



# Retail Marketplace Profile Report

Orange City Orange City, IA  
Ring: 5 mile radius

Latitude: 42.9976  
Longitude: -96.0568

## Summary Demographics

2018 Population	8,584
2018 Households	2,910
2018 Median Disposable Income	\$50,736
2018 Per Capita Income	\$27,774

## 2017 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	\$118,728,216	\$81,337,482	\$37,390,734	18.7	67
Total Retail Trade	44-45	\$109,957,564	\$74,082,322	\$35,875,242	19.5	51
Total Food & Drink	722	\$8,770,652	\$7,255,160	\$1,515,492	9.5	16

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,710,523	\$9,935,363	\$16,775,160	45.8	9
Automobile Dealers	4411	\$21,030,147	\$5,634,074	\$15,396,073	57.7	2
Other Motor Vehicle Dealers	4412	\$3,337,967	\$0	\$3,337,967	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,342,410	\$4,083,340	-\$1,740,930	-27.1	7
Furniture & Home Furnishings Stores	442	\$2,442,558	\$3,154,309	-\$711,751	-12.7	2
Furniture Stores	4421	\$1,541,248	\$2,769,902	-\$1,228,654	-28.5	1
Home Furnishings Stores	4422	\$901,310	\$384,407	\$516,903	40.2	1
Electronics & Appliance Stores	443	\$3,154,141	\$2,098,326	\$1,055,815	20.1	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,625,167	\$7,641,425	-\$16,258	-0.1	6
Bldg Material & Supplies Dealers	4441	\$6,751,968	\$7,437,558	-\$685,590	-4.8	6
Lawn & Garden Equip & Supply Stores	4442	\$873,199	\$0	\$873,199	100.0	0
Food & Beverage Stores	445	\$20,663,707	\$19,395,667	\$1,268,040	3.2	5
Grocery Stores	4451	\$19,169,011	\$19,300,425	-\$131,414	-0.3	5
Specialty Food Stores	4452	\$892,880	\$0	\$892,880	100.0	0
Beer, Wine & Liquor Stores	4453	\$601,816	\$0	\$601,816	100.0	0
Health & Personal Care Stores	446,4461	\$6,836,189	\$4,700,775	\$2,135,414	18.5	4
Gasoline Stations	447,4471	\$12,087,027	\$20,759,112	-\$8,672,085	-26.4	2
Clothing & Clothing Accessories Stores	448	\$2,925,788	\$741,393	\$2,184,395	59.6	3
Clothing Stores	4481	\$1,934,459	\$354,665	\$1,579,794	69.0	2
Shoe Stores	4482	\$399,690	\$0	\$399,690	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$591,639	\$386,728	\$204,911	20.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,447,629	\$1,723,915	\$723,714	17.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,080,285	\$1,360,908	\$719,377	20.9	2
Book, Periodical & Music Stores	4512	\$367,344	\$363,007	\$4,337	0.6	1
General Merchandise Stores	452	\$17,302,301	\$1,410,001	\$15,892,300	84.9	2
Department Stores Excluding Leased Depts.	4521	\$13,853,266	\$0	\$13,853,266	100.0	0
Other General Merchandise Stores	4529	\$3,449,035	\$1,410,001	\$2,039,034	42.0	2
Miscellaneous Store Retailers	453	\$5,539,782	\$1,859,027	\$3,680,755	49.7	8
Florists	4531	\$271,119	\$345,118	-\$73,999	-12.0	2
Office Supplies, Stationery & Gift Stores	4532	\$1,164,820	\$284,419	\$880,401	60.7	2
Used Merchandise Stores	4533	\$622,338	\$814,396	-\$192,058	-13.4	3
Other Miscellaneous Store Retailers	4539	\$3,481,506	\$415,094	\$3,066,412	78.7	1
Nonstore Retailers	454	\$2,222,752	\$663,009	\$1,559,743	54.0	1
Electronic Shopping & Mail-Order Houses	4541	\$1,259,632	\$0	\$1,259,632	100.0	0
Vending Machine Operators	4542	\$305,273	\$0	\$305,273	100.0	0
Direct Selling Establishments	4543	\$657,848	\$663,009	-\$5,161	-0.4	1
Food Services & Drinking Places	722	\$8,770,652	\$7,255,160	\$1,515,492	9.5	16
Special Food Services	7223	\$203,132	\$51,123	\$152,009	59.8	1
Drinking Places - Alcoholic Beverages	7224	\$522,101	\$103,333	\$418,768	67.0	1
Restaurants/Other Eating Places	7225	\$8,045,418	\$7,100,704	\$944,714	6.2	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>

