motor Vehicle Dealers	0	2	-2
Personal Care Services	24	26	-2
Shoe Stores	1	0	1
Special Food Services	0	3	-3
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	0	3	-3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	0	3	-3
Vending Machine Operators	0	0	0
Warehousing & Storage	2	0	2
Waste Collection	2	1	1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Iowa County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	12	16	-4
Activities Related to Real Estate	26	21	5
Architectural & Engineering Services	8	7	1
Automobile Dealers	6	10	-4
Automotive Parts, Accessories, & Tire	12	7	5
Automotive Repair & Maintenance	37	34	3
Beer, Wine, & Liquor Stores	4	1	3
Book, Periodical, & Music Stores	4	3	1
Building Material & Supplies Stores	7	6	1
Business Support Services	5	8	-3
Child Day Care Services	111	81	30
Clothing Stores	38	6	32
Death Care Services	5	4	1
Department Stores	0	1	0
Depository Credit Intermediation	7	10	-3
Direct Selling Establishments	62	70	-8
Drinking Places (Alcoholic Beverages)	9	8	1
Drycleaning & Laundry Services	5	3	2
Electronic Shopping & Mail Order	0	4	-4
Electronics & Appliance Stores	4	5	-1
Employment Services	1	2	-1
Florists	3	2	1
Full-Service Restaurants	21	13	8
Furniture Stores	2	2	0
Gasoline Stations	16	12	4
Grocery Stores	3	4	-1
Health & Personal Care Stores	14	10	4
Home Furnishings Stores	14	3	11
Home Health Care Services	5	15	-10
Insurance Carriers	1	1	0
Investigation & Security Services	0	1	0
Jewelry & Luggage Stores	4	2	2
Law n & Garden Equipment & Supplies	6	4	2
Legal Services	18	13	5
Limited-Service Eating Places	11	13	-2
Management, Scientific, & Technical Consulting	21	17	4
Nursing Care Facilities	4	2	2
Office Supplies, Stationery, Gift Store	14	8	6
Offices of Dentists	5	6	-1
Offices of Physicians	5	10	-5
Offices of Real Estate Agents & Brokers	21	26	-5
Other Financial Investment Activities	11	9	2
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	21	13	8
Other Motor Vehicle Dealers	0	3	-3
Personal Care Services	52	47	5
Shoe Stores	7	1	6
Special Food Services	6	6	0
Specialty Food Stores	6	2	4
Sporting Goods & Hobby Stores	4	8	-4
Taxi & Limousine Services	0	1	-1
Travel & Reservation Services	2	1	1
Used Merchandise Stores	10	7	3
Vending Machine Operators	4	2	2
Warehousing & Storage	0	1	-1
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Jackson County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	30	23	7
Activities Related to Real Estate	22	25	-3
Architectural & Engineering Services	2	6	-4
Automobile Dealers	20	14	6
Automotive Parts, Accessories, & Tire	5	10	-5
Automotive Repair & Maintenance	67	59	8
Beer, Wine, & Liquor Stores	3	1	2
Book, Periodical, & Music Stores	5	2	3
Building Material & Supplies Stores	6	11	-5
Business Support Services	6	9	-3
Child Day Care Services	103	107	-4
Clothing Stores	2	7	-5
Death Care Services	6	7	-1
Department Stores	1	1	0
Depository Credit Intermediation	15	14	1
Direct Selling Establishments	76	101	-25
Drinking Places (Alcoholic Beverages)	20	11	9
Drycleaning & Laundry Services	1	3	-2
Electronic Shopping & Mail Order	6	5	1
Electronics & Appliance Stores	3	6	-3
Employment Services	0	1	-1
Florists	5	5	0
Full-Service Restaurants	29	19	10
Furniture Stores	1	3	-2
Gasoline Stations	16	18	-2
Grocery Stores	12	8	4
Health & Personal Care Stores	18	14	4
Home Furnishings Stores	4	3	1
Home Health Care Services	26	15	11
Insurance Carriers	1	2	-1
Investigation & Security Services	1	1	0
Jewelry & Luggage Stores	1	2	-1
Law n & Garden Equipment & Supplies	7	7	0
Legal Services	13	16	-3
Limited-Service Eating Places	15	15	0
Management, Scientific, & Technical Consulting	12	22	-10
Nursing Care Facilities	3	4	-1
Office Supplies, Stationery, Gift Store	10	12	-2
Offices of Dentists	9	7	2
Offices of Physicians	12	11	1
Offices of Real Estate Agents & Brokers	22	27	-5
Other Financial Investment Activities	9	12	-3
Other General Merchandise Stores	5	5	0
Other Miscellaneous Store Retailers	27	19	8
Other Motor Vehicle Dealers	7	4	3
Personal Care Services	80	70	10
Shoe Stores	0	1	-1
Special Food Services	7	7	0
Specialty Food Stores	2	3	-1
Sporting Goods & Hobby Stores	9	11	-2
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	2	-2
Used Merchandise Stores	10	8	2
Vending Machine Operators	3	1	2
Warehousing & Storage	1	1	0
Waste Collection	4	2	2

<b>County to Peer Group Comparison</b>			
<b>Jasper County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	35	39	-4
Activities Related to Real Estate	41	49	-8
Architectural & Engineering Services	7	17	-10
Automobile Dealers	18	23	-5
Automotive Parts, Accessories, & Tire	12	16	-4
Automotive Repair & Maintenance	70	79	-9
Beer, Wine, & Liquor Stores	0	2	-2
Book, Periodical, & Music Stores	10	7	3
Building Material & Supplies Stores	16	15	1
Business Support Services	15	19	-4
Child Day Care Services	217	190	27
Clothing Stores	8	14	-6
Death Care Services	4	10	-6
Department Stores	0	2	0
Depository Credit Intermediation	19	22	-3
Direct Selling Establishments	179	163	16
Drinking Places (Alcoholic Beverages)	11	18	-7
Drycleaning & Laundry Services	8	7	1
Electronic Shopping & Mail Order	17	9	8
Electronics & Appliance Stores	14	12	2
Employment Services	0	4	-4
Florists	5	6	-1
Full-Service Restaurants	27	31	-4
Furniture Stores	3	4	-1
Gasoline Stations	27	27	0
Grocery Stores	8	9	-1
Health & Personal Care Stores	20	23	-3
Home Furnishings Stores	2	8	-6
Home Health Care Services	28	34	-6
Insurance Carriers	2	3	-1
Investigation & Security Services	1	3	0
Jewelry & Luggage Stores	6	4	2
Law n & Garden Equipment & Supplies	10	10	0
Legal Services	19	30	-11
Limited-Service Eating Places	32	30	2
Management, Scientific, & Technical Consulting	32	39	-7
Nursing Care Facilities	4	5	-1
Office Supplies, Stationery, Gift Store	16	19	-3
Offices of Dentists	9	13	-4
Offices of Physicians	15	24	-9
Offices of Real Estate Agents & Brokers	51	61	-10
Other Financial Investment Activities	15	22	-7
Other General Merchandise Stores	6	6	0
Other Miscellaneous Store Retailers	32	29	3
Other Motor Vehicle Dealers	4	8	-4
Personal Care Services	128	110	18
Shoe Stores	1	3	-2
Special Food Services	19	14	5
Specialty Food Stores	1	6	-5
Sporting Goods & Hobby Stores	27	19	8
Taxi & Limousine Services	4	2	2
Travel & Reservation Services	1	2	-1
Used Merchandise Stores	17	17	0
Vending Machine Operators	0	5	-5
Warehousing & Storage	2	3	-1
Waste Collection	3	3	0

<b>County to Peer Group Comparison</b>			
<b>Jefferson County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	27	19	8
Activities Related to Real Estate	40	20	20
Architectural & Engineering Services	23	5	18
Automobile Dealers	10	11	-1
Automotive Parts, Accessories, & Tire	7	8	-1
Automotive Repair & Maintenance	45	47	-2
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	3	2	1
Building Material & Supplies Stores	14	9	5
Business Support Services	22	7	15
Child Day Care Services	50	85	-35
Clothing Stores	10	5	5
Death Care Services	3	6	-3
Department Stores	1	1	0
Depository Credit Intermediation	14	11	3
Direct Selling Establishments	95	80	15
Drinking Places (Alcoholic Beverages)	6	9	-3
Drycleaning & Laundry Services	3	2	1
Electronic Shopping & Mail Order	24	4	20
Electronics & Appliance Stores	6	5	1
Employment Services	3	1	2
Florists	3	4	-1
Full-Service Restaurants	15	15	0
Furniture Stores	1	2	-1
Gasoline Stations	11	14	-3
Grocery Stores	3	6	-3
Health & Personal Care Stores	17	11	6
Home Furnishings Stores	5	3	2
Home Health Care Services	26	12	14
Insurance Carriers	1	2	-1
Investigation & Security Services	1	0	0
Jewelry & Luggage Stores	2	1	1
Law n & Garden Equipment & Supplies	5	6	-1
Legal Services	24	12	12
Limited-Service Eating Places	17	12	5
Management, Scientific, & Technical Consulting	88	17	71
Nursing Care Facilities	2	3	-1
Office Supplies, Stationery, Gift Store	6	10	-4
Offices of Dentists	5	5	0
Offices of Physicians	16	9	7
Offices of Real Estate Agents & Brokers	27	21	6
Other Financial Investment Activities	58	9	49
Other General Merchandise Stores	2	4	-2
Other Miscellaneous Store Retailers	14	15	-1
Other Motor Vehicle Dealers	1	3	-2
Personal Care Services	41	55	-14
Shoe Stores	1	1	0
Special Food Services	7	6	1
Specialty Food Stores	3	2	1
Sporting Goods & Hobby Stores	10	9	1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	2	1	1
Used Merchandise Stores	6	6	0
Vending Machine Operators	0	1	-1
Warehousing & Storage	1	1	0
Waste Collection	2	1	1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Johnson County</b>			
<b>Trade Classification: A</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	122	140	-18
Activities Related to Real Estate	222	224	-2
Architectural & Engineering Services	108	86	22
Automobile Dealers	41	57	-16
Automotive Parts, Accessories, & Tire	24	39	-15
Automotive Repair & Maintenance	145	170	-25
Beer, Wine, & Liquor Stores	5	5	0
Book, Periodical, & Music Stores	34	22	12
Building Material & Supplies Stores	43	43	0
Business Support Services	61	78	-17
Child Day Care Services	427	571	-144
Clothing Stores	69	59	10
Death Care Services	7	15	-8
Department Stores	10	7	0
Depository Credit Intermediation	42	60	-18
Direct Selling Establishments	377	498	-121
Drinking Places (Alcoholic Beverages)	41	52	-11
Drycleaning & Laundry Services	23	19	4
Electronic Shopping & Mail Order	44	35	9
Electronics & Appliance Stores	35	30	5
Employment Services	16	23	-7
Florists	14	14	0
Full-Service Restaurants	128	101	27
Furniture Stores	15	15	0
Gasoline Stations	57	61	-4
Grocery Stores	40	28	12
Health & Personal Care Stores	68	84	-16
Home Furnishings Stores	36	26	10
Home Health Care Services	68	70	-2
Insurance Carriers	10	23	-13
Investigation & Security Services	9	24	0
Jewelry & Luggage Stores	28	23	5
Law n & Garden Equipment & Supplies	14	12	2
Legal Services	136	130	6
Limited-Service Eating Places	118	116	2
Management, Scientific, & Technical Consulting	381	225	156
Nursing Care Facilities	8	8	0
Office Supplies, Stationery, Gift Store	47	49	-2
Offices of Dentists	71	54	17
Offices of Physicians	185	113	72
Offices of Real Estate Agents & Brokers	234	246	-12
Other Financial Investment Activities	84	96	-12
Other General Merchandise Stores	5	14	-9
Other Miscellaneous Store Retailers	87	74	13
Other Motor Vehicle Dealers	10	20	-10
Personal Care Services	254	314	-60
Shoe Stores	12	12	0
Special Food Services	42	46	-4
Specialty Food Stores	16	19	-3
Sporting Goods & Hobby Stores	61	53	8
Taxi & Limousine Services	24	17	7
Travel & Reservation Services	15	14	1
Used Merchandise Stores	46	38	8
Vending Machine Operators	7	18	-11
Warehousing & Storage	4	10	-6
Waste Collection	4	4	0



<b>County to Peer Group Comparison</b>			
<b>Jones County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	21	21	0
Activities Related to Real Estate	26	26	0
Architectural & Engineering Services	6	9	-3
Automobile Dealers	13	13	0
Automotive Parts, Accessories, & Tire	5	9	-4
Automotive Repair & Maintenance	48	43	5
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	0	4	-4
Building Material & Supplies Stores	5	8	-3
Business Support Services	7	10	-3
Child Day Care Services	94	104	-10
Clothing Stores	8	8	0
Death Care Services	8	5	3
Department Stores	1	1	0
Depository Credit Intermediation	13	12	1
Direct Selling Establishments	75	89	-14
Drinking Places (Alcoholic Beverages)	9	10	-1
Drycleaning & Laundry Services	0	4	-4
Electronic Shopping & Mail Order	2	5	-3
Electronics & Appliance Stores	6	7	-1
Employment Services	0	2	-2
Florists	6	3	3
Full-Service Restaurants	21	17	4
Furniture Stores	2	2	0
Gasoline Stations	17	15	2
Grocery Stores	6	5	1
Health & Personal Care Stores	9	13	-4
Home Furnishings Stores	6	4	2
Home Health Care Services	5	19	-14
Insurance Carriers	2	1	1
Investigation & Security Services	1	2	0
Jewelry & Luggage Stores	1	2	-1
Law n & Garden Equipment & Supplies	7	5	2
Legal Services	17	16	1
Limited-Service Eating Places	11	16	-5
Management, Scientific, & Technical Consulting	25	21	4
Nursing Care Facilities	2	3	-1
Office Supplies, Stationery, Gift Store	16	11	5
Offices of Dentists	6	7	-1
Offices of Physicians	7	13	-6
Offices of Real Estate Agents & Brokers	21	33	-12
Other Financial Investment Activities	3	12	-9
Other General Merchandise Stores	4	3	1
Other Miscellaneous Store Retailers	14	16	-2
Other Motor Vehicle Dealers	11	4	7
Personal Care Services	71	60	11
Shoe Stores	0	2	-2
Special Food Services	10	8	2
Specialty Food Stores	4	3	1
Sporting Goods & Hobby Stores	10	10	0
Taxi & Limousine Services	3	1	2
Travel & Reservation Services	1	1	0
Used Merchandise Stores	11	9	2
Vending Machine Operators	1	3	-2
Warehousing & Storage	0	1	-1
Waste Collection	2	2	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Keokuk County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	8	12	-4
Activities Related to Real Estate	7	12	-5
Architectural & Engineering Services	0	3	-3
Automobile Dealers	10	6	4
Automotive Parts, Accessories, & Tire	2	6	-4
Automotive Repair & Maintenance	50	37	13
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	6	7	-1
Business Support Services	4	3	1
Child Day Care Services	56	52	4
Clothing Stores	0	2	-2
Death Care Services	4	4	0
Department Stores	0	0	0
Depository Credit Intermediation	7	9	-2
Direct Selling Establishments	47	53	-6
Drinking Places (Alcoholic Beverages)	2	8	-6
Drycleaning & Laundry Services	1	1	0
Electronic Shopping & Mail Order	0	2	-2
Electronics & Appliance Stores	3	2	1
Employment Services	0	0	0
Florists	1	3	-2
Full-Service Restaurants	6	9	-3
Furniture Stores	0	1	-1
Gasoline Stations	14	12	2
Grocery Stores	9	5	4
Health & Personal Care Stores	8	7	1
Home Furnishings Stores	1	1	0
Home Health Care Services	20	10	10
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	9	4	5
Legal Services	3	7	-4
Limited-Service Eating Places	2	5	-3
Management, Scientific, & Technical Consulting	3	8	-5
Nursing Care Facilities	3	3	0
Office Supplies, Stationery, Gift Store	8	6	2
Offices of Dentists	1	3	-2
Offices of Physicians	2	4	-2
Offices of Real Estate Agents & Brokers	8	11	-3
Other Financial Investment Activities	8	4	4
Other General Merchandise Stores	1	3	-2
Other Miscellaneous Store Retailers	9	11	-2
Other Motor Vehicle Dealers	5	2	3
Personal Care Services	38	39	-1
Shoe Stores	0	0	0
Special Food Services	5	5	0
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	3	4	-1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	5	5	0
Vending Machine Operators	0	0	0
Warehousing & Storage	1	0	1
Waste Collection	0	1	-1

