



Retail Marketplace Profile Report

Orange City Orange City, IA
Ring: 5 mile radius

Latitude: 42.9975
Longitude: -96.0568

Summary Demographics

| | |
|-------------------------------|----------|
| 2017 Population | 8,620 |
| 2017 Households | 2,919 |
| 2017 Median Disposable Income | \$49,690 |
| 2017 Per Capita Income | \$26,355 |

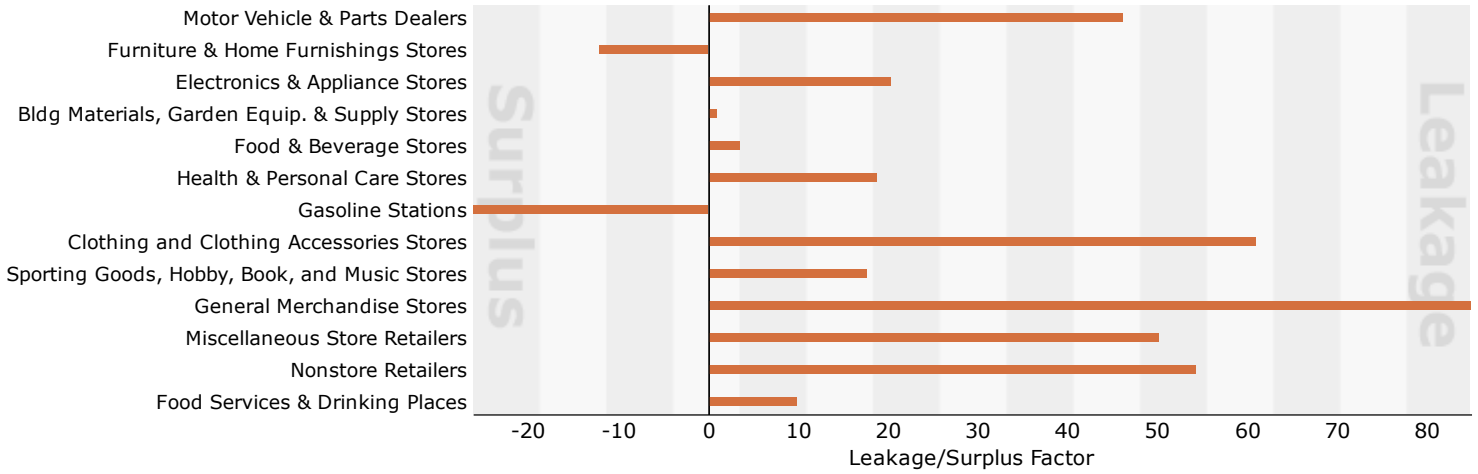
| Industry Summary | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|-------------------------------------|-------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45 | \$119,420,202 | \$81,073,391 | \$38,346,811 | 19.1 | 66 |
| Total Retail Trade | 44-45 | \$110,586,824 | \$73,838,456 | \$36,748,368 | 19.9 | 50 |
| Total Food & Drink | 722 | \$8,833,378 | \$7,234,936 | \$1,598,442 | 9.9 | 16 |

