

Assignment 1: CRP 523 (2009) – 5 points

Due in class 23 February 2009

This assignment lets you do a basic Reilly's Law calculation, map two distinct trade areas, and calculate the trade performance statistics for a medium sized city and county.

Part 1. Reilly's Law. Construct a table similar to the one below and either get or calculate the numbers needed to determine the break-points for determining Ottumwa's trade area relative to the four cities listed. The links for finding population and retail sales are found in Part 2 below.

Reilly's Law and Trade Area Analysis

	Distance	Population	Retail Sales	Breaking Point: Population	Breaking Point: Retail Sales
From the City of Ottumwa					
To:					
Albia					
Bloomfield					
Eddyville					
Fairfield					

Next you will map your answers. You can use a GIS application or you can make your own map and do it by hand. Make sure that you calculate the scale properly. If you have problems making a map, contact me and I'll make one for you. I'll have the **DOT travel map** on the class web site.

Hand in your table with your map. Have a one paragraph description of the method that you used and what the findings indicate.

Part 2. Calculate these trade area calculations for a central city of more than 5,000 persons but fewer than 10,000 of your choosing and its county. The list of places is attached. A table example below indicates what needs to be calculated.

Here is where you go to get your population and retail trade figures for the state, the county, and the city: www.recap.iastate.edu Go to **Iowa Social and Economic Atlas**, use 2007 estimates except for county per capita income, which are 2006 data.

Go to the class web site for the city per capita income data.

These reports are organized at the county level, and then they contain separate reports for all of the cities. The relevant information about retail trade can be found in each of these reports.

Trade Statistics:	Your City	Your County
Potential Sales		
Percent of Sales Retained		
Trade Area Capture		
Pull Factor		
Area Surplus / Deficit		

To Do the Analysis you will need:	State of Iowa	Your City	Your County
Population			
Total Sales			
Per Capita Income			

A list of cities and their counties follows. Use the class web site to find the spreadsheet to help you on this.

You will hand in the above table (or one similar to it), and you will also show me how you did the calculations. You can attach a hand-written sheet or a spreadsheet if you like.

I also want a short description of each of the trade statistics and your interpretation of your findings for your city and county.

City	County
Algona	Kossuth
Anamosa	Jones
Atlantic	Cass
Carroll	Carroll
Centerville	Appanoose
Charles City	Floyd
Clarinda	Page
Clear Lake	Cerro Gordo
Creston	Union
Decorah	Winneshiek
Denison	Crawford
Estherville	Palo Alto
Fairfield	Jefferson
Glenwood	Mills
Grinnell	Poweshiek
Harlan	Shelby
Hiawatha	Linn
Independence	Buchanon
Iowa Falls	Hardin
Knoxville	Monroe
Le Mars	Plymouth
Maquoketa	Jackson
Mount Pleasant	Henry
Oelwein	Fayette
Orange City	Sioux
Red Oak	Montgomery
Shenandoah	Page
Sioux Center	Sioux
Storm Lake	Buena Vista
Vinton	Benton
Washington	Washington
Webster City	Hamilton