<b>County to Peer Group Comparison</b>			
<b>Kossuth County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	17	19	-2
Activities Related to Real Estate	16	20	-4
Architectural & Engineering Services	1	5	-4
Automobile Dealers	16	12	4
Automotive Parts, Accessories, & Tire	4	8	-4
Automotive Repair & Maintenance	54	47	7
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	3	2	1
Building Material & Supplies Stores	7	9	-2
Business Support Services	12	7	5
Child Day Care Services	91	86	5
Clothing Stores	3	6	-3
Death Care Services	14	6	8
Department Stores	1	1	0
Depository Credit Intermediation	16	11	5
Direct Selling Establishments	88	81	7
Drinking Places (Alcoholic Beverages)	13	9	4
Drycleaning & Laundry Services	1	2	-1
Electronic Shopping & Mail Order	1	4	-3
Electronics & Appliance Stores	5	5	0
Employment Services	0	1	-1
Florists	9	4	5
Full-Service Restaurants	14	15	-1
Furniture Stores	2	2	0
Gasoline Stations	20	15	5
Grocery Stores	9	6	3
Health & Personal Care Stores	10	11	-1
Home Furnishings Stores	5	3	2
Home Health Care Services	21	12	9
Insurance Carriers	1	2	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	2	1	1
Law n & Garden Equipment & Supplies	4	6	-2
Legal Services	16	12	4
Limited-Service Eating Places	12	12	0
Management, Scientific, & Technical Consulting	26	18	8
Nursing Care Facilities	3	3	0
Office Supplies, Stationery, Gift Store	10	10	0
Offices of Dentists	5	5	0
Offices of Physicians	8	9	-1
Offices of Real Estate Agents & Brokers	25	21	4
Other Financial Investment Activities	23	9	14
Other General Merchandise Stores	2	4	-2
Other Miscellaneous Store Retailers	18	15	3
Other Motor Vehicle Dealers	5	3	2
Personal Care Services	69	56	13
Shoe Stores	2	1	1
Special Food Services	9	6	3
Specialty Food Stores	5	2	3
Sporting Goods & Hobby Stores	14	9	5
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	2	1	1
Used Merchandise Stores	7	6	1
Vending Machine Operators	5	1	4
Warehousing & Storage	0	1	-1
Waste Collection	2	1	1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Lee County</b>			
<b>Trade Classification: B</b>			
<b>Descriptor</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	45	38	7
Activities Related to Real Estate	41	47	-6
Architectural & Engineering Services	13	17	-4
Automobile Dealers	27	22	5
Automotive Parts, Accessories, & Tire	17	15	2
Automotive Repair & Maintenance	82	77	5
Beer, Wine, & Liquor Stores	0	2	-2
Book, Periodical, & Music Stores	12	7	5
Building Material & Supplies Stores	13	15	-2
Business Support Services	13	19	-6
Child Day Care Services	137	185	-48
Clothing Stores	10	14	-4
Death Care Services	7	9	-2
Department Stores	2	2	0
Depository Credit Intermediation	37	22	15
Direct Selling Establishments	115	159	-44
Drinking Places (Alcoholic Beverages)	29	18	11
Drycleaning & Laundry Services	8	7	1
Electronic Shopping & Mail Order	9	9	0
Electronics & Appliance Stores	13	12	1
Employment Services	5	4	1
Florists	3	6	-3
Full-Service Restaurants	45	30	15
Furniture Stores	2	4	-2
Gasoline Stations	28	27	1
Grocery Stores	8	9	-1
Health & Personal Care Stores	18	22	-4
Home Furnishings Stores	7	8	-1
Home Health Care Services	37	33	4
Insurance Carriers	3	3	0
Investigation & Security Services	1	3	0
Jewelry & Luggage Stores	8	4	4
Law n & Garden Equipment & Supplies	5	10	-5
Legal Services	31	29	2
Limited-Service Eating Places	28	29	-1
Management, Scientific, & Technical Consulting	38	38	0
Nursing Care Facilities	5	5	0
Office Supplies, Stationery, Gift Store	23	19	4
Offices of Dentists	12	13	-1
Offices of Physicians	33	23	10
Offices of Real Estate Agents & Brokers	44	59	-15
Other Financial Investment Activities	21	21	0
Other General Merchandise Stores	5	6	-1
Other Miscellaneous Store Retailers	44	29	15
Other Motor Vehicle Dealers	13	8	5
Personal Care Services	115	107	8
Shoe Stores	4	3	1
Special Food Services	10	14	-4
Specialty Food Stores	7	5	2
Sporting Goods & Hobby Stores	19	18	1
Taxi & Limousine Services	0	2	-2
Travel & Reservation Services	3	2	1
Used Merchandise Stores	25	16	9
Vending Machine Operators	2	5	-3
Warehousing & Storage	6	3	3
Waste Collection	2	3	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Linn County</b>			
<b>Trade Classification: A</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	214	238	-24
Activities Related to Real Estate	329	381	-52
Architectural & Engineering Services	150	147	3
Automobile Dealers	102	98	4
Automotive Parts, Accessories, & Tire	66	66	0
Automotive Repair & Maintenance	312	289	23
Beer, Wine, & Liquor Stores	4	9	-5
Book, Periodical, & Music Stores	35	38	-3
Building Material & Supplies Stores	62	73	-11
Business Support Services	126	133	-7
Child Day Care Services	1137	972	165
Clothing Stores	87	100	-13
Death Care Services	37	26	11
Department Stores	8	12	0
Depository Credit Intermediation	93	102	-9
Direct Selling Establishments	860	848	12
Drinking Places (Alcoholic Beverages)	88	89	-1
Drycleaning & Laundry Services	31	32	-1
Electronic Shopping & Mail Order	69	59	10
Electronics & Appliance Stores	60	52	8
Employment Services	50	39	11
Florists	19	24	-5
Full-Service Restaurants	160	171	-11
Furniture Stores	23	25	-2
Gasoline Stations	89	104	-15
Grocery Stores	32	48	-16
Health & Personal Care Stores	154	144	10
Home Furnishings Stores	51	44	7
Home Health Care Services	116	119	-3
Insurance Carriers	34	38	-4
Investigation & Security Services	28	41	0
Jewelry & Luggage Stores	29	39	-10
Law n & Garden Equipment & Supplies	17	21	-4
Legal Services	205	222	-17
Limited-Service Eating Places	187	197	-10
Management, Scientific, & Technical Consulting	351	382	-31
Nursing Care Facilities	15	14	1
Office Supplies, Stationery, Gift Store	82	84	-2
Offices of Dentists	92	92	0
Offices of Physicians	122	192	-70
Offices of Real Estate Agents & Brokers	453	419	34
Other Financial Investment Activities	154	164	-10
Other General Merchandise Stores	20	23	-3
Other Miscellaneous Store Retailers	132	127	5
Other Motor Vehicle Dealers	38	34	4
Personal Care Services	566	535	31
Shoe Stores	13	21	-8
Special Food Services	61	78	-17
Specialty Food Stores	30	32	-2
Sporting Goods & Hobby Stores	98	89	9
Taxi & Limousine Services	21	29	-8
Travel & Reservation Services	25	24	1
Used Merchandise Stores	75	65	10
Vending Machine Operators	26	30	-4
Warehousing & Storage	13	16	-3
Waste Collection	6	7	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Louisa County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	8	12	-4
Activities Related to Real Estate	10	13	-3
Architectural & Engineering Services	5	3	2
Automobile Dealers	8	6	2
Automotive Parts, Accessories, & Tire	3	6	-3
Automotive Repair & Maintenance	24	39	-15
Beer, Wine, & Liquor Stores	1	0	1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	0	7	-7
Business Support Services	4	3	1
Child Day Care Services	45	56	-11
Clothing Stores	5	2	3
Death Care Services	2	4	-2
Department Stores	0	0	0
Depository Credit Intermediation	9	9	0
Direct Selling Establishments	48	56	-8
Drinking Places (Alcoholic Beverages)	10	8	2
Drycleaning & Laundry Services	0	1	-1
Electronic Shopping & Mail Order	0	2	-2
Electronics & Appliance Stores	2	3	-1
Employment Services	1	0	1
Florists	1	3	-2
Full-Service Restaurants	7	10	-3
Furniture Stores	0	1	-1
Gasoline Stations	8	12	-4
Grocery Stores	8	5	3
Health & Personal Care Stores	0	8	-8
Home Furnishings Stores	0	1	-1
Home Health Care Services	6	10	-4
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	3	5	-2
Legal Services	6	7	-1
Limited-Service Eating Places	7	6	1
Management, Scientific, & Technical Consulting	8	8	0
Nursing Care Facilities	3	4	-1
Office Supplies, Stationery, Gift Store	5	6	-1
Offices of Dentists	3	3	0
Offices of Physicians	4	4	0
Offices of Real Estate Agents & Brokers	11	11	0
Other Financial Investment Activities	6	4	2
Other General Merchandise Stores	2	3	-1
Other Miscellaneous Store Retailers	10	12	-2
Other Motor Vehicle Dealers	4	2	2
Personal Care Services	33	41	-8
Shoe Stores	0	0	0
Special Food Services	7	5	2
Specialty Food Stores	1	1	0
Sporting Goods & Hobby Stores	0	5	-5
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	4	5	-1
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	2	1	1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Lucas County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	9	11	-2
Activities Related to Real Estate	18	12	6
Architectural & Engineering Services	1	3	-2
Automobile Dealers	6	7	-1
Automotive Parts, Accessories, & Tire	2	5	-3
Automotive Repair & Maintenance	31	28	3
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	1	5	-4
Business Support Services	0	4	-4
Child Day Care Services	32	51	-19
Clothing Stores	3	3	0
Death Care Services	1	3	-2
Department Stores	0	0	0
Depository Credit Intermediation	5	7	-2
Direct Selling Establishments	25	48	-23
Drinking Places (Alcoholic Beverages)	3	5	-2
Drycleaning & Laundry Services	0	1	-1
Electronic Shopping & Mail Order	3	2	1
Electronics & Appliance Stores	0	3	-3
Employment Services	0	1	-1
Florists	1	2	-1
Full-Service Restaurants	5	9	-4
Furniture Stores	0	1	-1
Gasoline Stations	8	9	-1
Grocery Stores	1	4	-3
Health & Personal Care Stores	1	6	-5
Home Furnishings Stores	1	2	-1
Home Health Care Services	7	7	0
Insurance Carriers	2	1	1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	1	-1
Law n & Garden Equipment & Supplies	1	3	-2
Legal Services	5	7	-2
Limited-Service Eating Places	9	7	2
Management, Scientific, & Technical Consulting	7	10	-3
Nursing Care Facilities	3	2	1
Office Supplies, Stationery, Gift Store	6	6	0
Offices of Dentists	3	3	0
Offices of Physicians	2	5	-3
Offices of Real Estate Agents & Brokers	15	13	2
Other Financial Investment Activities	6	6	0
Other General Merchandise Stores	5	2	3
Other Miscellaneous Store Retailers	6	9	-3
Other Motor Vehicle Dealers	2	2	0
Personal Care Services	36	33	3
Shoe Stores	1	1	0
Special Food Services	0	4	-4
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	7	5	2
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	1	4	-3
Vending Machine Operators	0	0	0
Warehousing & Storage	2	1	1
Waste Collection	1	1	0

<b>County to Peer Group Comparison</b>			
<b>Lyon County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	22	12	10
Activities Related to Real Estate	14	13	1
Architectural & Engineering Services	7	3	4
Automobile Dealers	8	6	2
Automotive Parts, Accessories, & Tire	3	6	-3
Automotive Repair & Maintenance	42	39	3
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	10	7	3
Business Support Services	5	3	2
Child Day Care Services	74	55	19
Clothing Stores	4	2	2
Death Care Services	3	4	-1
Department Stores	0	0	0
Depository Credit Intermediation	9	9	0
Direct Selling Establishments	79	56	23
Drinking Places (Alcoholic Beverages)	4	8	-4
Drycleaning & Laundry Services	0	1	-1
Electronic Shopping & Mail Order	5	2	3
Electronics & Appliance Stores	0	3	-3
Employment Services	0	0	0
Florists	4	3	1
Full-Service Restaurants	9	10	-1
Furniture Stores	2	1	1
Gasoline Stations	10	12	-2
Grocery Stores	7	5	2
Health & Personal Care Stores	10	7	3
Home Furnishings Stores	0	1	-1
Home Health Care Services	7	10	-3
Insurance Carriers	0	1	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	4	5	-1
Legal Services	5	7	-2
Limited-Service Eating Places	5	6	-1
Management, Scientific, & Technical Consulting	7	8	-1
Nursing Care Facilities	4	4	0
Office Supplies, Stationery, Gift Store	2	6	-4
Offices of Dentists	5	3	2
Offices of Physicians	0	4	-4
Offices of Real Estate Agents & Brokers	10	11	-1
Other Financial Investment Activities	9	4	5
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	13	12	1
Other Motor Vehicle Dealers	1	2	-1
Personal Care Services	39	41	-2
Shoe Stores	0	0	0
Special Food Services	8	5	3
Specialty Food Stores	1	1	0
Sporting Goods & Hobby Stores	0	5	-5
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	6	5	1
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	1	1	0



## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Madison County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	18	16	2
Activities Related to Real Estate	27	20	7
Architectural & Engineering Services	10	7	3
Automobile Dealers	14	9	5
Automotive Parts, Accessories, & Tire	7	6	1
Automotive Repair & Maintenance	27	32	-5
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	1	3	-2
Building Material & Supplies Stores	4	6	-2
Business Support Services	10	8	2
Child Day Care Services	94	77	17
Clothing Stores	5	6	-1
Death Care Services	9	4	5
Department Stores	0	1	0
Depository Credit Intermediation	8	9	-1
Direct Selling Establishments	81	66	15
Drinking Places (Alcoholic Beverages)	2	7	-5
Drycleaning & Laundry Services	5	3	2
Electronic Shopping & Mail Order	4	4	0
Electronics & Appliance Stores	0	5	-5
Employment Services	0	2	-2
Florists	2	2	0
Full-Service Restaurants	15	12	3
Furniture Stores	0	2	-2
Gasoline Stations	11	11	0
Grocery Stores	2	4	-2
Health & Personal Care Stores	10	9	1
Home Furnishings Stores	2	3	-1
Home Health Care Services	4	14	-10
Insurance Carriers	1	1	0
Investigation & Security Services	0	1	0
Jewelry & Luggage Stores	1	2	-1
Law n & Garden Equipment & Supplies	2	4	-2
Legal Services	13	12	1
Limited-Service Eating Places	6	12	-6
Management, Scientific, & Technical Consulting	14	16	-2
Nursing Care Facilities	3	2	1
Office Supplies, Stationery, Gift Store	3	8	-5
Offices of Dentists	3	5	-2
Offices of Physicians	6	10	-4
Offices of Real Estate Agents & Brokers	37	25	12
Other Financial Investment Activities	8	9	-1
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	11	12	-1
Other Motor Vehicle Dealers	1	3	-2
Personal Care Services	31	45	-14
Shoe Stores	1	1	0
Special Food Services	6	6	0
Specialty Food Stores	5	2	3
Sporting Goods & Hobby Stores	6	8	-2
Taxi & Limousine Services	0	1	-1
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	3	7	-4
Vending Machine Operators	0	2	-2
Warehousing & Storage	1	1	0
Waste Collection	0	1	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Mahaska County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	27	23	4
Activities Related to Real Estate	23	29	-6
Architectural & Engineering Services	9	10	-1
Automobile Dealers	14	14	0
Automotive Parts, Accessories, & Tire	6	9	-3
Automotive Repair & Maintenance	74	47	27
Beer, Wine, & Liquor Stores	2	1	1
Book, Periodical, & Music Stores	2	4	-2
Building Material & Supplies Stores	14	9	5
Business Support Services	5	11	-6
Child Day Care Services	129	113	16
Clothing Stores	9	8	1
Death Care Services	6	6	0
Department Stores	0	1	0
Depository Credit Intermediation	11	13	-2
Direct Selling Establishments	108	97	11
Drinking Places (Alcoholic Beverages)	3	11	-8
Drycleaning & Laundry Services	7	4	3
Electronic Shopping & Mail Order	3	5	-2
Electronics & Appliance Stores	12	7	5
Employment Services	1	2	-1
Florists	5	3	2
Full-Service Restaurants	12	18	-6
Furniture Stores	5	2	3
Gasoline Stations	18	16	2
Grocery Stores	6	5	1
Health & Personal Care Stores	19	14	5
Home Furnishings Stores	4	5	-1
Home Health Care Services	29	20	9
Insurance Carriers	1	2	-1
Investigation & Security Services	1	2	0
Jewelry & Luggage Stores	1	3	-2
Law n & Garden Equipment & Supplies	8	6	2
Legal Services	17	18	-1
Limited-Service Eating Places	19	18	1
Management, Scientific, & Technical Consulting	9	23	-14
Nursing Care Facilities	2	3	-1
Office Supplies, Stationery, Gift Store	10	12	-2
Offices of Dentists	6	8	-2
Offices of Physicians	10	14	-4
Offices of Real Estate Agents & Brokers	42	36	6
Other Financial Investment Activities	8	13	-5
Other General Merchandise Stores	4	4	0
Other Miscellaneous Store Retailers	24	18	6
Other Motor Vehicle Dealers	1	5	-4
Personal Care Services	71	66	5
Shoe Stores	1	2	-1
Special Food Services	13	9	4
Specialty Food Stores	4	3	1
Sporting Goods & Hobby Stores	9	11	-2
Taxi & Limousine Services	0	1	-1
Travel & Reservation Services	1	1	0
Used Merchandise Stores	7	10	-3
Vending Machine Operators	3	3	0
Warehousing & Storage	0	2	-2
Waste Collection	2	2	0

<b>County to Peer Group Comparison</b>			
<b>Marion County</b>			
<b>Trade Classification: B</b>			
<b>Descriptor</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	27	34	-7
Activities Related to Real Estate	56	42	14
Architectural & Engineering Services	16	15	1
Automobile Dealers	29	20	9
Automotive Parts, Accessories, & Tire	18	14	4
Automotive Repair & Maintenance	73	69	4
Beer, Wine, & Liquor Stores	1	2	-1
Book, Periodical, & Music Stores	6	6	0
Building Material & Supplies Stores	19	13	6
Business Support Services	34	17	17
Child Day Care Services	185	165	20
Clothing Stores	13	12	1
Death Care Services	11	8	3
Department Stores	1	1	0
Depository Credit Intermediation	13	19	-6
Direct Selling Establishments	186	142	44
Drinking Places (Alcoholic Beverages)	11	16	-5
Drycleaning & Laundry Services	9	6	3
Electronic Shopping & Mail Order	11	8	3
Electronics & Appliance Stores	10	11	-1
Employment Services	4	3	1
Florists	6	5	1
Full-Service Restaurants	20	27	-7
Furniture Stores	2	4	-2
Gasoline Stations	26	24	2
Grocery Stores	8	8	0
Health & Personal Care Stores	20	20	0
Home Furnishings Stores	10	7	3
Home Health Care Services	35	30	5
Insurance Carriers	2	2	0
Investigation & Security Services	2	3	0
Jewelry & Luggage Stores	2	4	-2
Law n & Garden Equipment & Supplies	13	9	4
Legal Services	25	26	-1
Limited-Service Eating Places	30	26	4
Management, Scientific, & Technical Consulting	38	34	4
Nursing Care Facilities	6	4	2
Office Supplies, Stationery, Gift Store	21	17	4
Offices of Dentists	11	11	0
Offices of Physicians	24	21	3
Offices of Real Estate Agents & Brokers	77	53	24
Other Financial Investment Activities	21	19	2
Other General Merchandise Stores	7	6	1
Other Miscellaneous Store Retailers	43	26	17
Other Motor Vehicle Dealers	9	7	2
Personal Care Services	83	96	-13
Shoe Stores	1	3	-2
Special Food Services	10	13	-3
Specialty Food Stores	5	5	0
Sporting Goods & Hobby Stores	17	16	1
Taxi & Limousine Services	5	2	3
Travel & Reservation Services	4	2	2
Used Merchandise Stores	17	15	2
Vending Machine Operators	3	5	-2
Warehousing & Storage	1	2	-1
Waste Collection	3	2	1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Marshall County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	39	41	-2
Activities Related to Real Estate	51	51	0
Architectural & Engineering Services	23	18	5
Automobile Dealers	32	24	8
Automotive Parts, Accessories, & Tire	14	17	-3
Automotive Repair & Maintenance	62	83	-21
Beer, Wine, & Liquor Stores	0	2	-2
Book, Periodical, & Music Stores	10	8	2
Building Material & Supplies Stores	13	16	-3
Business Support Services	22	20	2
Child Day Care Services	191	200	-9
Clothing Stores	17	15	2
Death Care Services	9	10	-1
Department Stores	2	2	0
Depository Credit Intermediation	20	24	-4
Direct Selling Establishments	151	172	-21
Drinking Places (Alcoholic Beverages)	27	19	8
Drycleaning & Laundry Services	9	8	1
Electronic Shopping & Mail Order	7	9	-2
Electronics & Appliance Stores	14	13	1
Employment Services	4	4	0
Florists	3	6	-3
Full-Service Restaurants	26	33	-7
Furniture Stores	5	4	1
Gasoline Stations	24	29	-5
Grocery Stores	9	10	-1
Health & Personal Care Stores	22	24	-2
Home Furnishings Stores	7	8	-1
Home Health Care Services	31	36	-5
Insurance Carriers	3	3	0
Investigation & Security Services	3	3	0
Jewelry & Luggage Stores	3	4	-1
Lawn & Garden Equipment & Supplies	13	10	3
Legal Services	28	31	-3
Limited-Service Eating Places	32	31	1
Management, Scientific, & Technical Consulting	27	41	-14
Nursing Care Facilities	5	5	0
Office Supplies, Stationery, Gift Store	14	20	-6
Offices of Dentists	11	14	-3
Offices of Physicians	25	25	0
Offices of Real Estate Agents & Brokers	57	64	-7
Other Financial Investment Activities	37	23	14
Other General Merchandise Stores	9	7	2
Other Miscellaneous Store Retailers	28	31	-3
Other Motor Vehicle Dealers	11	8	3
Personal Care Services	111	116	-5
Shoe Stores	5	3	2
Special Food Services	17	15	2
Specialty Food Stores	7	6	1
Sporting Goods & Hobby Stores	18	20	-2
Taxi & Limousine Services	0	2	-2
Travel & Reservation Services	3	2	1
Used Merchandise Stores	15	18	-3
Vending Machine Operators	7	6	1
Warehousing & Storage	3	3	0
Waste Collection	3	3	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Mills County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	20	16	4
Activities Related to Real Estate	19	20	-1
Architectural & Engineering Services	13	7	6
Automobile Dealers	8	9	-1
Automotive Parts, Accessories, & Tire	4	6	-2
Automotive Repair & Maintenance	37	32	5
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	3	3	0
Building Material & Supplies Stores	3	6	-3
Business Support Services	10	8	2
Child Day Care Services	72	77	-5
Clothing Stores	0	6	-6
Death Care Services	4	4	0
Department Stores	0	1	0
Depository Credit Intermediation	5	9	-4
Direct Selling Establishments	58	66	-8
Drinking Places (Alcoholic Beverages)	2	7	-5
Drycleaning & Laundry Services	2	3	-1
Electronic Shopping & Mail Order	5	4	1
Electronics & Appliance Stores	0	5	-5
Employment Services	1	2	-1
Florists	1	2	-1
Full-Service Restaurants	8	13	-5
Furniture Stores	1	2	-1
Gasoline Stations	7	11	-4
Grocery Stores	2	4	-2
Health & Personal Care Stores	8	9	-1
Home Furnishings Stores	0	3	-3
Home Health Care Services	9	14	-5
Insurance Carriers	2	1	1
Investigation & Security Services	0	1	0
Jewelry & Luggage Stores	5	2	3
Law n & Garden Equipment & Supplies	4	4	0
Legal Services	4	12	-8
Limited-Service Eating Places	8	12	-4
Management, Scientific, & Technical Consulting	17	16	1
Nursing Care Facilities	5	2	3
Office Supplies, Stationery, Gift Store	6	8	-2
Offices of Dentists	3	5	-2
Offices of Physicians	7	10	-3
Offices of Real Estate Agents & Brokers	33	25	8
Other Financial Investment Activities	6	9	-3
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	14	12	2
Other Motor Vehicle Dealers	1	3	-2
Personal Care Services	35	45	-10
Shoe Stores	0	1	-1
Special Food Services	5	6	-1
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	4	8	-4
Taxi & Limousine Services	0	1	-1
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	9	7	2
Vending Machine Operators	0	2	-2
Warehousing & Storage	3	1	2
Waste Collection	2	1	1