| Industry Group | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers | 441 | \$26,846,550 | \$9,887,610 | \$16,958,940 | 46.2 | 9 |
| Automobile Dealers | 4411 | \$21,136,284 | \$5,580,059 | \$15,556,225 | 58.2 | 2 |
| Other Motor Vehicle Dealers | 4412 | \$3,353,948 | \$0 | \$3,353,948 | 100.0 | 0 |
| Auto Parts, Accessories & Tire Stores | 4413 | \$2,356,317 | \$4,081,808 | -\$1,725,491 | -26.8 | 6 |
| Furniture & Home Furnishings Stores | 442 | \$2,460,861 | \$3,151,457 | -\$690,596 | -12.3 | 2 |
| Furniture Stores | 4421 | \$1,552,618 | \$2,769,902 | -\$1,217,284 | -28.2 | 1 |
| Home Furnishings Stores | 4422 | \$908,242 | \$381,555 | \$526,687 | 40.8 | 1 |
| Electronics & Appliance Stores | 443 | \$3,175,533 | \$2,098,326 | \$1,077,207 | 20.4 | 4 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | \$7,665,994 | \$7,504,438 | \$161,556 | 1.1 | 6 |
| Bldg Material & Supplies Dealers | 4441 | \$6,788,541 | \$7,308,290 | -\$519,749 | -3.7 | 6 |
| Lawn & Garden Equip & Supply Stores | 4442 | \$877,453 | \$0 | \$877,453 | 100.0 | 0 |
| Food & Beverage Stores | 445 | \$20,783,016 | \$19,348,611 | \$1,434,405 | 3.6 | 5 |
| Grocery Stores | 4451 | \$19,279,551 | \$19,241,167 | \$38,384 | 0.1 | 5 |
| Specialty Food Stores | 4452 | \$898,077 | \$0 | \$898,077 | 100.0 | 0 |
| Beer, Wine & Liquor Stores | 4453 | \$605,388 | \$0 | \$605,388 | 100.0 | 0 |
| Health & Personal Care Stores | 446,4461 | \$6,874,305 | \$4,700,775 | \$2,173,530 | 18.8 | 4 |
| Gasoline Stations | 447,4471 | \$12,151,253 | \$20,796,183 | -\$8,644,930 | -26.2 | 2 |
| Clothing & Clothing Accessories Stores | 448 | \$2,948,522 | \$714,588 | \$2,233,934 | 61.0 | 3 |
| Clothing Stores | 4481 | \$1,948,947 | \$327,860 | \$1,621,087 | 71.2 | 2 |
| Shoe Stores | 4482 | \$402,619 | \$0 | \$402,619 | 100.0 | 0 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | \$596,956 | \$386,728 | \$210,228 | 21.4 | 1 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | \$2,463,601 | \$1,722,708 | \$740,893 | 17.7 | 3 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | \$2,093,628 | \$1,359,701 | \$733,927 | 21.3 | 2 |
| Book, Periodical & Music Stores | 4512 | \$369,973 | \$363,007 | \$6,966 | 1.0 | 1 |
| General Merchandise Stores | 452 | \$17,412,771 | \$1,410,001 | \$16,002,770 | 85.0 | 2 |
| Department Stores Excluding Leased Depts. | 4521 | \$13,943,891 | \$0 | \$13,943,891 | 100.0 | 0 |
| Other General Merchandise Stores | 4529 | \$3,468,880 | \$1,410,001 | \$2,058,879 | 42.2 | 2 |
| Miscellaneous Store Retailers | 453 | \$5,568,636 | \$1,844,202 | \$3,724,434 | 50.2 | 8 |
| Florists | 4531 | \$272,949 | \$345,118 | -\$72,169 | -11.7 | 2 |
| Office Supplies, Stationery & Gift Stores | 4532 | \$1,172,649 | \$284,419 | \$888,230 | 61.0 | 2 |
| Used Merchandise Stores | 4533 | \$626,653 | \$814,396 | -\$187,743 | -13.0 | 3 |
| Other Miscellaneous Store Retailers | 4539 | \$3,496,385 | \$400,270 | \$3,096,115 | 79.5 | 1 |
| Nonstore Retailers | 454 | \$2,235,782 | \$659,556 | \$1,576,226 | 54.4 | 1 |
| Electronic Shopping & Mail-Order Houses | 4541 | \$1,268,019 | \$0 | \$1,268,019 | 100.0 | 0 |
| Vending Machine Operators | 4542 | \$307,230 | \$0 | \$307,230 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | \$660,534 | \$659,556 | \$978 | 0.1 | 1 |
| Food Services & Drinking Places | 722 | \$8,833,378 | \$7,234,936 | \$1,598,442 | 9.9 | 16 |
| Special Food Services | 7223 | \$204,420 | \$52,129 | \$152,291 | 59.4 | 1 |
| Drinking Places - Alcoholic Beverages | 7224 | \$527,022 | \$103,333 | \$423,689 | 67.2 | 1 |
| Restaurants/Other Eating Places | 7225 | \$8,101,936 | \$7,079,474 | \$1,022,462 | 6.7 | 14 |