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April 04, 2019

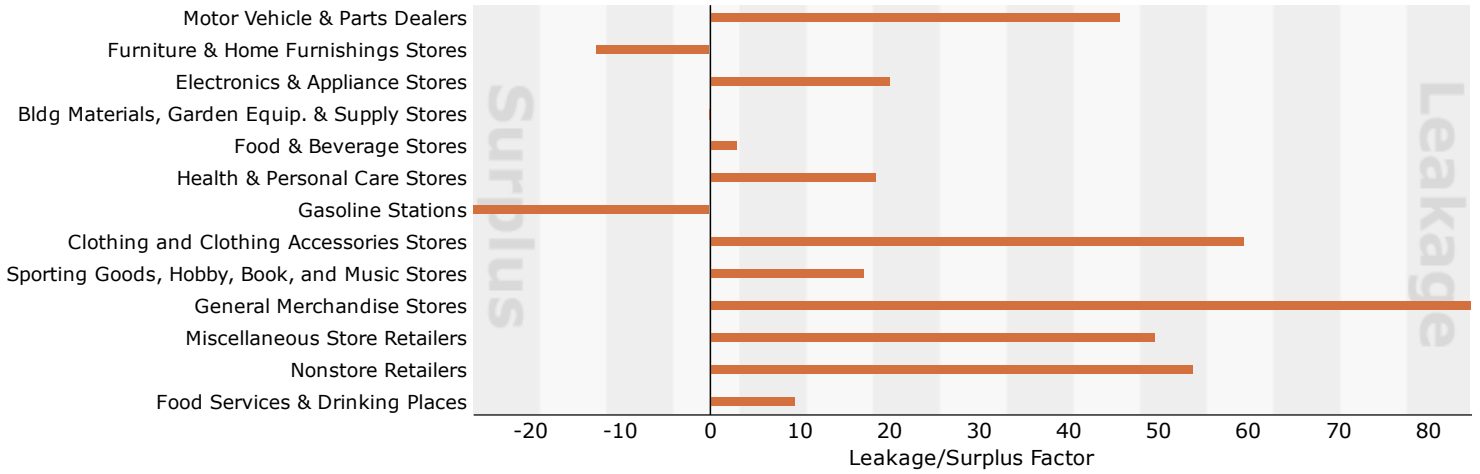


# Retail Marketplace Profile Report

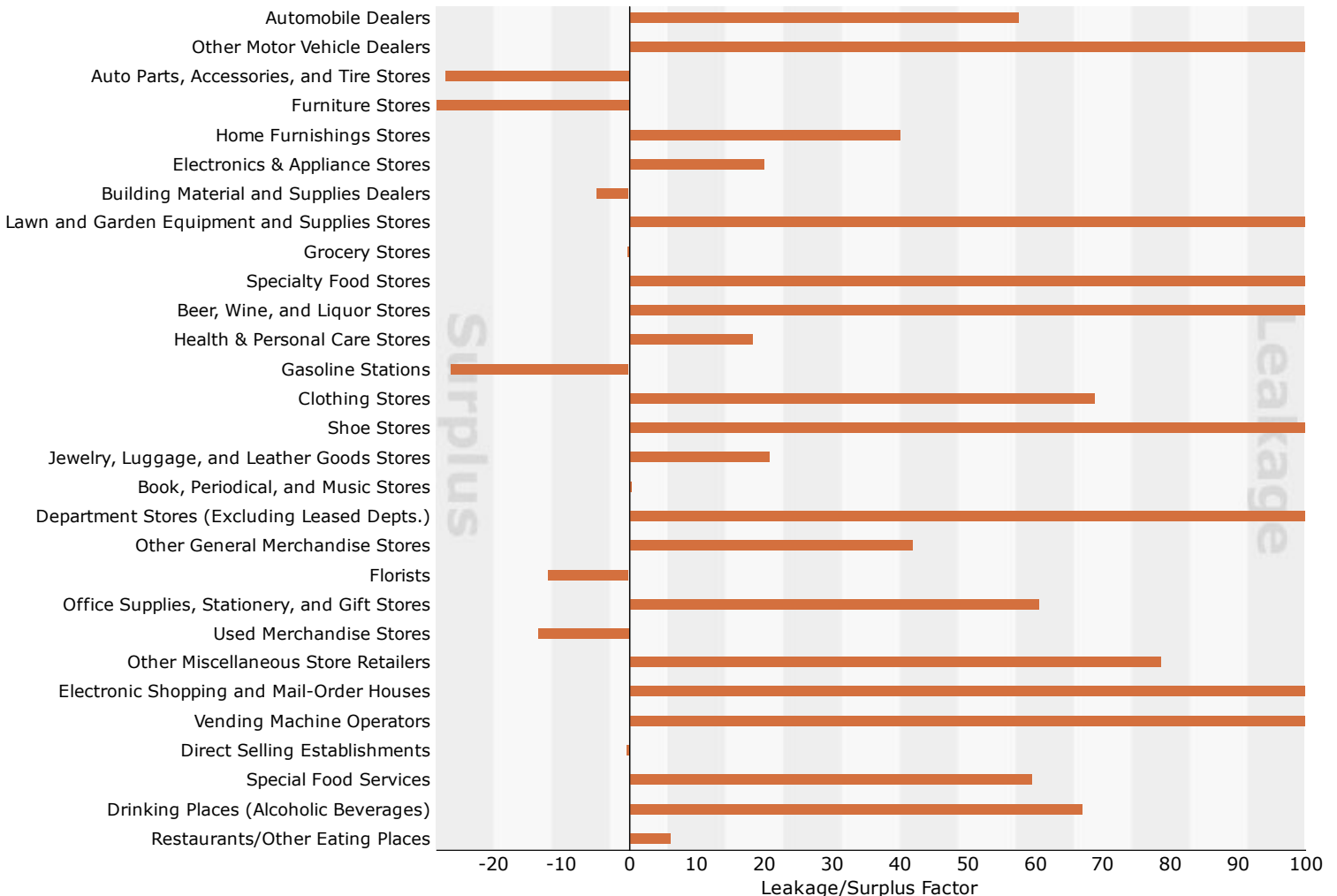
Orange City Orange City, IA  
 Ring: 5 mile radius

Latitude: 42.9976  
 Longitude: -96.0568

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail Marketplace Profile Report

Orange City Orange City, IA  
Ring: 15 mile radius

Latitude: 42.9976  
Longitude: -96.0568

## Summary Demographics

2018 Population	31,440
2018 Households	10,926
2018 Median Disposable Income	\$50,847
2018 Per Capita Income	\$28,310

## 2017 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	\$341,270,505	\$94,156,656	12.1	235
Total Retail Trade	44-45	\$401,680,379	\$319,535,180	\$82,145,199	11.4	179
Total Food & Drink	722	\$33,746,783	\$21,735,325	\$12,011,458	21.6	55