<b>County to Peer Group Comparison</b>			
<b>Mitchell County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	2	13	-11
Activities Related to Real Estate	12	14	-2
Architectural & Engineering Services	1	3	-2
Automobile Dealers	10	8	2
Automotive Parts, Accessories, & Tire	7	5	2
Automotive Repair & Maintenance	44	32	12
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	9	6	3
Business Support Services	7	5	2
Child Day Care Services	44	58	-14
Clothing Stores	3	4	-1
Death Care Services	2	4	-2
Department Stores	0	0	0
Depository Credit Intermediation	5	8	-3
Direct Selling Establishments	74	54	20
Drinking Places (Alcoholic Beverages)	6	6	0
Drycleaning & Laundry Services	1	1	0
Electronic Shopping & Mail Order	6	3	3
Electronics & Appliance Stores	8	3	5
Employment Services	1	1	0
Florists	2	3	-1
Full-Service Restaurants	10	10	0
Furniture Stores	2	1	1
Gasoline Stations	14	10	4
Grocery Stores	4	4	0
Health & Personal Care Stores	16	7	9
Home Furnishings Stores	5	2	3
Home Health Care Services	5	8	-3
Insurance Carriers	2	1	1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	6	4	2
Legal Services	10	8	2
Limited-Service Eating Places	6	8	-2
Management, Scientific, & Technical Consulting	10	12	-2
Nursing Care Facilities	5	2	3
Office Supplies, Stationery, Gift Store	11	7	4
Offices of Dentists	5	4	1
Offices of Physicians	3	6	-3
Offices of Real Estate Agents & Brokers	4	14	-10
Other Financial Investment Activities	1	6	-5
Other General Merchandise Stores	2	2	0
Other Miscellaneous Store Retailers	10	10	0
Other Motor Vehicle Dealers	0	2	-2
Personal Care Services	32	37	-5
Shoe Stores	1	1	0
Special Food Services	6	4	2
Specialty Food Stores	1	2	-1
Sporting Goods & Hobby Stores	13	6	7
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	6	4	2
Vending Machine Operators	1	0	1
Warehousing & Storage	1	1	0
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Monona County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	10	11	-1
Activities Related to Real Estate	10	12	-2
Architectural & Engineering Services	0	3	-3
Automobile Dealers	4	7	-3
Automotive Parts, Accessories, & Tire	5	4	1
Automotive Repair & Maintenance	24	28	-4
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	1	1	0
Building Material & Supplies Stores	7	5	2
Business Support Services	8	4	4
Child Day Care Services	55	50	5
Clothing Stores	1	3	-2
Death Care Services	4	3	1
Department Stores	0	0	0
Depository Credit Intermediation	10	7	3
Direct Selling Establishments	27	47	-20
Drinking Places (Alcoholic Beverages)	8	5	3
Drycleaning & Laundry Services	1	1	0
Electronic Shopping & Mail Order	4	2	2
Electronics & Appliance Stores	7	3	4
Employment Services	0	1	-1
Florists	3	2	1
Full-Service Restaurants	12	9	3
Furniture Stores	0	1	-1
Gasoline Stations	8	9	-1
Grocery Stores	6	4	2
Health & Personal Care Stores	10	6	4
Home Furnishings Stores	0	2	-2
Home Health Care Services	3	7	-4
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	1	-1
Law n & Garden Equipment & Supplies	3	3	0
Legal Services	5	7	-2
Limited-Service Eating Places	6	7	-1
Management, Scientific, & Technical Consulting	7	10	-3
Nursing Care Facilities	3	2	1
Office Supplies, Stationery, Gift Store	3	6	-3
Offices of Dentists	2	3	-1
Offices of Physicians	8	5	3
Offices of Real Estate Agents & Brokers	7	12	-5
Other Financial Investment Activities	4	5	-1
Other General Merchandise Stores	5	2	3
Other Miscellaneous Store Retailers	13	9	4
Other Motor Vehicle Dealers	3	2	1
Personal Care Services	29	33	-4
Shoe Stores	1	1	0
Special Food Services	6	3	3
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	5	5	0
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	10	4	6
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	2	1	1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Monroe County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	5	9	-4
Activities Related to Real Estate	4	10	-6
Architectural & Engineering Services	4	2	2
Automobile Dealers	3	6	-3
Automotive Parts, Accessories, & Tire	2	4	-2
Automotive Repair & Maintenance	20	23	-3
Beer, Wine, & Liquor Stores	1	0	1
Book, Periodical, & Music Stores	1	1	0
Building Material & Supplies Stores	2	4	-2
Business Support Services	9	4	5
Child Day Care Services	35	41	-6
Clothing Stores	1	3	-2
Death Care Services	1	3	-2
Department Stores	0	0	0
Depository Credit Intermediation	3	5	-2
Direct Selling Establishments	28	39	-11
Drinking Places (Alcoholic Beverages)	5	4	1
Drycleaning & Laundry Services	0	1	-1
Electronic Shopping & Mail Order	0	2	-2
Electronics & Appliance Stores	1	2	-1
Employment Services	0	0	0
Florists	2	2	0
Full-Service Restaurants	5	7	-2
Furniture Stores	1	1	0
Gasoline Stations	7	7	0
Grocery Stores	5	3	2
Health & Personal Care Stores	3	5	-2
Home Furnishings Stores	0	1	-1
Home Health Care Services	16	6	10
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	4	1	3
Law n & Garden Equipment & Supplies	1	3	-2
Legal Services	4	6	-2
Limited-Service Eating Places	3	6	-3
Management, Scientific, & Technical Consulting	7	8	-1
Nursing Care Facilities	2	2	0
Office Supplies, Stationery, Gift Store	1	5	-4
Offices of Dentists	3	3	0
Offices of Physicians	2	4	-2
Offices of Real Estate Agents & Brokers	9	10	-1
Other Financial Investment Activities	0	4	-4
Other General Merchandise Stores	2	2	0
Other Miscellaneous Store Retailers	10	7	3
Other Motor Vehicle Dealers	0	2	-2
Personal Care Services	29	27	2
Shoe Stores	0	0	0
Special Food Services	0	3	-3
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	1	4	-3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	4	3	1
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	0	1	-1



## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Montgomery County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	17	13	4
Activities Related to Real Estate	62	14	48
Architectural & Engineering Services	4	3	1
Automobile Dealers	10	8	2
Automotive Parts, Accessories, & Tire	9	5	4
Automotive Repair & Maintenance	27	33	-6
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	5	6	-1
Business Support Services	0	5	-5
Child Day Care Services	63	60	3
Clothing Stores	1	4	-3
Death Care Services	4	4	0
Department Stores	1	0	0
Depository Credit Intermediation	8	8	0
Direct Selling Establishments	41	57	-16
Drinking Places (Alcoholic Beverages)	6	6	0
Drycleaning & Laundry Services	1	2	-1
Electronic Shopping & Mail Order	0	3	-3
Electronics & Appliance Stores	1	3	-2
Employment Services	4	1	3
Florists	3	3	0
Full-Service Restaurants	6	11	-5
Furniture Stores	2	1	1
Gasoline Stations	9	10	-1
Grocery Stores	3	4	-1
Health & Personal Care Stores	9	8	1
Home Furnishings Stores	0	2	-2
Home Health Care Services	1	9	-8
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	2	1	1
Law n & Garden Equipment & Supplies	4	4	0
Legal Services	5	9	-4
Limited-Service Eating Places	12	8	4
Management, Scientific, & Technical Consulting	14	12	2
Nursing Care Facilities	4	2	2
Office Supplies, Stationery, Gift Store	4	7	-3
Offices of Dentists	4	4	0
Offices of Physicians	7	6	1
Offices of Real Estate Agents & Brokers	10	15	-5
Other Financial Investment Activities	12	6	6
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	7	11	-4
Other Motor Vehicle Dealers	1	2	-1
Personal Care Services	30	39	-9
Shoe Stores	3	1	2
Special Food Services	4	4	0
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	7	6	1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	2	1	1
Used Merchandise Stores	7	4	3
Vending Machine Operators	0	0	0
Warehousing & Storage	0	1	-1
Waste Collection	2	1	1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Muscatine County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	31	44	-13
Activities Related to Real Estate	56	55	1
Architectural & Engineering Services	22	19	3
Automobile Dealers	24	26	-2
Automotive Parts, Accessories, & Tire	18	18	0
Automotive Repair & Maintenance	68	90	-22
Beer, Wine, & Liquor Stores	2	2	0
Book, Periodical, & Music Stores	5	8	-3
Building Material & Supplies Stores	8	17	-9
Business Support Services	16	22	-6
Child Day Care Services	240	215	25
Clothing Stores	10	16	-6
Death Care Services	6	11	-5
Department Stores	1	2	0
Depository Credit Intermediation	22	25	-3
Direct Selling Establishments	155	185	-30
Drinking Places (Alcoholic Beverages)	18	21	-3
Drycleaning & Laundry Services	6	8	-2
Electronic Shopping & Mail Order	10	10	0
Electronics & Appliance Stores	13	14	-1
Employment Services	10	4	6
Florists	7	7	0
Full-Service Restaurants	37	35	2
Furniture Stores	5	5	0
Gasoline Stations	30	31	-1
Grocery Stores	9	10	-1
Health & Personal Care Stores	13	26	-13
Home Furnishings Stores	13	9	4
Home Health Care Services	45	39	6
Insurance Carriers	2	3	-1
Investigation & Security Services	8	3	0
Jewelry & Luggage Stores	6	5	1
Law n & Garden Equipment & Supplies	6	11	-5
Legal Services	32	34	-2
Limited-Service Eating Places	32	34	-2
Management, Scientific, & Technical Consulting	65	44	21
Nursing Care Facilities	3	6	-3
Office Supplies, Stationery, Gift Store	14	22	-8
Offices of Dentists	17	15	2
Offices of Physicians	13	27	-14
Offices of Real Estate Agents & Brokers	55	69	-14
Other Financial Investment Activities	8	25	-17
Other General Merchandise Stores	6	7	-1
Other Miscellaneous Store Retailers	27	33	-6
Other Motor Vehicle Dealers	3	9	-6
Personal Care Services	96	125	-29
Shoe Stores	2	4	-2
Special Food Services	12	16	-4
Specialty Food Stores	2	6	-4
Sporting Goods & Hobby Stores	19	21	-2
Taxi & Limousine Services	0	2	-2
Travel & Reservation Services	3	2	1
Used Merchandise Stores	20	19	1
Vending Machine Operators	2	6	-4
Warehousing & Storage	6	3	3
Waste Collection	2	3	-1

<b>County to Peer Group Comparison</b>			
<b>O'Brien County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	14	17	-3
Activities Related to Real Estate	21	18	3
Architectural & Engineering Services	0	4	-4
Automobile Dealers	13	10	3
Automotive Parts, Accessories, & Tire	5	7	-2
Automotive Repair & Maintenance	43	42	1
Beer, Wine, & Liquor Stores	3	1	2
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	11	8	3
Business Support Services	3	7	-4
Child Day Care Services	75	76	-1
Clothing Stores	10	5	5
Death Care Services	9	5	4
Department Stores	1	1	0
Depository Credit Intermediation	10	10	0
Direct Selling Establishments	85	72	13
Drinking Places (Alcoholic Beverages)	15	8	7
Drycleaning & Laundry Services	1	2	-1
Electronic Shopping & Mail Order	2	3	-1
Electronics & Appliance Stores	4	4	0
Employment Services	2	1	1
Florists	5	3	2
Full-Service Restaurants	9	14	-5
Furniture Stores	2	2	0
Gasoline Stations	17	13	4
Grocery Stores	7	6	1
Health & Personal Care Stores	16	10	6
Home Furnishings Stores	0	2	-2
Home Health Care Services	9	11	-2
Insurance Carriers	2	1	1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	1	-1
Law n & Garden Equipment & Supplies	5	5	0
Legal Services	9	11	-2
Limited-Service Eating Places	13	11	2
Management, Scientific, & Technical Consulting	15	16	-1
Nursing Care Facilities	4	3	1
Office Supplies, Stationery, Gift Store	9	9	0
Offices of Dentists	6	5	1
Offices of Physicians	10	8	2
Offices of Real Estate Agents & Brokers	9	19	-10
Other Financial Investment Activities	7	8	-1
Other General Merchandise Stores	5	3	2
Other Miscellaneous Store Retailers	12	14	-2
Other Motor Vehicle Dealers	4	3	1
Personal Care Services	52	50	2
Shoe Stores	0	1	-1
Special Food Services	8	5	3
Specialty Food Stores	2	2	0
Sporting Goods & Hobby Stores	6	8	-2
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	9	6	3
Vending Machine Operators	0	1	-1
Warehousing & Storage	0	1	-1
Waste Collection	4	1	3

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Osceola County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	4	8	-4
Activities Related to Real Estate	11	8	3
Architectural & Engineering Services	0	2	-2
Automobile Dealers	5	5	0
Automotive Parts, Accessories, & Tire	1	3	-2
Automotive Repair & Maintenance	17	19	-2
Beer, Wine, & Liquor Stores	1	0	1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	2	4	-2
Business Support Services	0	3	-3
Child Day Care Services	28	35	-7
Clothing Stores	1	2	-1
Death Care Services	5	2	3
Department Stores	0	0	0
Depository Credit Intermediation	6	5	1
Direct Selling Establishments	29	33	-4
Drinking Places (Alcoholic Beverages)	1	4	-3
Drycleaning & Laundry Services	0	1	-1
Electronic Shopping & Mail Order	0	2	-2
Electronics & Appliance Stores	1	2	-1
Employment Services	0	0	0
Florists	1	2	-1
Full-Service Restaurants	8	6	2
Furniture Stores	1	1	0
Gasoline Stations	9	6	3
Grocery Stores	3	3	0
Health & Personal Care Stores	1	4	-3
Home Furnishings Stores	0	1	-1
Home Health Care Services	0	5	-5
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	1	-1
Law n & Garden Equipment & Supplies	0	2	-2
Legal Services	5	5	0
Limited-Service Eating Places	2	5	-3
Management, Scientific, & Technical Consulting	0	7	-7
Nursing Care Facilities	2	1	1
Office Supplies, Stationery, Gift Store	1	4	-3
Offices of Dentists	2	2	0
Offices of Physicians	6	4	2
Offices of Real Estate Agents & Brokers	1	9	-8
Other Financial Investment Activities	3	4	-1
Other General Merchandise Stores	2	2	0
Other Miscellaneous Store Retailers	3	6	-3
Other Motor Vehicle Dealers	0	1	-1
Personal Care Services	25	23	2
Shoe Stores	0	0	0
Special Food Services	1	2	-1
Specialty Food Stores	5	1	4
Sporting Goods & Hobby Stores	4	4	0
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	0	3	-3
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	0	1	-1