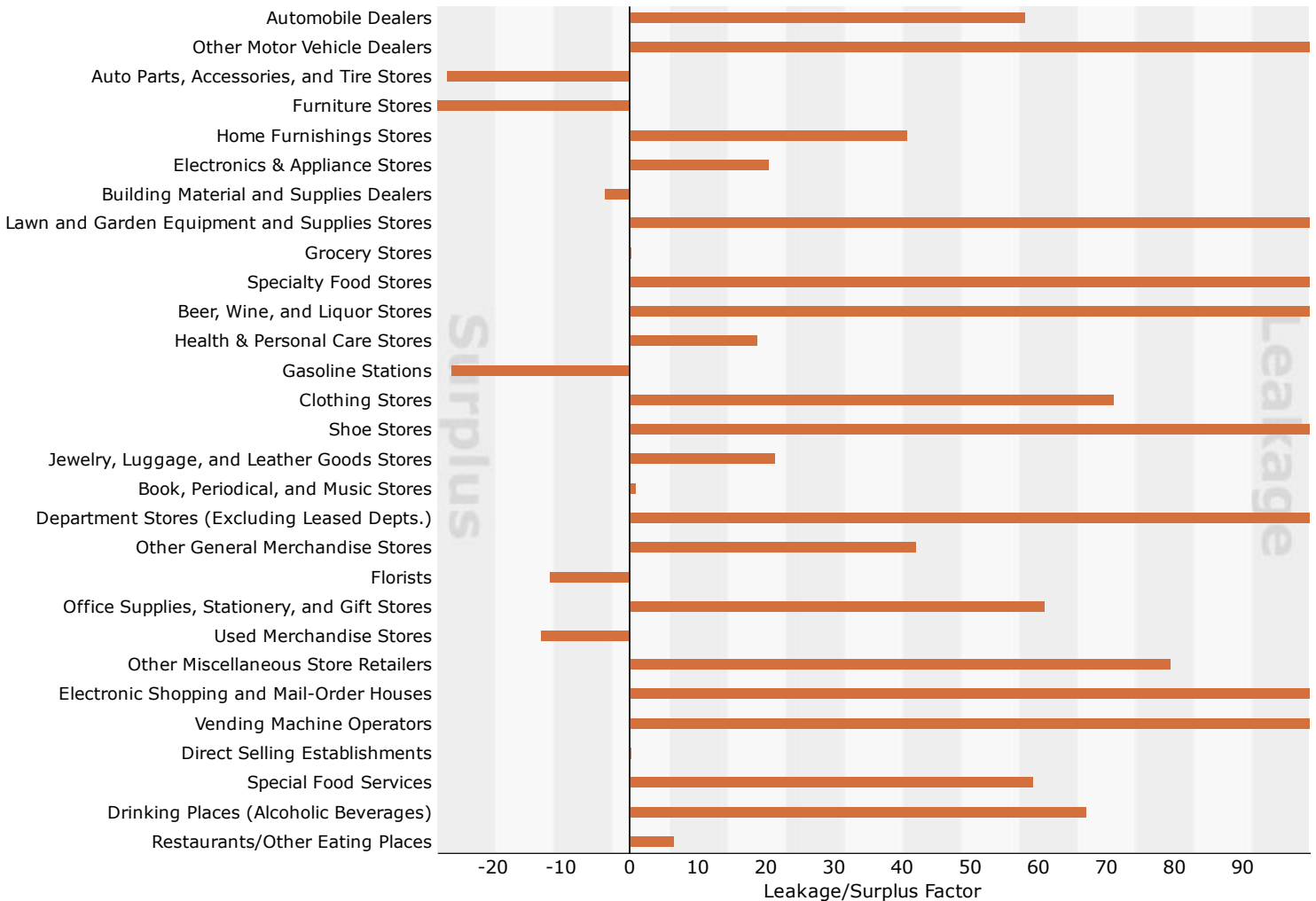
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail Marketplace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail Marketplace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Marketplace Profile Report