## 2017 Industry Group

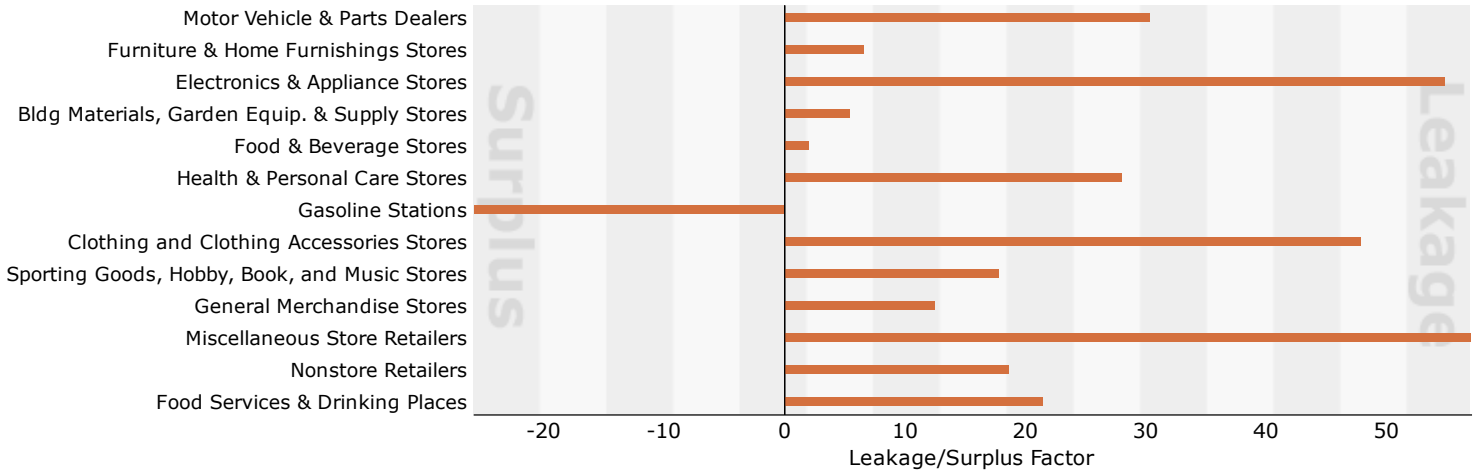
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$95,275,252	\$50,803,480	\$44,471,772	30.4	33
Automobile Dealers	4411	\$74,910,413	\$34,290,396	\$40,620,017	37.2	9
Other Motor Vehicle Dealers	4412	\$11,740,234	\$7,647,691	\$4,092,543	21.1	6
Auto Parts, Accessories & Tire Stores	4413	\$8,624,605	\$8,865,393	-\$240,788	-1.4	18
Furniture & Home Furnishings Stores	442	\$9,519,455	\$8,316,923	\$1,202,532	6.7	9
Furniture Stores	4421	\$6,001,058	\$6,029,603	-\$28,545	-0.2	4
Home Furnishings Stores	4422	\$3,518,397	\$2,287,320	\$1,231,077	21.2	5
Electronics & Appliance Stores	443	\$11,983,538	\$3,474,692	\$8,508,846	55.0	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$27,340,934	\$24,512,976	\$2,827,958	5.5	25
Bldg Material & Supplies Dealers	4441	\$24,275,985	\$16,286,622	\$7,989,363	19.7	21
Lawn & Garden Equip & Supply Stores	4442	\$3,064,949	\$8,226,354	-\$5,161,405	-45.7	4
Food & Beverage Stores	445	\$75,725,602	\$72,563,725	\$3,161,877	2.1	22
Grocery Stores	4451	\$70,231,159	\$69,059,941	\$1,171,218	0.8	15
Specialty Food Stores	4452	\$3,277,797	\$1,986,182	\$1,291,615	24.5	6
Beer, Wine & Liquor Stores	4453	\$2,216,646	\$1,517,602	\$699,044	18.7	1
Health & Personal Care Stores	446,4461	\$24,825,698	\$13,933,155	\$10,892,543	28.1	10
Gasoline Stations	447,4471	\$43,597,499	\$74,124,422	-\$30,526,923	-25.9	15
Clothing & Clothing Accessories Stores	448	\$11,488,062	\$4,051,258	\$7,436,804	47.9	10
Clothing Stores	4481	\$7,530,731	\$2,227,563	\$5,303,168	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	\$1,823,694	\$584,571	13.8	3
Sporting Goods, Hobby, Book & Music Stores	451	\$9,196,729	\$6,423,830	\$2,772,899	17.8	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,779,124	\$5,469,166	\$2,309,958	17.4	10
Book, Periodical & Music Stores	4512	\$1,417,606	\$954,664	\$462,942	19.5	2
General Merchandise Stores	452	\$64,753,962	\$50,336,051	\$14,417,911	12.5	7
Department Stores Excluding Leased Depts.	4521	\$52,138,308	\$48,088,263	\$4,050,045	4.0	2
Other General Merchandise Stores	4529	\$12,615,655	\$2,247,788	\$10,367,867	69.8	5
Miscellaneous Store Retailers	453	\$19,825,651	\$5,419,438	\$14,406,213	57.1	23
Florists	4531	\$1,019,033	\$946,668	\$72,365	3.7	5
Office Supplies, Stationery & Gift Stores	4532	\$4,409,570	\$1,195,164	\$3,214,406	57.4	6
Used Merchandise Stores	4533	\$2,379,546	\$1,626,509	\$753,037	18.8	7
Other Miscellaneous Store Retailers	4539	\$12,017,502	\$1,651,097	\$10,366,405	75.8	5
Nonstore Retailers	454	\$8,147,997	\$5,575,229	\$2,572,768	18.7	4
Electronic Shopping & Mail-Order Houses	4541	\$4,762,132	\$424,757	\$4,337,375	83.6	1
Vending Machine Operators	4542	\$1,145,264	\$0	\$1,145,264	100.0	0
Direct Selling Establishments	4543	\$2,240,601	\$5,150,472	-\$2,909,871	-39.4	3
Food Services & Drinking Places	722	\$33,746,783	\$21,735,325	\$12,011,458	21.6	55
Special Food Services	7223	\$757,220	\$207,640	\$549,580	57.0	4
Drinking Places - Alcoholic Beverages	7224	\$2,160,762	\$415,313	\$1,745,449	67.8	5
Restaurants/Other Eating Places	7225	\$30,828,801	\$21,112,372	\$9,716,429	18.7	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>