<b>County to Peer Group Comparison</b>			
<b>Page County</b>			
<b>Trade Classification: C</b>			
<b>Descriptor</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	20	19	1
Activities Related to Real Estate	16	20	-4
Architectural & Engineering Services	0	5	-5
Automobile Dealers	12	12	0
Automotive Parts, Accessories, & Tire	8	8	0
Automotive Repair & Maintenance	42	48	-6
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	3	2	1
Building Material & Supplies Stores	10	9	1
Business Support Services	5	7	-2
Child Day Care Services	54	86	-32
Clothing Stores	7	6	1
Death Care Services	4	6	-2
Department Stores	1	1	0
Depository Credit Intermediation	9	11	-2
Direct Selling Establishments	69	81	-12
Drinking Places (Alcoholic Beverages)	6	9	-3
Drycleaning & Laundry Services	1	2	-1
Electronic Shopping & Mail Order	4	4	0
Electronics & Appliance Stores	8	5	3
Employment Services	1	1	0
Florists	3	4	-1
Full-Service Restaurants	13	15	-2
Furniture Stores	1	2	-1
Gasoline Stations	15	15	0
Grocery Stores	6	6	0
Health & Personal Care Stores	8	11	-3
Home Furnishings Stores	3	3	0
Home Health Care Services	20	12	8
Insurance Carriers	1	2	-1
Investigation & Security Services	1	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	5	6	-1
Legal Services	7	13	-6
Limited-Service Eating Places	15	12	3
Management, Scientific, & Technical Consulting	28	18	10
Nursing Care Facilities	4	3	1
Office Supplies, Stationery, Gift Store	12	10	2
Offices of Dentists	10	6	4
Offices of Physicians	9	9	0
Offices of Real Estate Agents & Brokers	17	21	-4
Other Financial Investment Activities	3	9	-6
Other General Merchandise Stores	3	4	-1
Other Miscellaneous Store Retailers	15	15	0
Other Motor Vehicle Dealers	6	3	3
Personal Care Services	53	56	-3
Shoe Stores	2	1	1
Special Food Services	5	6	-1
Specialty Food Stores	8	2	6
Sporting Goods & Hobby Stores	8	9	-1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	6	6	0
Vending Machine Operators	5	1	4
Warehousing & Storage	0	1	-1
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Palo Alto County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	9	11	-2
Activities Related to Real Estate	9	12	-3
Architectural & Engineering Services	1	3	-2
Automobile Dealers	3	7	-4
Automotive Parts, Accessories, & Tire	4	5	-1
Automotive Repair & Maintenance	27	28	-1
Beer, Wine, & Liquor Stores	2	1	1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	8	5	3
Business Support Services	1	4	-3
Child Day Care Services	67	51	16
Clothing Stores	2	3	-1
Death Care Services	4	3	1
Department Stores	0	0	0
Depository Credit Intermediation	8	7	1
Direct Selling Establishments	41	48	-7
Drinking Places (Alcoholic Beverages)	2	5	-3
Drycleaning & Laundry Services	1	1	0
Electronic Shopping & Mail Order	6	2	4
Electronics & Appliance Stores	1	3	-2
Employment Services	0	1	-1
Florists	2	2	0
Full-Service Restaurants	10	9	1
Furniture Stores	2	1	1
Gasoline Stations	14	9	5
Grocery Stores	5	4	1
Health & Personal Care Stores	5	7	-2
Home Furnishings Stores	0	2	-2
Home Health Care Services	6	7	-1
Insurance Carriers	2	1	1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	1	3	-2
Legal Services	5	7	-2
Limited-Service Eating Places	8	7	1
Management, Scientific, & Technical Consulting	12	10	2
Nursing Care Facilities	3	2	1
Office Supplies, Stationery, Gift Store	0	6	-6
Offices of Dentists	1	3	-2
Offices of Physicians	3	5	-2
Offices of Real Estate Agents & Brokers	1	13	-12
Other Financial Investment Activities	7	6	1
Other General Merchandise Stores	3	2	1
Other Miscellaneous Store Retailers	8	9	-1
Other Motor Vehicle Dealers	2	2	0
Personal Care Services	33	33	0
Shoe Stores	0	1	-1
Special Food Services	0	4	-4
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	6	5	1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	4	4	0
Vending Machine Operators	0	0	0
Warehousing & Storage	0	1	-1
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Plymouth County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	30	29	1
Activities Related to Real Estate	26	31	-5
Architectural & Engineering Services	11	8	3
Automobile Dealers	23	18	5
Automotive Parts, Accessories, & Tire	12	12	0
Automotive Repair & Maintenance	55	73	-18
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	3	2	1
Building Material & Supplies Stores	18	14	4
Business Support Services	12	11	1
Child Day Care Services	157	132	25
Clothing Stores	12	8	4
Death Care Services	12	9	3
Department Stores	1	1	0
Depository Credit Intermediation	15	17	-2
Direct Selling Establishments	122	124	-2
Drinking Places (Alcoholic Beverages)	15	14	1
Drycleaning & Laundry Services	3	3	0
Electronic Shopping & Mail Order	7	6	1
Electronics & Appliance Stores	5	7	-2
Employment Services	1	2	-1
Florists	4	6	-2
Full-Service Restaurants	18	24	-6
Furniture Stores	5	3	2
Gasoline Stations	19	22	-3
Grocery Stores	7	10	-3
Health & Personal Care Stores	21	17	4
Home Furnishings Stores	5	4	1
Home Health Care Services	11	19	-8
Insurance Carriers	2	2	0
Investigation & Security Services	2	1	0
Jewelry & Luggage Stores	2	2	0
Law n & Garden Equipment & Supplies	4	9	-5
Legal Services	22	19	3
Limited-Service Eating Places	24	18	6
Management, Scientific, & Technical Consulting	25	27	-2
Nursing Care Facilities	5	5	0
Office Supplies, Stationery, Gift Store	11	15	-4
Offices of Dentists	9	8	1
Offices of Physicians	12	14	-2
Offices of Real Estate Agents & Brokers	52	33	19
Other Financial Investment Activities	14	14	0
Other General Merchandise Stores	6	6	0
Other Miscellaneous Store Retailers	16	24	-8
Other Motor Vehicle Dealers	6	5	1
Personal Care Services	78	86	-8
Shoe Stores	2	2	0
Special Food Services	4	9	-5
Specialty Food Stores	6	4	2
Sporting Goods & Hobby Stores	12	13	-1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	2	2	0
Used Merchandise Stores	6	10	-4
Vending Machine Operators	0	1	-1
Warehousing & Storage	3	1	2
Waste Collection	1	2	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Pocahontas County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	11	8	3
Activities Related to Real Estate	8	9	-1
Architectural & Engineering Services	0	2	-2
Automobile Dealers	4	4	0
Automotive Parts, Accessories, & Tire	5	4	1
Automotive Repair & Maintenance	23	26	-3
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	3	1	2
Building Material & Supplies Stores	8	5	3
Business Support Services	5	2	3
Child Day Care Services	39	37	2
Clothing Stores	1	1	0
Death Care Services	3	3	0
Department Stores	0	0	0
Depository Credit Intermediation	10	6	4
Direct Selling Establishments	40	38	2
Drinking Places (Alcoholic Beverages)	4	6	-2
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	2	1	1
Electronics & Appliance Stores	2	2	0
Employment Services	0	0	0
Florists	2	2	0
Full-Service Restaurants	4	7	-3
Furniture Stores	1	1	0
Gasoline Stations	7	8	-1
Grocery Stores	4	4	0
Health & Personal Care Stores	5	5	0
Home Furnishings Stores	1	0	1
Home Health Care Services	12	7	5
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	3	3	0
Legal Services	10	5	5
Limited-Service Eating Places	3	4	-1
Management, Scientific, & Technical Consulting	10	6	4
Nursing Care Facilities	3	2	1
Office Supplies, Stationery, Gift Store	7	4	3
Offices of Dentists	3	2	1
Offices of Physicians	4	3	1
Offices of Real Estate Agents & Brokers	6	8	-2
Other Financial Investment Activities	0	3	-3
Other General Merchandise Stores	1	2	-1
Other Miscellaneous Store Retailers	4	8	-4
Other Motor Vehicle Dealers	0	2	-2
Personal Care Services	30	28	2
Shoe Stores	0	0	0
Special Food Services	4	3	1
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	4	3	1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	1	4	-3
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	0	1	-1



## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Polk County</b>			
<b>Trade Classification: A</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	590	480	110
Activities Related to Real Estate	961	768	193
Architectural & Engineering Services	336	295	41
Automobile Dealers	199	197	2
Automotive Parts, Accessories, & Tire	141	132	9
Automotive Repair & Maintenance	533	582	-49
Beer, Wine, & Liquor Stores	17	18	-1
Book, Periodical, & Music Stores	72	76	-4
Building Material & Supplies Stores	142	146	-4
Business Support Services	346	267	79
Child Day Care Services	1987	1957	30
Clothing Stores	232	201	31
Death Care Services	39	52	-13
Department Stores	23	24	0
Depository Credit Intermediation	219	205	14
Direct Selling Establishments	1942	1707	235
Drinking Places (Alcoholic Beverages)	162	178	-16
Drycleaning & Laundry Services	61	64	-3
Electronic Shopping & Mail Order	121	119	2
Electronics & Appliance Stores	93	104	-11
Employment Services	99	78	21
Florists	60	48	12
Full-Service Restaurants	361	345	16
Furniture Stores	49	50	-1
Gasoline Stations	186	210	-24
Grocery Stores	90	97	-7
Health & Personal Care Stores	341	289	52
Home Furnishings Stores	94	88	6
Home Health Care Services	261	240	21
Insurance Carriers	136	77	59
Investigation & Security Services	77	82	0
Jewelry & Luggage Stores	107	79	28
Law n & Garden Equipment & Supplies	34	42	-8
Legal Services	629	447	182
Limited-Service Eating Places	455	397	58
Management, Scientific, & Technical Consulting	916	770	146
Nursing Care Facilities	26	29	-3
Office Supplies, Stationery, Gift Store	170	169	1
Offices of Dentists	189	184	5
Offices of Physicians	460	387	73
Offices of Real Estate Agents & Brokers	1053	843	210
Other Financial Investment Activities	484	330	154
Other General Merchandise Stores	47	47	0
Other Miscellaneous Store Retailers	246	255	-9
Other Motor Vehicle Dealers	63	69	-6
Personal Care Services	1082	1077	5
Shoe Stores	46	43	3
Special Food Services	223	157	66
Specialty Food Stores	65	64	1
Sporting Goods & Hobby Stores	163	180	-17
Taxi & Limousine Services	85	59	26
Travel & Reservation Services	56	48	8
Used Merchandise Stores	110	131	-21
Vending Machine Operators	85	61	24
Warehousing & Storage	43	33	10
Waste Collection	10	13	-3

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Pottawattamie County</b>			
<b>Trade Classification: A</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	92	107	-15
Activities Related to Real Estate	131	171	-40
Architectural & Engineering Services	32	66	-34
Automobile Dealers	49	44	5
Automotive Parts, Accessories, & Tire	31	30	1
Automotive Repair & Maintenance	151	130	21
Beer, Wine, & Liquor Stores	3	4	-1
Book, Periodical, & Music Stores	13	17	-4
Building Material & Supplies Stores	24	33	-9
Business Support Services	50	60	-10
Child Day Care Services	491	437	54
Clothing Stores	29	45	-16
Death Care Services	12	12	0
Department Stores	4	5	0
Depository Credit Intermediation	35	46	-11
Direct Selling Establishments	347	381	-34
Drinking Places (Alcoholic Beverages)	40	40	0
Drycleaning & Laundry Services	12	14	-2
Electronic Shopping & Mail Order	25	27	-2
Electronics & Appliance Stores	16	23	-7
Employment Services	6	17	-11
Florists	6	11	-5
Full-Service Restaurants	46	77	-31
Furniture Stores	2	11	-9
Gasoline Stations	61	47	14
Grocery Stores	20	22	-2
Health & Personal Care Stores	69	65	4
Home Furnishings Stores	10	20	-10
Home Health Care Services	54	54	0
Insurance Carriers	11	17	-6
Investigation & Security Services	15	18	0
Jewelry & Luggage Stores	8	18	-10
Lawn & Garden Equipment & Supplies	19	9	10
Legal Services	83	100	-17
Limited-Service Eating Places	69	89	-20
Management, Scientific, & Technical Consulting	63	172	-109
Nursing Care Facilities	5	6	-1
Office Supplies, Stationery, Gift Store	32	38	-6
Offices of Dentists	28	41	-13
Offices of Physicians	68	86	-18
Offices of Real Estate Agents & Brokers	153	188	-35
Other Financial Investment Activities	36	74	-38
Other General Merchandise Stores	13	10	3
Other Miscellaneous Store Retailers	48	57	-9
Other Motor Vehicle Dealers	16	15	1
Personal Care Services	217	240	-23
Shoe Stores	11	10	1
Special Food Services	27	35	-8
Specialty Food Stores	9	14	-5
Sporting Goods & Hobby Stores	35	40	-5
Taxi & Limousine Services	4	13	-9
Travel & Reservation Services	8	11	-3
Used Merchandise Stores	31	29	2
Vending Machine Operators	10	14	-4
Warehousing & Storage	3	7	-4
Waste Collection	1	3	-2

<b>County to Peer Group Comparison</b>			
<b>Poweshiek County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	24	22	2
Activities Related to Real Estate	38	24	14
Architectural & Engineering Services	5	6	-1
Automobile Dealers	16	14	2
Automotive Parts, Accessories, & Tire	5	9	-4
Automotive Repair & Maintenance	44	55	-11
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	2	2	0
Building Material & Supplies Stores	8	11	-3
Business Support Services	14	9	5
Child Day Care Services	101	100	1
Clothing Stores	10	6	4
Death Care Services	3	7	-4
Department Stores	1	1	0
Depository Credit Intermediation	9	13	-4
Direct Selling Establishments	95	94	1
Drinking Places (Alcoholic Beverages)	7	10	-3
Drycleaning & Laundry Services	2	3	-1
Electronic Shopping & Mail Order	4	5	-1
Electronics & Appliance Stores	2	5	-3
Employment Services	2	1	1
Florists	6	4	2
Full-Service Restaurants	22	18	4
Furniture Stores	0	2	-2
Gasoline Stations	19	17	2
Grocery Stores	7	7	0
Health & Personal Care Stores	11	13	-2
Home Furnishings Stores	5	3	2
Home Health Care Services	8	14	-6
Insurance Carriers	4	2	2
Investigation & Security Services	1	1	0
Jewelry & Luggage Stores	0	2	-2
Law n & Garden Equipment & Supplies	6	7	-1
Legal Services	19	15	4
Limited-Service Eating Places	15	14	1
Management, Scientific, & Technical Consulting	17	21	-4
Nursing Care Facilities	4	4	0
Office Supplies, Stationery, Gift Store	9	11	-2
Offices of Dentists	9	6	3
Offices of Physicians	33	10	23
Offices of Real Estate Agents & Brokers	27	25	2
Other Financial Investment Activities	8	11	-3
Other General Merchandise Stores	2	4	-2
Other Miscellaneous Store Retailers	16	18	-2
Other Motor Vehicle Dealers	4	4	0
Personal Care Services	61	65	-4
Shoe Stores	1	1	0
Special Food Services	10	7	3
Specialty Food Stores	1	3	-2
Sporting Goods & Hobby Stores	14	10	4
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	3	7	-4
Vending Machine Operators	1	1	0
Warehousing & Storage	2	1	1
Waste Collection	1	2	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Ringgold County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	9	6	3
Activities Related to Real Estate	6	6	0
Architectural & Engineering Services	1	1	0
Automobile Dealers	3	3	0
Automotive Parts, Accessories, & Tire	5	3	2
Automotive Repair & Maintenance	21	17	4
Beer, Wine, & Liquor Stores	1	0	1
Book, Periodical, & Music Stores	0	0	0
Building Material & Supplies Stores	1	3	-2
Business Support Services	0	2	-2
Child Day Care Services	20	25	-5
Clothing Stores	0	1	-1
Death Care Services	1	2	-1
Department Stores	0	0	0
Depository Credit Intermediation	5	4	1
Direct Selling Establishments	17	25	-8
Drinking Places (Alcoholic Beverages)	3	4	-1
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	0	1	-1
Electronics & Appliance Stores	1	1	0
Employment Services	0	0	0
Florists	3	1	2
Full-Service Restaurants	10	4	6
Furniture Stores	0	0	0
Gasoline Stations	5	6	-1
Grocery Stores	2	2	0
Health & Personal Care Stores	2	3	-1
Home Furnishings Stores	0	0	0
Home Health Care Services	1	5	-4
Insurance Carriers	1	0	1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	4	2	2
Legal Services	1	3	-2
Limited-Service Eating Places	3	3	0
Management, Scientific, & Technical Consulting	1	4	-3
Nursing Care Facilities	2	2	0
Office Supplies, Stationery, Gift Store	4	3	1
Offices of Dentists	1	1	0
Offices of Physicians	1	2	-1
Offices of Real Estate Agents & Brokers	7	5	2
Other Financial Investment Activities	0	2	-2
Other General Merchandise Stores	2	1	1
Other Miscellaneous Store Retailers	10	5	5
Other Motor Vehicle Dealers	1	1	0
Personal Care Services	24	18	6
Shoe Stores	0	0	0
Special Food Services	0	2	-2
Specialty Food Stores	0	0	0
Sporting Goods & Hobby Stores	0	2	-2
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	7	2	5
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	0	0	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Sac County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	12	11	1
Activities Related to Real Estate	17	12	5
Architectural & Engineering Services	1	3	-2
Automobile Dealers	3	5	-2
Automotive Parts, Accessories, & Tire	4	5	-1
Automotive Repair & Maintenance	32	35	-3
Beer, Wine, & Liquor Stores	1	0	1
Book, Periodical, & Music Stores	3	1	2
Building Material & Supplies Stores	13	6	7
Business Support Services	7	3	4
Child Day Care Services	63	50	13
Clothing Stores	0	2	-2
Death Care Services	6	3	3
Department Stores	0	0	0
Depository Credit Intermediation	13	8	5
Direct Selling Establishments	37	51	-14
Drinking Places (Alcoholic Beverages)	13	7	6
Drycleaning & Laundry Services	0	1	-1
Electronic Shopping & Mail Order	1	2	-1
Electronics & Appliance Stores	3	2	1
Employment Services	0	0	0
Florists	1	3	-2
Full-Service Restaurants	14	9	5
Furniture Stores	1	1	0
Gasoline Stations	14	11	3
Grocery Stores	6	5	1
Health & Personal Care Stores	8	7	1
Home Furnishings Stores	2	1	1
Home Health Care Services	5	9	-4
Insurance Carriers	0	1	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	8	4	4
Legal Services	10	7	3
Limited-Service Eating Places	4	5	-1
Management, Scientific, & Technical Consulting	10	8	2
Nursing Care Facilities	4	3	1
Office Supplies, Stationery, Gift Store	11	6	5
Offices of Dentists	2	3	-1
Offices of Physicians	6	3	3
Offices of Real Estate Agents & Brokers	8	10	-2
Other Financial Investment Activities	8	4	4
Other General Merchandise Stores	2	3	-1
Other Miscellaneous Store Retailers	11	11	0
Other Motor Vehicle Dealers	5	2	3
Personal Care Services	40	37	3
Shoe Stores	1	0	1
Special Food Services	3	5	-2
Specialty Food Stores	1	1	0
Sporting Goods & Hobby Stores	7	4	3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	6	5	1
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	1	1	0