Orange City Orange City, IA
Ring: 15 mile radius

Latitude: 42.9975
Longitude: -96.0568

Summary Demographics

| | |
|-------------------------------|----------|
| 2017 Population | 31,283 |
| 2017 Households | 10,886 |
| 2017 Median Disposable Income | \$50,270 |
| 2017 Per Capita Income | \$26,886 |

| Industry Summary | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|-------------------------------------|-----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45,722 | \$435,427,161 | \$341,510,076 | \$93,917,085 | 12.1 | 235 |
| Total Retail Trade | 44-45 | \$401,680,379 | \$319,531,192 | \$82,149,187 | 11.4 | 179 |
| Total Food & Drink | 722 | \$33,746,783 | \$21,978,884 | \$11,767,899 | 21.1 | 56 |

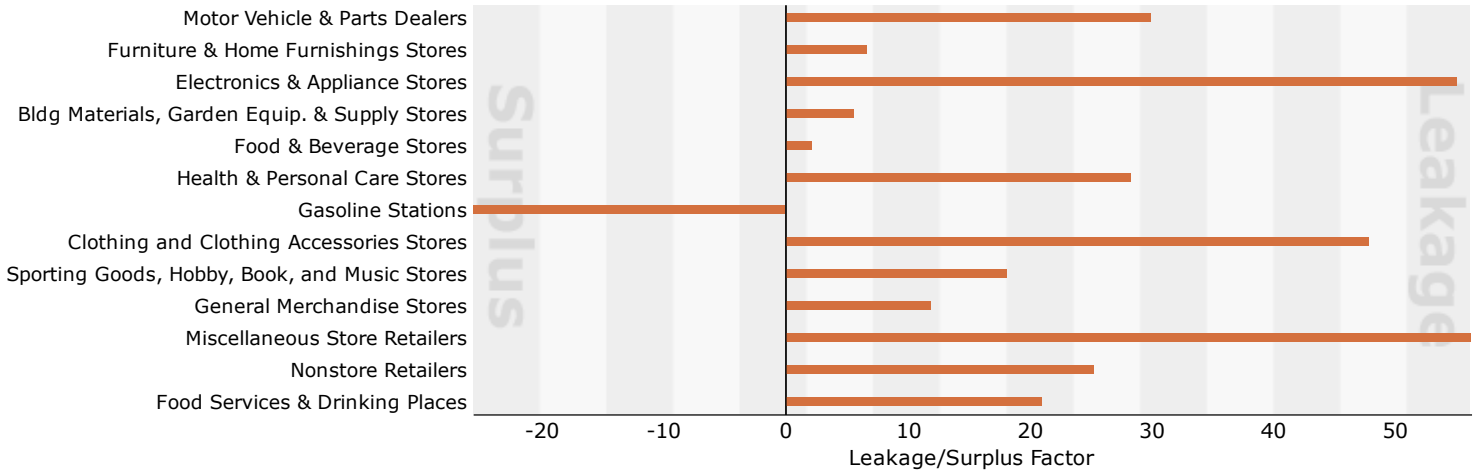
| Industry Group | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers | 441 | \$95,275,252 | \$51,284,997 | \$43,990,255 | 30.0 | 33 |
| Automobile Dealers | 4411 | \$74,910,413 | \$34,609,892 | \$40,300,521 | 36.8 | 9 |
| Other Motor Vehicle Dealers | 4412 | \$11,740,234 | \$7,688,672 | \$4,051,562 | 20.9 | 6 |
| Auto Parts, Accessories & Tire Stores | 4413 | \$8,624,605 | \$8,986,433 | -\$361,828 | -2.1 | 18 |
| Furniture & Home Furnishings Stores | 442 | \$9,519,455 | \$8,317,990 | \$1,201,465 | 6.7 | 9 |
| Furniture Stores | 4421 | \$6,001,058 | \$6,030,077 | -\$29,019 | -0.2 | 4 |
| Home Furnishings Stores | 4422 | \$3,518,397 | \$2,287,913 | \$1,230,484 | 21.2 | 5 |
| Electronics & Appliance Stores | 443 | \$11,983,538 | \$3,473,783 | \$8,509,755 | 55.1 | 7 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | \$27,340,934 | \$24,465,059 | \$2,875,875 | 5.6 | 25 |
| Bldg Material & Supplies Dealers | 4441 | \$24,275,985 | \$16,249,521 | \$8,026,464 | 19.8 | 21 |
| Lawn & Garden Equip & Supply Stores | 4442 | \$3,064,949 | \$8,215,538 | -\$5,150,589 | -45.7 | 4 |
| Food & Beverage Stores | 445 | \$75,725,602 | \$72,441,942 | \$3,283,660 | 2.2 | 22 |
| Grocery Stores | 4451 | \$70,231,159 | \$68,979,434 | \$1,251,725 | 0.9 | 15 |
| Specialty Food Stores | 4452 | \$3,277,797 | \$1,994,918 | \$1,282,879 | 24.3 | 6 |
| Beer, Wine & Liquor Stores | 4453 | \$2,216,646 | \$1,467,591 | \$749,055 | 20.3 | 1 |
| Health & Personal Care Stores | 446,4461 | \$24,825,698 | \$13,880,119 | \$10,945,579 | 28.3 | 10 |