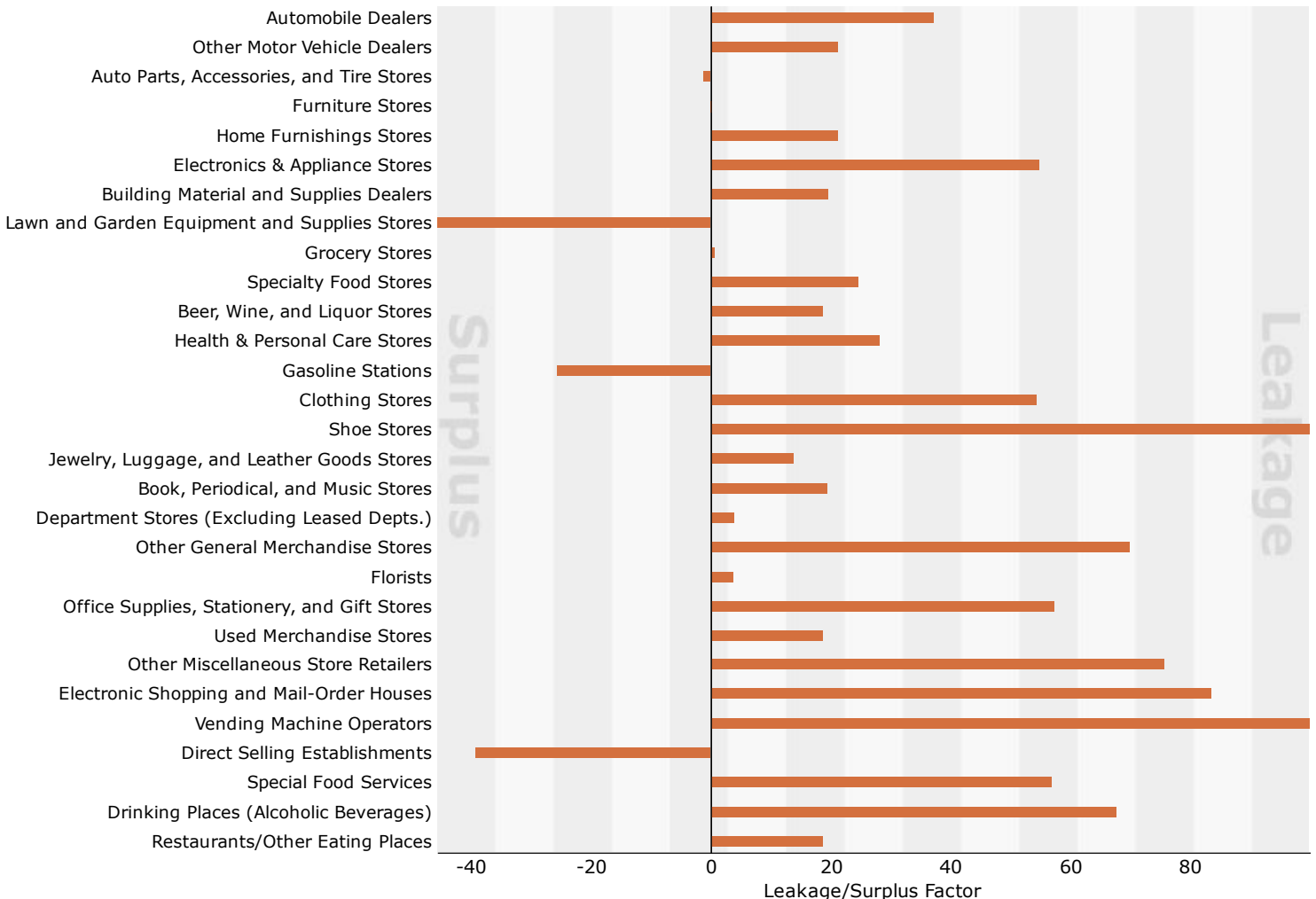
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April 04, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