<b>County to Peer Group Comparison</b>			
<b>Scott County</b>			
<b>Trade Classification: A</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	200	192	8
Activities Related to Real Estate	328	308	20
Architectural & Engineering Services	101	118	-17
Automobile Dealers	77	79	-2
Automotive Parts, Accessories, & Tire	54	53	1
Automotive Repair & Maintenance	231	234	-3
Beer, Wine, & Liquor Stores	8	7	1
Book, Periodical, & Music Stores	30	30	0
Building Material & Supplies Stores	58	59	-1
Business Support Services	108	107	1
Child Day Care Services	862	785	77
Clothing Stores	87	81	6
Death Care Services	18	21	-3
Department Stores	9	10	0
Depository Credit Intermediation	85	82	3
Direct Selling Establishments	631	685	-54
Drinking Places (Alcoholic Beverages)	77	72	5
Drycleaning & Laundry Services	30	26	4
Electronic Shopping & Mail Order	44	48	-4
Electronics & Appliance Stores	41	42	-1
Employment Services	40	31	9
Florists	11	19	-8
Full-Service Restaurants	136	138	-2
Furniture Stores	26	20	6
Gasoline Stations	93	84	9
Grocery Stores	41	39	2
Health & Personal Care Stores	92	116	-24
Home Furnishings Stores	34	35	-1
Home Health Care Services	118	96	22
Insurance Carriers	24	31	-7
Investigation & Security Services	77	33	0
Jewelry & Luggage Stores	24	32	-8
Law n & Garden Equipment & Supplies	8	17	-9
Legal Services	168	179	-11
Limited-Service Eating Places	156	159	-3
Management, Scientific, & Technical Consulting	252	309	-57
Nursing Care Facilities	12	12	0
Office Supplies, Stationery, Gift Store	71	68	3
Offices of Dentists	87	74	13
Offices of Physicians	168	155	13
Offices of Real Estate Agents & Brokers	320	338	-18
Other Financial Investment Activities	108	132	-24
Other General Merchandise Stores	18	19	-1
Other Miscellaneous Store Retailers	93	102	-9
Other Motor Vehicle Dealers	30	28	2
Personal Care Services	520	432	88
Shoe Stores	18	17	1
Special Food Services	45	63	-18
Specialty Food Stores	25	26	-1
Sporting Goods & Hobby Stores	64	72	-8
Taxi & Limousine Services	14	23	-9
Travel & Reservation Services	13	19	-6
Used Merchandise Stores	50	52	-2
Vending Machine Operators	36	25	11
Warehousing & Storage	17	13	4
Waste Collection	7	5	2

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Shelby County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	9	15	-6
Activities Related to Real Estate	8	16	-8
Architectural & Engineering Services	6	4	2
Automobile Dealers	6	9	-3
Automotive Parts, Accessories, & Tire	9	6	3
Automotive Repair & Maintenance	41	37	4
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	7	7	0
Business Support Services	5	6	-1
Child Day Care Services	62	67	-5
Clothing Stores	4	4	0
Death Care Services	6	4	2
Department Stores	0	0	0
Depository Credit Intermediation	11	9	2
Direct Selling Establishments	81	63	18
Drinking Places (Alcoholic Beverages)	13	7	6
Drycleaning & Laundry Services	1	2	-1
Electronic Shopping & Mail Order	0	3	-3
Electronics & Appliance Stores	6	4	2
Employment Services	1	1	0
Florists	2	3	-1
Full-Service Restaurants	6	12	-6
Furniture Stores	0	2	-2
Gasoline Stations	14	11	3
Grocery Stores	6	5	1
Health & Personal Care Stores	14	8	6
Home Furnishings Stores	2	2	0
Home Health Care Services	6	9	-3
Insurance Carriers	5	1	4
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	1	-1
Law n & Garden Equipment & Supplies	11	4	7
Legal Services	7	10	-3
Limited-Service Eating Places	9	9	0
Management, Scientific, & Technical Consulting	13	14	-1
Nursing Care Facilities	3	3	0
Office Supplies, Stationery, Gift Store	9	8	1
Offices of Dentists	3	4	-1
Offices of Physicians	8	7	1
Offices of Real Estate Agents & Brokers	13	16	-3
Other Financial Investment Activities	13	7	6
Other General Merchandise Stores	4	3	1
Other Miscellaneous Store Retailers	7	12	-5
Other Motor Vehicle Dealers	1	3	-2
Personal Care Services	53	43	10
Shoe Stores	1	1	0
Special Food Services	7	5	2
Specialty Food Stores	2	2	0
Sporting Goods & Hobby Stores	6	7	-1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	2	1	1
Used Merchandise Stores	6	5	1
Vending Machine Operators	3	1	2
Warehousing & Storage	0	1	-1
Waste Collection	2	1	1

<b>County to Peer Group Comparison</b>			
<b>Sioux County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	40	38	2
Activities Related to Real Estate	38	40	-2
Architectural & Engineering Services	14	10	4
Automobile Dealers	17	23	-6
Automotive Parts, Accessories, & Tire	17	15	2
Automotive Repair & Maintenance	88	95	-7
Beer, Wine, & Liquor Stores	2	2	0
Book, Periodical, & Music Stores	2	3	-1
Building Material & Supplies Stores	17	18	-1
Business Support Services	10	15	-5
Child Day Care Services	177	171	6
Clothing Stores	10	11	-1
Death Care Services	5	11	-6
Department Stores	1	1	0
Depository Credit Intermediation	24	23	1
Direct Selling Establishments	187	161	26
Drinking Places (Alcoholic Beverages)	9	18	-9
Drycleaning & Laundry Services	5	4	1
Electronic Shopping & Mail Order	6	8	-2
Electronics & Appliance Stores	7	9	-2
Employment Services	3	2	1
Florists	12	7	5
Full-Service Restaurants	30	31	-1
Furniture Stores	4	4	0
Gasoline Stations	28	29	-1
Grocery Stores	8	13	-5
Health & Personal Care Stores	26	22	4
Home Furnishings Stores	8	5	3
Home Health Care Services	12	24	-12
Insurance Carriers	3	3	0
Investigation & Security Services	1	1	0
Jewelry & Luggage Stores	3	3	0
Law n & Garden Equipment & Supplies	10	11	-1
Legal Services	22	25	-3
Limited-Service Eating Places	40	24	16
Management, Scientific, & Technical Consulting	41	35	6
Nursing Care Facilities	3	7	-4
Office Supplies, Stationery, Gift Store	22	20	2
Offices of Dentists	10	11	-1
Offices of Physicians	21	18	3
Offices of Real Estate Agents & Brokers	37	42	-5
Other Financial Investment Activities	14	18	-4
Other General Merchandise Stores	9	7	2
Other Miscellaneous Store Retailers	31	31	0
Other Motor Vehicle Dealers	7	7	0
Personal Care Services	124	111	13
Shoe Stores	0	2	-2
Special Food Services	14	12	2
Specialty Food Stores	12	5	7
Sporting Goods & Hobby Stores	16	17	-1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	6	3	3
Used Merchandise Stores	11	13	-2
Vending Machine Operators	5	1	4
Warehousing & Storage	1	2	-1
Waste Collection	5	3	2



<b>County to Peer Group Comparison</b>			
<b>Story County</b>			
<b>Trade Classification: A</b>			
<b>Descriptor</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	72	95	-23
Activities Related to Real Estate	144	152	-8
Architectural & Engineering Services	119	59	60
Automobile Dealers	19	39	-20
Automotive Parts, Accessories, & Tire	31	26	5
Automotive Repair & Maintenance	108	116	-8
Beer, Wine, & Liquor Stores	4	3	1
Book, Periodical, & Music Stores	22	15	7
Building Material & Supplies Stores	36	29	7
Business Support Services	49	53	-4
Child Day Care Services	313	389	-76
Clothing Stores	44	40	4
Death Care Services	10	10	0
Department Stores	6	5	0
Depository Credit Intermediation	46	41	5
Direct Selling Establishments	350	339	11
Drinking Places (Alcoholic Beverages)	22	35	-13
Drycleaning & Laundry Services	12	13	-1
Electronic Shopping & Mail Order	18	24	-6
Electronics & Appliance Stores	15	21	-6
Employment Services	7	15	-8
Florists	13	9	4
Full-Service Restaurants	70	68	2
Furniture Stores	6	10	-4
Gasoline Stations	41	42	-1
Grocery Stores	25	19	6
Health & Personal Care Stores	62	57	5
Home Furnishings Stores	16	18	-2
Home Health Care Services	19	48	-29
Insurance Carriers	6	15	-9
Investigation & Security Services	6	16	0
Jewelry & Luggage Stores	10	16	-6
Lawn & Garden Equipment & Supplies	7	8	-1
Legal Services	65	89	-24
Limited-Service Eating Places	78	79	-1
Management, Scientific, & Technical Consulting	299	153	146
Nursing Care Facilities	6	6	0
Office Supplies, Stationery, Gift Store	31	34	-3
Offices of Dentists	30	37	-7
Offices of Physicians	37	77	-40
Offices of Real Estate Agents & Brokers	135	167	-32
Other Financial Investment Activities	54	66	-12
Other General Merchandise Stores	6	9	-3
Other Miscellaneous Store Retailers	53	51	2
Other Motor Vehicle Dealers	13	14	-1
Personal Care Services	147	214	-67
Shoe Stores	12	8	4
Special Food Services	33	31	2
Specialty Food Stores	12	13	-1
Sporting Goods & Hobby Stores	33	36	-3
Taxi & Limousine Services	1	12	-11
Travel & Reservation Services	6	10	-4
Used Merchandise Stores	33	26	7
Vending Machine Operators	9	12	-3
Warehousing & Storage	1	7	-6
Waste Collection	6	3	3