| Gasoline Stations | 447,4471 | \$43,597,499 | \$73,833,842 | -\$30,236,343 | -25.7 | 15 |
| Clothing & Clothing Accessories Stores | 448 | \$11,488,062 | \$4,051,288 | \$7,436,774 | 47.9 | 10 |
| Clothing Stores | 4481 | \$7,530,731 | \$2,231,989 | \$5,298,742 | 54.3 | 7 |
| Shoe Stores | 4482 | \$1,549,066 | \$0 | \$1,549,066 | 100.0 | 0 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | \$2,408,265 | \$1,819,299 | \$588,966 | 13.9 | 3 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | \$9,196,729 | \$6,378,150 | \$2,818,579 | 18.1 | 12 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | \$7,779,124 | \$5,435,797 | \$2,343,327 | 17.7 | 10 |
| Book, Periodical & Music Stores | 4512 | \$1,417,606 | \$942,352 | \$475,254 | 20.1 | 2 |
| General Merchandise Stores | 452 | \$64,753,962 | \$51,005,189 | \$13,748,773 | 11.9 | 7 |
| Department Stores Excluding Leased Depts. | 4521 | \$52,138,308 | \$48,726,508 | \$3,411,800 | 3.4 | 2 |
| Other General Merchandise Stores | 4529 | \$12,615,655 | \$2,278,681 | \$10,336,974 | 69.4 | 5 |
| Miscellaneous Store Retailers | 453 | \$19,825,651 | \$5,539,387 | \$14,286,264 | 56.3 | 23 |
| Florists | 4531 | \$1,019,033 | \$947,460 | \$71,573 | 3.6 | 5 |
| Office Supplies, Stationery & Gift Stores | 4532 | \$4,409,570 | \$1,190,141 | \$3,219,429 | 57.5 | 6 |
| Used Merchandise Stores | 4533 | \$2,379,546 | \$1,653,113 | \$726,433 | 18.0 | 7 |
| Other Miscellaneous Store Retailers | 4539 | \$12,017,502 | \$1,748,672 | \$10,268,830 | 74.6 | 6 |
| Nonstore Retailers | 454 | \$8,147,997 | \$4,859,447 | \$3,288,550 | 25.3 | 4 |
| Electronic Shopping & Mail-Order Houses | 4541 | \$4,762,132 | \$416,896 | \$4,345,236 | 83.9 | 1 |
| Vending Machine Operators | 4542 | \$1,145,264 | \$0 | \$1,145,264 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | \$2,240,601 | \$4,442,551 | -\$2,201,950 | -32.9 | 3 |
| Food Services & Drinking Places | 722 | \$33,746,783 | \$21,978,884 | \$11,767,899 | 21.1 | 56 |
| Special Food Services | 7223 | \$757,220 | \$207,040 | \$550,180 | 57.1 | 4 |
| Drinking Places - Alcoholic Beverages | 7224 | \$2,160,762 | \$413,194 | \$1,747,568 | 67.9 | 5 |
| Restaurants/Other Eating Places | 7225 | \$30,828,801 | \$21,358,650 | \$9,470,151 | 18.1 | 46 |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