# Retail Marketplace Profile Report

Orange City Orange City, IA  
Ring: 25 mile radius

Latitude: 42.9976  
Longitude: -96.0568

## Summary Demographics

2018 Population	69,352
2018 Households	26,003
2018 Median Disposable Income	\$47,256
2018 Per Capita Income	\$28,567

## 2017 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	\$976,635,335	\$732,250,460	\$244,384,875	14.3	559
Total Retail Trade	44-45	\$900,851,986	\$675,209,578	\$225,642,408	14.3	419
Total Food & Drink	722	\$75,783,349	\$57,040,882	\$18,742,467	14.1	140

## 2017 Industry Group

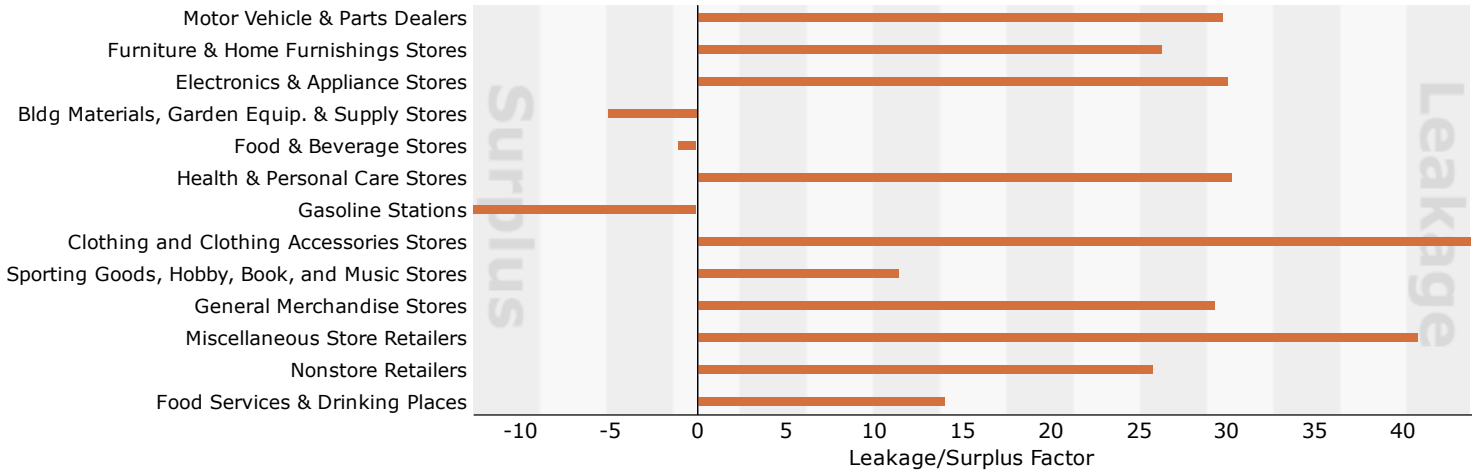
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$213,066,776	\$115,169,961	\$97,896,815	29.8	68
Automobile Dealers	4411	\$167,560,676	\$86,118,994	\$81,441,682	32.1	25
Other Motor Vehicle Dealers	4412	\$26,163,654	\$11,872,176	\$14,291,478	37.6	10
Auto Parts, Accessories & Tire Stores	4413	\$19,342,447	\$17,178,791	\$2,163,656	5.9	33
Furniture & Home Furnishings Stores	442	\$21,399,135	\$12,446,979	\$8,952,156	26.4	16
Furniture Stores	4421	\$13,567,743	\$9,305,718	\$4,262,025	18.6	7
Home Furnishings Stores	4422	\$7,831,393	\$3,141,261	\$4,690,132	42.7	9
Electronics & Appliance Stores	443	\$26,900,759	\$14,442,364	\$12,458,395	30.1	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$60,847,013	\$67,431,356	-\$6,584,343	-5.1	63
Bldg Material & Supplies Dealers	4441	\$54,044,343	\$56,710,357	-\$2,666,014	-2.4	52
Lawn & Garden Equip & Supply Stores	4442	\$6,802,669	\$10,721,000	-\$3,918,331	-22.4	12
Food & Beverage Stores	445	\$170,038,833	\$173,728,722	-\$3,689,889	-1.1	53
Grocery Stores	4451	\$157,585,767	\$164,902,734	-\$7,316,967	-2.3	37
Specialty Food Stores	4452	\$7,414,013	\$5,145,281	\$2,268,732	18.1	13
Beer, Wine & Liquor Stores	4453	\$5,039,053	\$3,680,706	\$1,358,347	15.6	3
Health & Personal Care Stores	446,4461	\$55,845,738	\$29,879,140	\$25,966,598	30.3	29
