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Featuring data from The Brand-New 2026 Data Update

Source For Siouxland

DATA FEATURE

Economic Stability: Regional Price Parity

87.76 IOWA

is the regional price parity (RPP) in Iowa as of 2024. For comparison, the national RPP remains fixed at 100.

- U.S. BUREAU OF ECONOMIC ANALYSIS, 2024

90.10 NEBRASKA

is the regional price parity (RPP) in Nebraska as of 2024. For comparison, the national RPP remains fixed at 100.

- U.S. BUREAU OF ECONOMIC ANALYSIS, 2024

88.59 SOUTH DAKOTA

is the regional price parity (RPP) in South Dakota as of 2024. For comparison, the national RPP remains fixed at 100.

- U.S. BUREAU OF ECONOMIC ANALYSIS, 2024

REGIONAL PRICE PARITY FALLS IN THE TRI-STATE AREA

Background

Regional price parities {RPPs} are regional price levels expressed as a percentage of the overall national price level for a given year. The price levels are determined by the average prices paid by consumers for the mix of goods and services consumed in each region. Taking the ratio of RPPs shows the difference in price levels across regions.

RPP improving vs. Major Coastal States

Between 2020 and 2024, Iowa, Nebraska, and South Dakota consistently posted regional price parities below the national average of 100, meaning overall price levels in these three states ran cheaper than the U.S. as a whole throughout the period. Iowa recorded the lowest values of the trio, slipping from 90.610 in 2020 to 87.762 in 2024, while Nebraska ranged from 92.808 down to 90.103 and South Dakota moved from 91.320 to 88.586. All three states show a similar pattern: a dip around 2022, a slight uptick in 2023, and then a pullback in 2024, leaving each state a few points cheaper by the end of the period than at the start.

This stands in clear contrast to major coastal states - for example, California and Florida - both of which stayed above the national benchmark every year. California held in the 110–113 range throughout, while Florida sat more modestly above 100, climbing from 100.604 in 2020 to a peak of 103.636 in 2023 before easing slightly to 103.414 in 2024. Meaning both states' cost of goods and services exceed the U.S. average. Viewed together, the gap between the tristate region and these two higher-cost states widened over the period – while Iowa, Nebraska, and South Dakota's price levels drifted lower, Florida's climbed and California's remained persistently elevated, underscoring the relative affordability of the tristate area compared to these larger, more expensive states.

ABOUT US

Source For Siouxland is the region's central resource for trusted data, helping advance a healthy, safe, and vibrant community. We track key indicators across five focus areas—Economic Stability, Education, Health, Safety, and Quality of Life. Through our annual Data Update and monthly Data Features, we collect and share local, regional, and national data to help community leaders, nonprofits, and funders make informed decisions.

INFORMATION BROUGHT TO YOU BY THE SFS LEADERSHIP TEAM:

Catholic Charities· Great Plains ToP· Growing Community Connections· Helios Foundation· One Siouxland· SHIP· Siouxland Community Foundation· Siouxland District Health Department· United Way of Siouxland

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