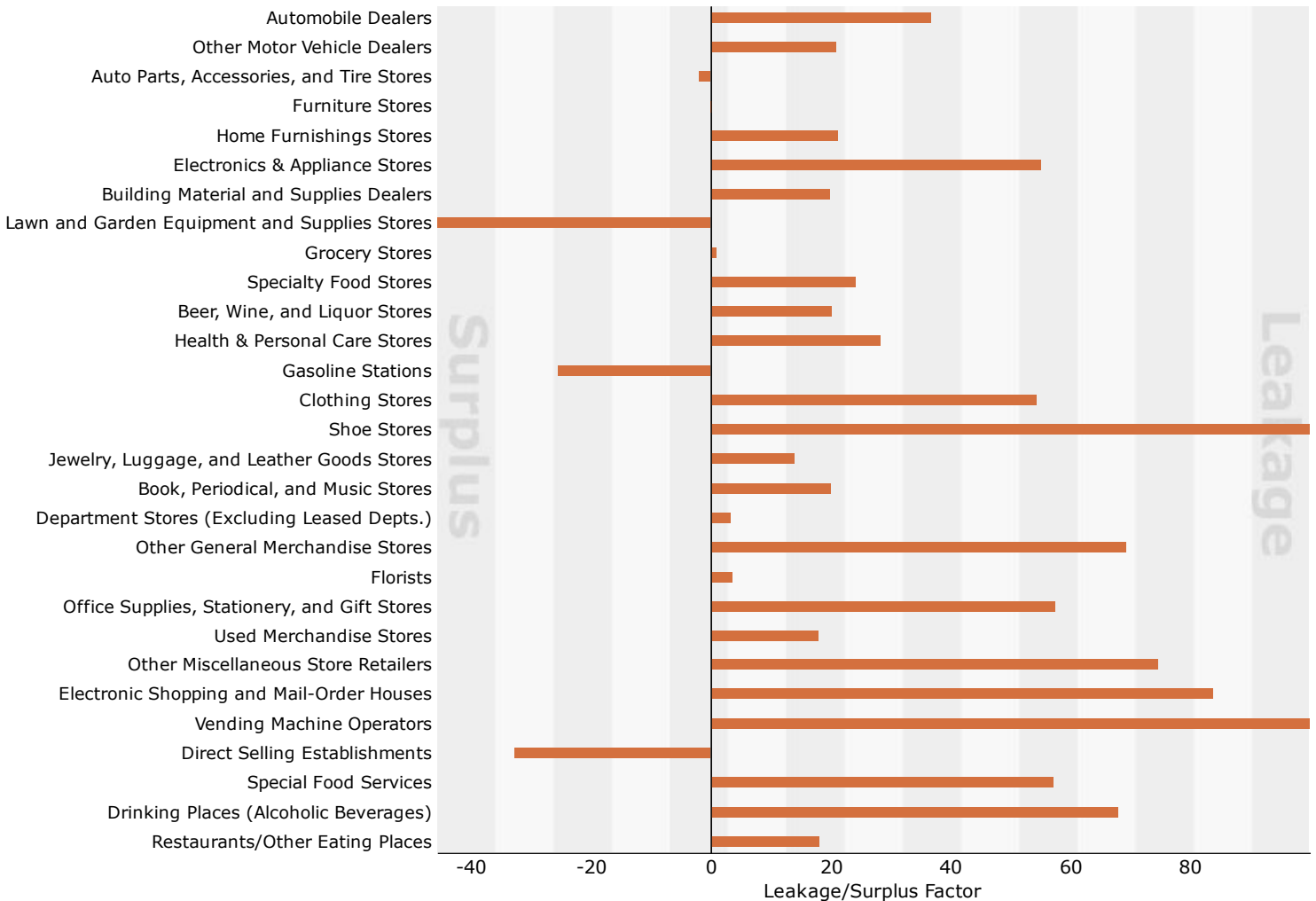
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January 31, 2018

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail Marketplace Profile Report