Gasoline Stations	447,4471	\$98,449,142	\$127,123,630	-\$28,674,488	-12.7	31
Clothing & Clothing Accessories Stores	448	\$25,849,878	\$10,078,723	\$15,771,155	43.9	25
Clothing Stores	4481	\$16,989,018	\$5,907,274	\$11,081,744	48.4	17
Shoe Stores	4482	\$3,489,292	\$385,294	\$3,103,998	80.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$5,371,568	\$3,786,155	\$1,585,413	17.3	7
Sporting Goods, Hobby, Book & Music Stores	451	\$20,669,829	\$16,414,895	\$4,254,934	11.5	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,470,593	\$12,763,863	\$4,706,730	15.6	22
Book, Periodical & Music Stores	4512	\$3,199,236	\$3,651,032	-\$451,796	-6.6	5
General Merchandise Stores	452	\$145,396,970	\$79,269,805	\$66,127,165	29.4	20
Department Stores Excluding Leased Depts.	4521	\$117,010,308	\$70,898,250	\$46,112,058	24.5	5
Other General Merchandise Stores	4529	\$28,386,662	\$8,371,555	\$20,015,107	54.5	15
Miscellaneous Store Retailers	453	\$44,214,725	\$18,528,503	\$25,686,222	40.9	59
Florists	4531	\$2,273,164	\$2,050,563	\$222,601	5.1	13
Office Supplies, Stationery & Gift Stores	4532	\$9,865,357	\$3,529,169	\$6,336,188	47.3	14
Used Merchandise Stores	4533	\$5,344,981	\$5,484,877	-\$139,896	-1.3	16
Other Miscellaneous Store Retailers	4539	\$26,731,224	\$7,463,894	\$19,267,330	56.3	16
Nonstore Retailers	454	\$18,173,189	\$10,695,499	\$7,477,690	25.9	5
Electronic Shopping & Mail-Order Houses	4541	\$10,602,207	\$464,270	\$10,137,937	91.6	1
Vending Machine Operators	4542	\$2,562,949	\$0	\$2,562,949	100.0	0
Direct Selling Establishments	4543	\$5,008,033	\$10,231,229	-\$5,223,196	-34.3	4
Food Services & Drinking Places	722	\$75,783,349	\$57,040,882	\$18,742,467	14.1	140
Special Food Services	7223	\$1,691,697	\$911,650	\$780,047	30.0	6
Drinking Places - Alcoholic Beverages	7224	\$4,855,116	\$2,309,557	\$2,545,559	35.5	16
Restaurants/Other Eating Places	7225	\$69,236,536	\$53,819,675	\$15,416,861	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>