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Tama County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	12	21	-9
Activities Related to Real Estate	21	22	-1
Architectural & Engineering Services	0	5	-5
Automobile Dealers	4	13	-9
Automotive Parts, Accessories, & Tire	9	8	1
Automotive Repair & Maintenance	53	53	0
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	2	-2
Building Material & Supplies Stores	10	10	0
Business Support Services	8	8	0
Child Day Care Services	96	95	1
Clothing Stores	7	6	1
Death Care Services	9	6	3
Department Stores	0	1	0
Depository Credit Intermediation	14	12	2
Direct Selling Establishments	107	89	18
Drinking Places (Alcoholic Beverages)	15	10	5
Drycleaning & Laundry Services	4	2	2
Electronic Shopping & Mail Order	4	4	0
Electronics & Appliance Stores	5	5	0
Employment Services	1	1	0
Florists	2	4	-2
Full-Service Restaurants	10	17	-7
Furniture Stores	3	2	1
Gasoline Stations	14	16	-2
Grocery Stores	10	7	3
Health & Personal Care Stores	14	12	2
Home Furnishings Stores	1	3	-2
Home Health Care Services	0	13	-13
Insurance Carriers	3	2	1
Investigation & Security Services	0	1	0
Jewelry & Luggage Stores	0	2	-2
Law n & Garden Equipment & Supplies	10	6	4
Legal Services	18	14	4
Limited-Service Eating Places	13	13	0
Management, Scientific, & Technical Consulting	18	19	-1
Nursing Care Facilities	4	4	0
Office Supplies, Stationery, Gift Store	7	11	-4
Offices of Dentists	4	6	-2
Offices of Physicians	5	10	-5
Offices of Real Estate Agents & Brokers	20	23	-3
Other Financial Investment Activities	5	10	-5
Other General Merchandise Stores	4	4	0
Other Miscellaneous Store Retailers	23	17	6
Other Motor Vehicle Dealers	2	4	-2
Personal Care Services	57	62	-5
Shoe Stores	0	1	-1
Special Food Services	5	7	-2
Specialty Food Stores	1	3	-2
Sporting Goods & Hobby Stores	11	10	1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	3	7	-4
Vending Machine Operators	0	1	-1
Warehousing & Storage	0	1	-1
Waste Collection	1	2	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Taylor County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	8	7	1
Activities Related to Real Estate	15	7	8
Architectural & Engineering Services	0	2	-2
Automobile Dealers	1	3	-2
Automotive Parts, Accessories, & Tire	2	3	-1
Automotive Repair & Maintenance	22	22	0
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	0	0	0
Building Material & Supplies Stores	2	4	-2
Business Support Services	0	2	-2
Child Day Care Services	28	31	-3
Clothing Stores	2	1	1
Death Care Services	1	2	-1
Department Stores	0	0	0
Depository Credit Intermediation	5	5	0
Direct Selling Establishments	30	31	-1
Drinking Places (Alcoholic Beverages)	8	5	3
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	0	1	-1
Electronics & Appliance Stores	0	1	-1
Employment Services	0	0	0
Florists	4	2	2
Full-Service Restaurants	2	5	-3
Furniture Stores	0	0	0
Gasoline Stations	7	7	0
Grocery Stores	2	3	-1
Health & Personal Care Stores	2	4	-2
Home Furnishings Stores	0	0	0
Home Health Care Services	4	6	-2
Insurance Carriers	0	1	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	4	3	1
Legal Services	3	4	-1
Limited-Service Eating Places	3	3	0
Management, Scientific, & Technical Consulting	0	5	-5
Nursing Care Facilities	3	2	1
Office Supplies, Stationery, Gift Store	0	4	-4
Offices of Dentists	2	2	0
Offices of Physicians	0	2	-2
Offices of Real Estate Agents & Brokers	12	6	6
Other Financial Investment Activities	0	2	-2
Other General Merchandise Stores	2	2	0
Other Miscellaneous Store Retailers	6	7	-1
Other Motor Vehicle Dealers	0	1	-1
Personal Care Services	31	23	8
Shoe Stores	0	0	0
Special Food Services	3	3	0
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	0	3	-3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	6	3	3
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Union County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	21	14	7
Activities Related to Real Estate	29	15	14
Architectural & Engineering Services	2	4	-2
Automobile Dealers	14	9	5
Automotive Parts, Accessories, & Tire	7	6	1
Automotive Repair & Maintenance	25	35	-10
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	8	7	1
Business Support Services	0	6	-6
Child Day Care Services	81	64	17
Clothing Stores	5	4	1
Death Care Services	4	4	0
Department Stores	1	0	0
Depository Credit Intermediation	10	8	2
Direct Selling Establishments	64	60	4
Drinking Places (Alcoholic Beverages)	4	7	-3
Drycleaning & Laundry Services	4	2	2
Electronic Shopping & Mail Order	0	3	-3
Electronics & Appliance Stores	4	3	1
Employment Services	2	1	1
Florists	1	3	-2
Full-Service Restaurants	16	11	5
Furniture Stores	2	2	0
Gasoline Stations	8	11	-3
Grocery Stores	3	5	-2
Health & Personal Care Stores	7	8	-1
Home Furnishings Stores	5	2	3
Home Health Care Services	13	9	4
Insurance Carriers	1	1	0
Investigation & Security Services	1	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	5	4	1
Legal Services	9	9	0
Limited-Service Eating Places	9	9	0
Management, Scientific, & Technical Consulting	16	13	3
Nursing Care Facilities	3	3	0
Office Supplies, Stationery, Gift Store	9	7	2
Offices of Dentists	4	4	0
Offices of Physicians	9	7	2
Offices of Real Estate Agents & Brokers	28	16	12
Other Financial Investment Activities	0	7	-7
Other General Merchandise Stores	3	3	0
Other Miscellaneous Store Retailers	17	11	6
Other Motor Vehicle Dealers	0	3	-3
Personal Care Services	33	41	-8
Shoe Stores	1	1	0
Special Food Services	4	4	0
Specialty Food Stores	1	2	-1
Sporting Goods & Hobby Stores	8	6	2
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	1	-1
Used Merchandise Stores	0	5	-5
Vending Machine Operators	0	1	-1
Warehousing & Storage	1	1	0
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Van Buren County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	14	8	6
Activities Related to Real Estate	16	9	7
Architectural & Engineering Services	6	2	4
Automobile Dealers	3	4	-1
Automotive Parts, Accessories, & Tire	6	4	2
Automotive Repair & Maintenance	30	26	4
Beer, Wine, & Liquor Stores	0	0	0
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	9	5	4
Business Support Services	3	2	1
Child Day Care Services	19	36	-17
Clothing Stores	0	1	-1
Death Care Services	6	3	3
Department Stores	0	0	0
Depository Credit Intermediation	8	6	2
Direct Selling Establishments	27	37	-10
Drinking Places (Alcoholic Beverages)	6	5	1
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	6	1	5
Electronics & Appliance Stores	1	2	-1
Employment Services	0	0	0
Florists	1	2	-1
Full-Service Restaurants	5	6	-1
Furniture Stores	0	1	-1
Gasoline Stations	10	8	2
Grocery Stores	5	3	2
Health & Personal Care Stores	2	5	-3
Home Furnishings Stores	0	0	0
Home Health Care Services	9	7	2
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	2	3	-1
Legal Services	4	5	-1
Limited-Service Eating Places	4	4	0
Management, Scientific, & Technical Consulting	6	5	1
Nursing Care Facilities	1	2	-1
Office Supplies, Stationery, Gift Store	0	4	-4
Offices of Dentists	1	2	-1
Offices of Physicians	4	3	1
Offices of Real Estate Agents & Brokers	1	7	-6
Other Financial Investment Activities	3	3	0
Other General Merchandise Stores	1	2	-1
Other Miscellaneous Store Retailers	11	8	3
Other Motor Vehicle Dealers	0	2	-2
Personal Care Services	22	27	-5
Shoe Stores	0	0	0
Special Food Services	0	3	-3
Specialty Food Stores	1	1	0
Sporting Goods & Hobby Stores	11	3	8
Taxi & Limousine Services	3	0	3
Travel & Reservation Services	0	0	0
Used Merchandise Stores	6	3	3
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	0	1	-1

<b>County to Peer Group Comparison</b>			
<b>Wapello County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	27	37	-10
Activities Related to Real Estate	23	46	-23
Architectural & Engineering Services	9	16	-7
Automobile Dealers	34	22	12
Automotive Parts, Accessories, & Tire	20	15	5
Automotive Repair & Maintenance	76	76	0
Beer, Wine, & Liquor Stores	0	2	-2
Book, Periodical, & Music Stores	8	7	1
Building Material & Supplies Stores	20	14	6
Business Support Services	17	18	-1
Child Day Care Services	86	182	-96
Clothing Stores	11	14	-3
Death Care Services	4	9	-5
Department Stores	3	2	0
Depository Credit Intermediation	19	21	-2
Direct Selling Establishments	107	156	-49
Drinking Places (Alcoholic Beverages)	19	18	1
Drycleaning & Laundry Services	5	7	-2
Electronic Shopping & Mail Order	8	8	0
Electronics & Appliance Stores	13	12	1
Employment Services	5	4	1
Florists	4	6	-2
Full-Service Restaurants	25	30	-5
Furniture Stores	2	4	-2
Gasoline Stations	29	26	3
Grocery Stores	12	9	3
Health & Personal Care Stores	20	22	-2
Home Furnishings Stores	4	7	-3
Home Health Care Services	116	33	83
Insurance Carriers	1	3	-2
Investigation & Security Services	4	3	0
Jewelry & Luggage Stores	3	4	-1
Law n & Garden Equipment & Supplies	6	9	-3
Legal Services	26	28	-2
Limited-Service Eating Places	35	29	6
Management, Scientific, & Technical Consulting	17	37	-20
Nursing Care Facilities	4	5	-1
Office Supplies, Stationery, Gift Store	21	19	2
Offices of Dentists	15	12	3
Offices of Physicians	34	23	11
Offices of Real Estate Agents & Brokers	26	58	-32
Other Financial Investment Activities	13	21	-8
Other General Merchandise Stores	5	6	-1
Other Miscellaneous Store Retailers	25	28	-3
Other Motor Vehicle Dealers	12	8	4
Personal Care Services	80	106	-26
Shoe Stores	6	3	3
Special Food Services	0	14	-14
Specialty Food Stores	6	5	1
Sporting Goods & Hobby Stores	18	18	0
Taxi & Limousine Services	3	2	1
Travel & Reservation Services	1	2	-1
Used Merchandise Stores	12	16	-4
Vending Machine Operators	9	5	4
Warehousing & Storage	1	3	-2
Waste Collection	2	3	-1

<b>County to Peer Group Comparison</b>			
<b>Warren County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	57	44	13
Activities Related to Real Estate	69	56	13
Architectural & Engineering Services	15	20	-5
Automobile Dealers	23	27	-4
Automotive Parts, Accessories, & Tire	13	18	-5
Automotive Repair & Maintenance	75	91	-16
Beer, Wine, & Liquor Stores	0	2	-2
Book, Periodical, & Music Stores	11	9	2
Building Material & Supplies Stores	9	17	-8
Business Support Services	35	22	13
Child Day Care Services	320	218	102
Clothing Stores	12	16	-4
Death Care Services	7	11	-4
Department Stores	0	2	0
Depository Credit Intermediation	14	26	-12
Direct Selling Establishments	250	187	63
Drinking Places (Alcoholic Beverages)	10	21	-11
Drycleaning & Laundry Services	6	8	-2
Electronic Shopping & Mail Order	10	10	0
Electronics & Appliance Stores	9	14	-5
Employment Services	1	4	-3
Florists	7	7	0
Full-Service Restaurants	17	36	-19
Furniture Stores	3	5	-2
Gasoline Stations	26	32	-6
Grocery Stores	6	10	-4
Health & Personal Care Stores	31	27	4
Home Furnishings Stores	6	9	-3
Home Health Care Services	8	39	-31
Insurance Carriers	4	3	1
Investigation & Security Services	8	4	0
Jewelry & Luggage Stores	5	5	0
Law n & Garden Equipment & Supplies	11	11	0
Legal Services	32	34	-2
Limited-Service Eating Places	35	34	1
Management, Scientific, & Technical Consulting	50	44	6
Nursing Care Facilities	4	6	-2
Office Supplies, Stationery, Gift Store	18	22	-4
Offices of Dentists	12	15	-3
Offices of Physicians	17	28	-11
Offices of Real Estate Agents & Brokers	87	70	17
Other Financial Investment Activities	20	25	-5
Other General Merchandise Stores	3	7	-4
Other Miscellaneous Store Retailers	26	34	-8
Other Motor Vehicle Dealers	8	9	-1
Personal Care Services	121	127	-6
Shoe Stores	1	4	-3
Special Food Services	18	17	1
Specialty Food Stores	8	6	2
Sporting Goods & Hobby Stores	16	22	-6
Taxi & Limousine Services	7	2	5
Travel & Reservation Services	0	2	-2
Used Merchandise Stores	10	19	-9
Vending Machine Operators	7	6	1
Warehousing & Storage	1	3	-2
Waste Collection	2	3	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Washington County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	34	22	12
Activities Related to Real Estate	27	28	-1
Architectural & Engineering Services	5	10	-5
Automobile Dealers	16	13	3
Automotive Parts, Accessories, & Tire	4	9	-5
Automotive Repair & Maintenance	53	45	8
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	5	4	1
Building Material & Supplies Stores	10	9	1
Business Support Services	9	11	-2
Child Day Care Services	136	108	28
Clothing Stores	10	8	2
Death Care Services	10	5	5
Department Stores	1	1	0
Depository Credit Intermediation	11	13	-2
Direct Selling Establishments	109	93	16
Drinking Places (Alcoholic Beverages)	2	10	-8
Drycleaning & Laundry Services	6	4	2
Electronic Shopping & Mail Order	4	5	-1
Electronics & Appliance Stores	9	7	2
Employment Services	1	2	-1
Florists	1	3	-2
Full-Service Restaurants	14	18	-4
Furniture Stores	4	2	2
Gasoline Stations	17	16	1
Grocery Stores	7	5	2
Health & Personal Care Stores	11	13	-2
Home Furnishings Stores	3	4	-1
Home Health Care Services	18	20	-2
Insurance Carriers	2	2	0
Investigation & Security Services	1	2	0
Jewelry & Luggage Stores	2	2	0
Law n & Garden Equipment & Supplies	13	6	7
Legal Services	21	17	4
Limited-Service Eating Places	12	17	-5
Management, Scientific, & Technical Consulting	27	22	5
Nursing Care Facilities	2	3	-1
Office Supplies, Stationery, Gift Store	10	11	-1
Offices of Dentists	8	7	1
Offices of Physicians	12	14	-2
Offices of Real Estate Agents & Brokers	26	35	-9
Other Financial Investment Activities	15	12	3
Other General Merchandise Stores	3	4	-1
Other Miscellaneous Store Retailers	15	17	-2
Other Motor Vehicle Dealers	3	5	-2
Personal Care Services	87	63	24
Shoe Stores	1	2	-1
Special Food Services	17	8	9
Specialty Food Stores	6	3	3
Sporting Goods & Hobby Stores	14	11	3
Taxi & Limousine Services	4	1	3
Travel & Reservation Services	1	1	0
Used Merchandise Stores	22	10	12
Vending Machine Operators	6	3	3
Warehousing & Storage	0	2	-2
Waste Collection	3	2	1



## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Wayne County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	2	7	-5
Activities Related to Real Estate	6	7	-1
Architectural & Engineering Services	3	2	1
Automobile Dealers	0	3	-3
Automotive Parts, Accessories, & Tire	4	3	1
Automotive Repair & Maintenance	32	22	10
Beer, Wine, & Liquor Stores	1	0	1
Book, Periodical, & Music Stores	0	0	0
Building Material & Supplies Stores	2	4	-2
Business Support Services	0	2	-2
Child Day Care Services	24	31	-7
Clothing Stores	3	1	2
Death Care Services	1	2	-1
Department Stores	0	0	0
Depository Credit Intermediation	8	5	3
Direct Selling Establishments	39	31	8
Drinking Places (Alcoholic Beverages)	6	5	1
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	0	1	-1
Electronics & Appliance Stores	0	1	-1
Employment Services	0	0	0
Florists	0	2	-2
Full-Service Restaurants	6	5	1
Furniture Stores	0	0	0
Gasoline Stations	11	7	4
Grocery Stores	4	3	1
Health & Personal Care Stores	1	4	-3
Home Furnishings Stores	1	0	1
Home Health Care Services	9	6	3
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	5	3	2
Legal Services	4	4	0
Limited-Service Eating Places	2	3	-1
Management, Scientific, & Technical Consulting	5	5	0
Nursing Care Facilities	2	2	0
Office Supplies, Stationery, Gift Store	0	4	-4
Offices of Dentists	1	2	-1
Offices of Physicians	1	2	-1
Offices of Real Estate Agents & Brokers	5	6	-1
Other Financial Investment Activities	3	2	1
Other General Merchandise Stores	3	2	1
Other Miscellaneous Store Retailers	6	7	-1
Other Motor Vehicle Dealers	0	1	-1
Personal Care Services	17	23	-6
Shoe Stores	0	0	0
Special Food Services	0	3	-3
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	1	3	-2
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	0	0	0
Used Merchandise Stores	3	3	0
Vending Machine Operators	0	0	0
Warehousing & Storage	0	0	0
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Webster County</b>			
<b>Trade Classification: B</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	36	40	-4
Activities Related to Real Estate	40	50	-10
Architectural & Engineering Services	18	18	0
Automobile Dealers	22	24	-2
Automotive Parts, Accessories, & Tire	19	16	3
Automotive Repair & Maintenance	85	82	3
Beer, Wine, & Liquor Stores	2	2	0
Book, Periodical, & Music Stores	8	8	0
Building Material & Supplies Stores	24	16	8
Business Support Services	10	20	-10
Child Day Care Services	180	197	-17
Clothing Stores	17	15	2
Death Care Services	12	10	2
Department Stores	4	2	0
Depository Credit Intermediation	24	23	1
Direct Selling Establishments	122	169	-47
Drinking Places (Alcoholic Beverages)	20	19	1
Drycleaning & Laundry Services	8	7	1
Electronic Shopping & Mail Order	9	9	0
Electronics & Appliance Stores	12	13	-1
Employment Services	4	4	0
Florists	4	6	-2
Full-Service Restaurants	35	32	3
Furniture Stores	8	4	4
Gasoline Stations	30	28	2
Grocery Stores	8	9	-1
Health & Personal Care Stores	24	24	0
Home Furnishings Stores	5	8	-3
Home Health Care Services	73	36	37
Insurance Carriers	2	3	-1
Investigation & Security Services	2	3	0
Jewelry & Luggage Stores	6	4	2
Law n & Garden Equipment & Supplies	8	10	-2
Legal Services	35	31	4
Limited-Service Eating Places	36	31	5
Management, Scientific, & Technical Consulting	30	40	-10
Nursing Care Facilities	5	5	0
Office Supplies, Stationery, Gift Store	25	20	5
Offices of Dentists	17	13	4
Offices of Physicians	50	25	25
Offices of Real Estate Agents & Brokers	64	63	1
Other Financial Investment Activities	28	23	5
Other General Merchandise Stores	9	7	2
Other Miscellaneous Store Retailers	28	31	-3
Other Motor Vehicle Dealers	6	8	-2
Personal Care Services	113	115	-2
Shoe Stores	6	3	3
Special Food Services	6	15	-9
Specialty Food Stores	7	6	1
Sporting Goods & Hobby Stores	23	19	4
Taxi & Limousine Services	1	2	-1
Travel & Reservation Services	3	2	1
Used Merchandise Stores	13	17	-4
Vending Machine Operators	6	5	1
Warehousing & Storage	4	3	1
Waste Collection	6	3	3

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Winnebago County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	5	13	-8
Activities Related to Real Estate	14	14	0
Architectural & Engineering Services	1	3	-2
Automobile Dealers	5	8	-3
Automotive Parts, Accessories, & Tire	7	5	2
Automotive Repair & Maintenance	44	33	11
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	2	1	1
Building Material & Supplies Stores	12	6	6
Business Support Services	0	5	-5
Child Day Care Services	60	60	0
Clothing Stores	2	4	-2
Death Care Services	3	4	-1
Department Stores	0	0	0
Depository Credit Intermediation	7	8	-1
Direct Selling Establishments	83	57	26
Drinking Places (Alcoholic Beverages)	8	6	2
Drycleaning & Laundry Services	0	2	-2
Electronic Shopping & Mail Order	9	3	6
Electronics & Appliance Stores	7	3	4
Employment Services	0	1	-1
Florists	7	3	4
Full-Service Restaurants	14	11	3
Furniture Stores	2	1	1
Gasoline Stations	10	10	0
Grocery Stores	8	4	4
Health & Personal Care Stores	6	8	-2
Home Furnishings Stores	1	2	-1
Home Health Care Services	0	9	-9
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	6	4	2
Legal Services	8	9	-1
Limited-Service Eating Places	6	8	-2
Management, Scientific, & Technical Consulting	18	12	6
Nursing Care Facilities	3	2	1
Office Supplies, Stationery, Gift Store	5	7	-2
Offices of Dentists	8	4	4
Offices of Physicians	4	6	-2
Offices of Real Estate Agents & Brokers	13	15	-2
Other Financial Investment Activities	7	6	1
Other General Merchandise Stores	4	3	1
Other Miscellaneous Store Retailers	19	11	8
Other Motor Vehicle Dealers	0	2	-2
Personal Care Services	36	39	-3
Shoe Stores	1	1	0
Special Food Services	2	4	-2
Specialty Food Stores	0	2	-2
Sporting Goods & Hobby Stores	2	6	-4
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	1	0
Used Merchandise Stores	2	4	-2
Vending Machine Operators	0	0	0
Warehousing & Storage	2	1	1
Waste Collection	1	1	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Winneshiek County</b>			
<b>Trade Classification: C</b>			
<b>Descriptor</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	29	25	4
Activities Related to Real Estate	24	27	-3
Architectural & Engineering Services	9	6	3
Automobile Dealers	21	15	6
Automotive Parts, Accessories, & Tire	7	10	-3
Automotive Repair & Maintenance	61	62	-1
Beer, Wine, & Liquor Stores	1	1	0
Book, Periodical, & Music Stores	2	2	0
Building Material & Supplies Stores	16	12	4
Business Support Services	7	10	-3
Child Day Care Services	104	113	-9
Clothing Stores	21	7	14
Death Care Services	10	7	3
Department Stores	0	1	0
Depository Credit Intermediation	11	15	-4
Direct Selling Establishments	88	106	-18
Drinking Places (Alcoholic Beverages)	13	12	1
Drycleaning & Laundry Services	6	3	3
Electronic Shopping & Mail Order	4	5	-1
Electronics & Appliance Stores	8	6	2
Employment Services	1	1	0
Florists	6	5	1
Full-Service Restaurants	17	20	-3
Furniture Stores	3	3	0
Gasoline Stations	14	19	-5
Grocery Stores	7	8	-1
Health & Personal Care Stores	17	14	3
Home Furnishings Stores	6	3	3
Home Health Care Services	13	16	-3
Insurance Carriers	1	2	-1
Investigation & Security Services	1	1	0
Jewelry & Luggage Stores	3	2	1
Law n & Garden Equipment & Supplies	13	7	6
Legal Services	11	16	-5
Limited-Service Eating Places	14	16	-2
Management, Scientific, & Technical Consulting	28	23	5
Nursing Care Facilities	3	5	-2
Office Supplies, Stationery, Gift Store	12	13	-1
Offices of Dentists	8	7	1
Offices of Physicians	17	12	5
Offices of Real Estate Agents & Brokers	41	28	13
Other Financial Investment Activities	9	12	-3
Other General Merchandise Stores	6	5	1
Other Miscellaneous Store Retailers	22	20	2
Other Motor Vehicle Dealers	7	4	3
Personal Care Services	55	73	-18
Shoe Stores	1	1	0
Special Food Services	10	8	2
Specialty Food Stores	4	3	1
Sporting Goods & Hobby Stores	14	11	3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	2	2	0
Used Merchandise Stores	6	8	-2
Vending Machine Operators	0	1	-1
Warehousing & Storage	0	1	-1
Waste Collection	1	2	-1

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Woodbury County</b>			
<b>Trade Classification: A</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	127	122	5
Activities Related to Real Estate	124	196	-72
Architectural & Engineering Services	55	75	-20
Automobile Dealers	63	50	13
Automotive Parts, Accessories, & Tire	33	34	-1
Automotive Repair & Maintenance	154	149	5
Beer, Wine, & Liquor Stores	7	4	3
Book, Periodical, & Music Stores	15	19	-4
Building Material & Supplies Stores	41	37	4
Business Support Services	56	68	-12
Child Day Care Services	572	499	73
Clothing Stores	52	51	1
Death Care Services	14	13	1
Department Stores	9	6	0
Depository Credit Intermediation	54	52	2
Direct Selling Establishments	420	436	-16
Drinking Places (Alcoholic Beverages)	55	46	9
Drycleaning & Laundry Services	18	16	2
Electronic Shopping & Mail Order	36	30	6
Electronics & Appliance Stores	34	27	7
Employment Services	12	20	-8
Florists	9	12	-3
Full-Service Restaurants	87	88	-1
Furniture Stores	14	13	1
Gasoline Stations	59	54	5
Grocery Stores	32	25	7
Health & Personal Care Stores	65	74	-9
Home Furnishings Stores	22	23	-1
Home Health Care Services	66	61	5
Insurance Carriers	13	20	-7
Investigation & Security Services	33	21	0
Jewelry & Luggage Stores	17	20	-3
Law n & Garden Equipment & Supplies	9	11	-2
Legal Services	102	114	-12
Limited-Service Eating Places	111	101	10
Management, Scientific, & Technical Consulting	108	196	-88
Nursing Care Facilities	9	7	2
Office Supplies, Stationery, Gift Store	35	43	-8
Offices of Dentists	35	47	-12
Offices of Physicians	121	99	22
Offices of Real Estate Agents & Brokers	127	215	-88
Other Financial Investment Activities	70	84	-14
Other General Merchandise Stores	19	12	7
Other Miscellaneous Store Retailers	53	65	-12
Other Motor Vehicle Dealers	12	18	-6
Personal Care Services	253	275	-22
Shoe Stores	14	11	3
Special Food Services	30	40	-10
Specialty Food Stores	16	16	0
Sporting Goods & Hobby Stores	42	46	-4
Taxi & Limousine Services	18	15	3
Travel & Reservation Services	13	12	1
Used Merchandise Stores	39	33	6
Vending Machine Operators	13	16	-3
Warehousing & Storage	13	8	5
Waste Collection	3	3	0

## Iowa State University Retail Trade Analysis Program

<b>County to Peer Group Comparison</b>			
<b>Worth County</b>			
<b>Trade Classification: D</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	7	8	-1
Activities Related to Real Estate	0	9	-9
Architectural & Engineering Services	0	2	-2
Automobile Dealers	6	4	2
Automotive Parts, Accessories, & Tire	2	4	-2
Automotive Repair & Maintenance	35	26	9
Beer, Wine, & Liquor Stores	1	0	1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	4	5	-1
Business Support Services	4	2	2
Child Day Care Services	43	37	6
Clothing Stores	4	1	3
Death Care Services	0	3	-3
Department Stores	0	0	0
Depository Credit Intermediation	3	6	-3
Direct Selling Establishments	40	37	3
Drinking Places (Alcoholic Beverages)	1	5	-4
Drycleaning & Laundry Services	0	0	0
Electronic Shopping & Mail Order	0	1	-1
Electronics & Appliance Stores	3	2	1
Employment Services	0	0	0
Florists	4	2	2
Full-Service Restaurants	8	6	2
Furniture Stores	0	1	-1
Gasoline Stations	10	8	2
Grocery Stores	2	3	-1
Health & Personal Care Stores	1	5	-4
Home Furnishings Stores	0	0	0
Home Health Care Services	7	7	0
Insurance Carriers	1	1	0
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	0	0	0
Law n & Garden Equipment & Supplies	0	3	-3
Legal Services	7	5	2
Limited-Service Eating Places	4	4	0
Management, Scientific, & Technical Consulting	6	6	0
Nursing Care Facilities	2	2	0
Office Supplies, Stationery, Gift Store	4	4	0
Offices of Dentists	2	2	0
Offices of Physicians	1	3	-2
Offices of Real Estate Agents & Brokers	7	8	-1
Other Financial Investment Activities	0	3	-3
Other General Merchandise Stores	1	2	-1
Other Miscellaneous Store Retailers	7	8	-1
Other Motor Vehicle Dealers	1	2	-1
Personal Care Services	28	27	1
Shoe Stores	1	0	1
Special Food Services	0	3	-3
Specialty Food Stores	0	1	-1
Sporting Goods & Hobby Stores	4	3	1
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	1	0	1
Used Merchandise Stores	0	4	-4
Vending Machine Operators	5	0	5
Warehousing & Storage	0	0	0
Waste Collection	0	1	-1

<b>County to Peer Group Comparison</b>			
<b>Wright County</b>			
<b>Trade Classification: C</b>			
<b>Description</b>	<b>Number</b>	<b>Expected</b>	<b>Variance</b>
Accounting, Tax, Bookkeeping, & Payroll	16	16	0
Activities Related to Real Estate	13	17	-4
Architectural & Engineering Services	10	4	6
Automobile Dealers	10	10	0
Automotive Parts, Accessories, & Tire	5	6	-1
Automotive Repair & Maintenance	39	40	-1
Beer, Wine, & Liquor Stores	0	1	-1
Book, Periodical, & Music Stores	0	1	-1
Building Material & Supplies Stores	9	8	1
Business Support Services	6	6	0
Child Day Care Services	82	72	10
Clothing Stores	2	5	-3
Death Care Services	5	5	0
Department Stores	0	0	0
Depository Credit Intermediation	8	9	-1
Direct Selling Establishments	70	68	2
Drinking Places (Alcoholic Beverages)	9	7	2
Drycleaning & Laundry Services	5	2	3
Electronic Shopping & Mail Order	7	3	4
Electronics & Appliance Stores	6	4	2
Employment Services	3	1	2
Florists	7	3	4
Full-Service Restaurants	17	13	4
Furniture Stores	2	2	0
Gasoline Stations	14	12	2
Grocery Stores	5	5	0
Health & Personal Care Stores	5	9	-4
Home Furnishings Stores	2	2	0
Home Health Care Services	3	10	-7
Insurance Carriers	0	1	-1
Investigation & Security Services	0	0	0
Jewelry & Luggage Stores	1	1	0
Law n & Garden Equipment & Supplies	3	5	-2
Legal Services	11	10	1
Limited-Service Eating Places	13	10	3
Management, Scientific, & Technical Consulting	13	15	-2
Nursing Care Facilities	3	3	0
Office Supplies, Stationery, Gift Store	6	8	-2
Offices of Dentists	4	5	-1
Offices of Physicians	2	8	-6
Offices of Real Estate Agents & Brokers	17	18	-1
Other Financial Investment Activities	13	8	5
Other General Merchandise Stores	4	3	1
Other Miscellaneous Store Retailers	11	13	-2
Other Motor Vehicle Dealers	1	3	-2
Personal Care Services	40	47	-7
Shoe Stores	0	1	-1
Special Food Services	1	5	-4
Specialty Food Stores	5	2	3
Sporting Goods & Hobby Stores	4	7	-3
Taxi & Limousine Services	0	0	0
Travel & Reservation Services	2	1	1
Used Merchandise Stores	6	5	1
Vending Machine Operators	0	1	-1
Warehousing & Storage	1	1	0
Waste Collection	2	1	1

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