Orange City Orange City, IA
Ring: 25 mile radius

Latitude: 42.9975
Longitude: -96.0568

Summary Demographics

| | |
|-------------------------------|----------|
| 2017 Population | 68,729 |
| 2017 Households | 25,807 |
| 2017 Median Disposable Income | \$46,485 |
| 2017 Per Capita Income | \$27,081 |

| Industry Summary | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|-------------------------------------|-------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45 | \$976,710,490 | \$731,062,537 | \$245,647,953 | 14.4 | 558 |
| Total Retail Trade | 44-45 | \$900,921,806 | \$674,041,676 | \$226,880,130 | 14.4 | 418 |
| Total Food & Drink | 722 | \$75,788,684 | \$57,020,861 | \$18,767,823 | 14.1 | 140 |

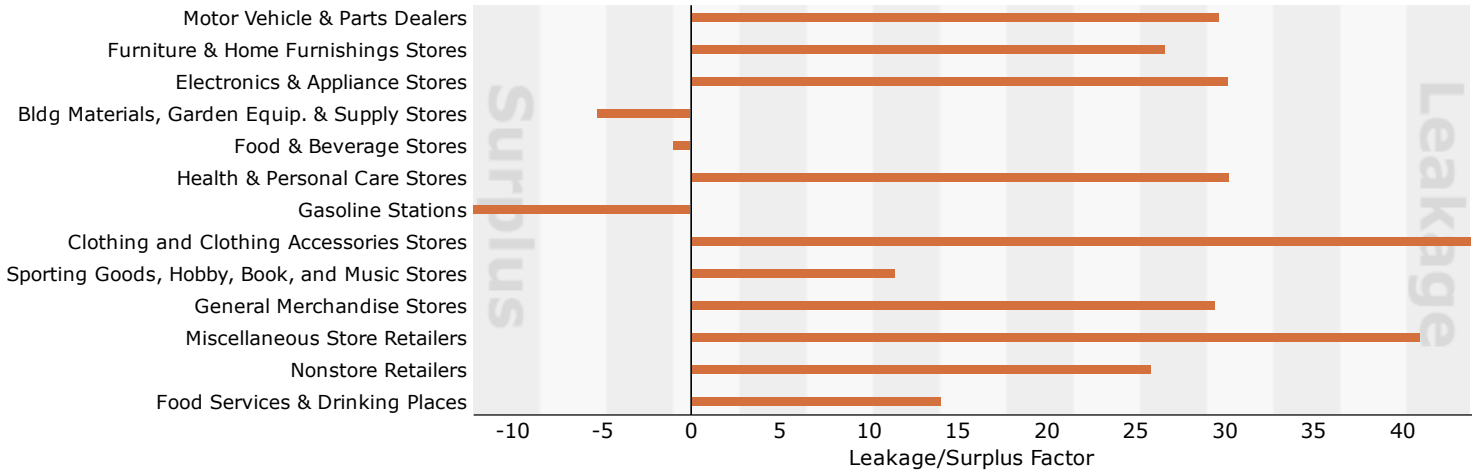
| Industry Group | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers | 441 | \$213,083,889 | \$115,439,779 | \$97,644,110 | 29.7 | 68 |
| Automobile Dealers | 4411 | \$167,574,038 | \$86,373,923 | \$81,200,115 | 32.0 | 25 |
| Other Motor Vehicle Dealers | 4412 | \$26,166,173 | \$11,872,176 | \$14,293,997 | 37.6 | 10 |
| Auto Parts, Accessories & Tire Stores | 4413 | \$19,343,679 | \$17,193,680 | \$2,149,999 | 5.9 | 32 |
| Furniture & Home Furnishings Stores | 442 | \$21,400,541 | \$12,392,038 | \$9,008,503 | 26.7 | 16 |
| Furniture Stores | 4421 | \$13,568,704 | \$9,250,777 | \$4,317,927 | 18.9 | 7 |
| Home Furnishings Stores | 4422 | \$7,831,836 | \$3,141,261 | \$4,690,575 | 42.7 | 9 |
| Electronics & Appliance Stores | 443 | \$26,902,652 | \$14,426,536 | \$12,476,116 | 30.2 | 23 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | \$60,852,090 | \$67,510,090 | -\$6,658,000 | -5.2 | 63 |
| Bldg Material & Supplies Dealers | 4441 | \$54,048,959 | \$56,671,168 | -\$2,622,209 | -2.4 | 51 |
| Lawn & Garden Equip & Supply Stores | 4442 | \$6,803,131 | \$10,838,922 | -\$4,035,791 | -22.9 | 12 |
| Food & Beverage Stores | 445 | \$170,049,551 | \$173,618,148 | -\$3,568,597 | -1.0 | 53 |
| Grocery Stores | 4451 | \$157,594,820 | \$164,861,057 | -\$7,266,237 | -2.3 | 37 |
| Specialty Food Stores | 4452 | \$7,414,902 | \$5,087,555 | \$2,327,347 | 18.6 | 13 |
| Beer, Wine & Liquor Stores | 4453 | \$5,039,829 | \$3,669,536 | \$1,370,293 | 15.7 | 3 |
| Health & Personal Care Stores | 446,4461 | \$55,850,347 | \$29,866,116 | \$25,984,231 | 30.3 | 29 |
| Gasoline Stations | 447,4471 | \$98,459,140 | \$125,861,149 | -\$27,402,009 | -12.2 | 30 |