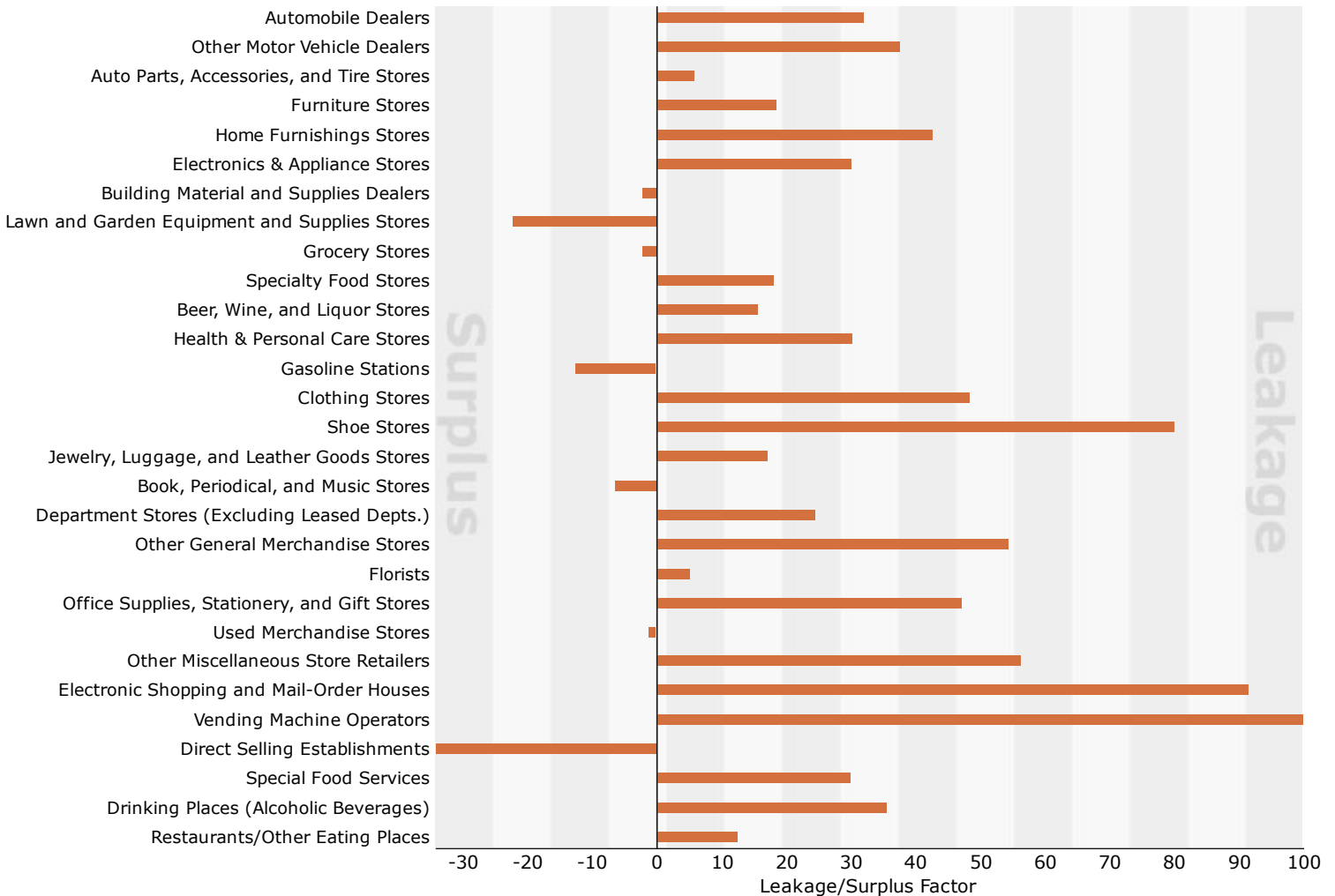
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April 04, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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