| Clothing & Clothing Accessories Stores | 448 | \$25,852,030 | \$10,074,526 | \$15,777,504 | 43.9 | 25 |
| Clothing Stores | 4481 | \$16,990,484 | \$5,903,077 | \$11,087,407 | 48.4 | 17 |
| Shoe Stores | 4482 | \$3,489,605 | \$385,294 | \$3,104,311 | 80.1 | 1 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | \$5,371,940 | \$3,786,155 | \$1,585,785 | 17.3 | 7 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | \$20,672,067 | \$16,407,764 | \$4,264,303 | 11.5 | 27 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | \$17,472,629 | \$12,756,732 | \$4,715,897 | 15.6 | 22 |
| Book, Periodical & Music Stores | 4512 | \$3,199,438 | \$3,651,032 | -\$451,594 | -6.6 | 5 |
| General Merchandise Stores | 452 | \$145,408,342 | \$79,243,267 | \$66,165,075 | 29.5 | 20 |
| Department Stores Excluding Leased Depts. | 4521 | \$117,018,814 | \$70,898,250 | \$46,120,564 | 24.5 | 5 |
| Other General Merchandise Stores | 4529 | \$28,389,528 | \$8,345,017 | \$20,044,511 | 54.6 | 15 |
| Miscellaneous Store Retailers | 453 | \$44,217,610 | \$18,506,765 | \$25,710,845 | 41.0 | 59 |
| Florists | 4531 | \$2,273,351 | \$2,047,658 | \$225,693 | 5.2 | 13 |
| Office Supplies, Stationery & Gift Stores | 4532 | \$9,865,885 | \$3,529,169 | \$6,336,716 | 47.3 | 14 |
| Used Merchandise Stores | 4533 | \$5,345,284 | \$5,480,891 | -\$135,607 | -1.3 | 16 |
| Other Miscellaneous Store Retailers | 4539 | \$26,733,091 | \$7,449,047 | \$19,284,044 | 56.4 | 16 |
| Nonstore Retailers | 454 | \$18,173,545 | \$10,695,499 | \$7,478,046 | 25.9 | 5 |
| Electronic Shopping & Mail-Order Houses | 4541 | \$10,602,330 | \$464,270 | \$10,138,060 | 91.6 | 1 |
| Vending Machine Operators | 4542 | \$2,563,037 | \$0 | \$2,563,037 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | \$5,008,178 | \$10,231,229 | -\$5,223,051 | -34.3 | 4 |
| Food Services & Drinking Places | 722 | \$75,788,684 | \$57,020,861 | \$18,767,823 | 14.1 | 140 |
| Special Food Services | 7223 | \$1,691,824 | \$911,650 | \$780,174 | 30.0 | 6 |
| Drinking Places - Alcoholic Beverages | 7224 | \$4,855,440 | \$2,259,275 | \$2,596,165 | 36.5 | 16 |
| Restaurants/Other Eating Places | 7225 | \$69,241,420 | \$53,849,937 | \$15,391,483 | 12.5 | 118 |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail Marketplace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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January 31, 2018

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

