



# Retail Marketplace Profile Report

Orange City, IA  
Ring: 5 mile radius

Latitude: 42.9972  
Longitude: -96.0572

## Summary Demographics

2020 Population	8,477
2020 Households	2,910
2020 Median Disposable Income	\$57,027
2020 Per Capita Income	\$31,435

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

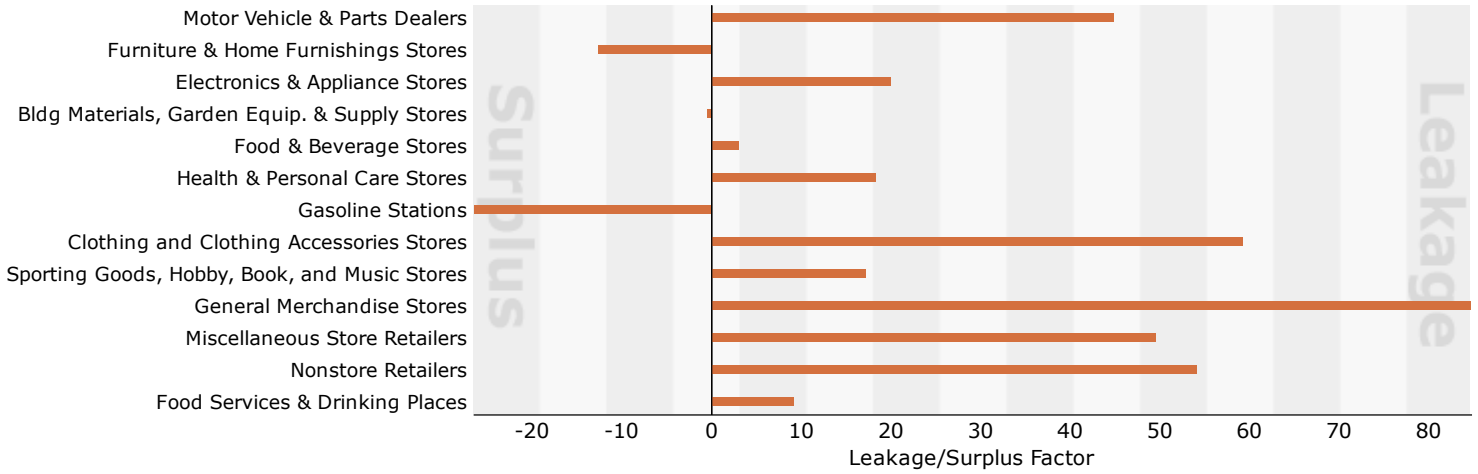
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$118,727,930	\$81,712,120	\$37,015,810	18.5	67
Total Retail Trade	44-45	\$109,957,916	\$74,435,945	\$35,521,971	19.3	51
Total Food & Drink	722	\$8,770,015	\$7,276,175	\$1,493,840	9.3	16
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,711,497	\$10,134,371	\$16,577,126	45.0	9
Automobile Dealers	4411	\$21,030,962	\$5,782,938	\$15,248,024	56.9	2
Other Motor Vehicle Dealers	4412	\$3,338,144	\$0	\$3,338,144	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,342,391	\$4,094,877	-\$1,752,486	-27.2	7
Furniture & Home Furnishings Stores	442	\$2,442,338	\$3,162,169	-\$719,831	-12.8	2
Furniture Stores	4421	\$1,541,116	\$2,769,902	-\$1,228,786	-28.5	1
Home Furnishings Stores	4422	\$901,221	\$392,267	\$508,954	39.3	1
Electronics & Appliance Stores	443	\$3,153,972	\$2,098,326	\$1,055,646	20.1	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,625,355	\$7,717,181	-\$91,826	-0.6	6
Bldg Material & Supplies Dealers	4441	\$6,752,112	\$7,492,043	-\$739,931	-5.2	6
Lawn & Garden Equip & Supply Stores	4442	\$873,243	\$0	\$873,243	100.0	0
Food & Beverage Stores	445	\$20,663,709	\$19,393,198	\$1,270,511	3.2	5
Grocery Stores	4451	\$19,169,021	\$19,272,387	-\$103,366	-0.3	5
Specialty Food Stores	4452	\$892,878	\$0	\$892,878	100.0	0
Beer, Wine & Liquor Stores	4453	\$601,810	\$0	\$601,810	100.0	0
Health & Personal Care Stores	446,4461	\$6,836,266	\$4,700,775	\$2,135,491	18.5	4
Gasoline Stations	447,4471	\$12,087,321	\$20,829,592	-\$8,742,271	-26.6	2
Clothing & Clothing Accessories Stores	448	\$2,925,479	\$744,744	\$2,180,735	59.4	3
Clothing Stores	4481	\$1,934,284	\$358,016	\$1,576,268	68.8	2
Shoe Stores	4482	\$399,657	\$0	\$399,657	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$591,538	\$386,728	\$204,810	20.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,447,533	\$1,727,239	\$720,294	17.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,080,216	\$1,364,232	\$715,984	20.8	2
Book, Periodical & Music Stores	4512	\$367,317	\$363,007	\$4,310	0.6	1
General Merchandise Stores	452	\$17,301,751	\$1,410,001	\$15,891,750	84.9	2
Department Stores Excluding Leased Depts.	4521	\$13,852,711	\$0	\$13,852,711	100.0	0
Other General Merchandise Stores	4529	\$3,449,040	\$1,410,001	\$2,039,039	42.0	2
Miscellaneous Store Retailers	453	\$5,539,950	\$1,860,880	\$3,679,070	49.7	8
Florists	4531	\$271,106	\$345,118	-\$74,012	-12.0	2
Office Supplies, Stationery & Gift Stores	4532	\$1,164,763	\$284,419	\$880,344	60.7	2
Used Merchandise Stores	4533	\$622,299	\$814,396	-\$192,097	-13.4	3
Other Miscellaneous Store Retailers	4539	\$3,481,783	\$416,947	\$3,064,836	78.6	1
Nonstore Retailers	454	\$2,222,744	\$657,468	\$1,565,276	54.3	1
Electronic Shopping & Mail-Order Houses	4541	\$1,259,573	\$0	\$1,259,573	100.0	0
Vending Machine Operators	4542	\$305,263	\$0	\$305,263	100.0	0
Direct Selling Establishments	4543	\$657,908	\$657,468	\$440	0.0	1
Food Services & Drinking Places	722	\$8,770,015	\$7,276,175	\$1,493,840	9.3	16
Special Food Services	7223	\$203,127	\$55,836	\$147,291	56.9	1
Drinking Places - Alcoholic Beverages	7224	\$522,001	\$103,333	\$418,668	67.0	1
Restaurants/Other Eating Places	7225	\$8,044,887	\$7,117,006	\$927,881	6.1	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.

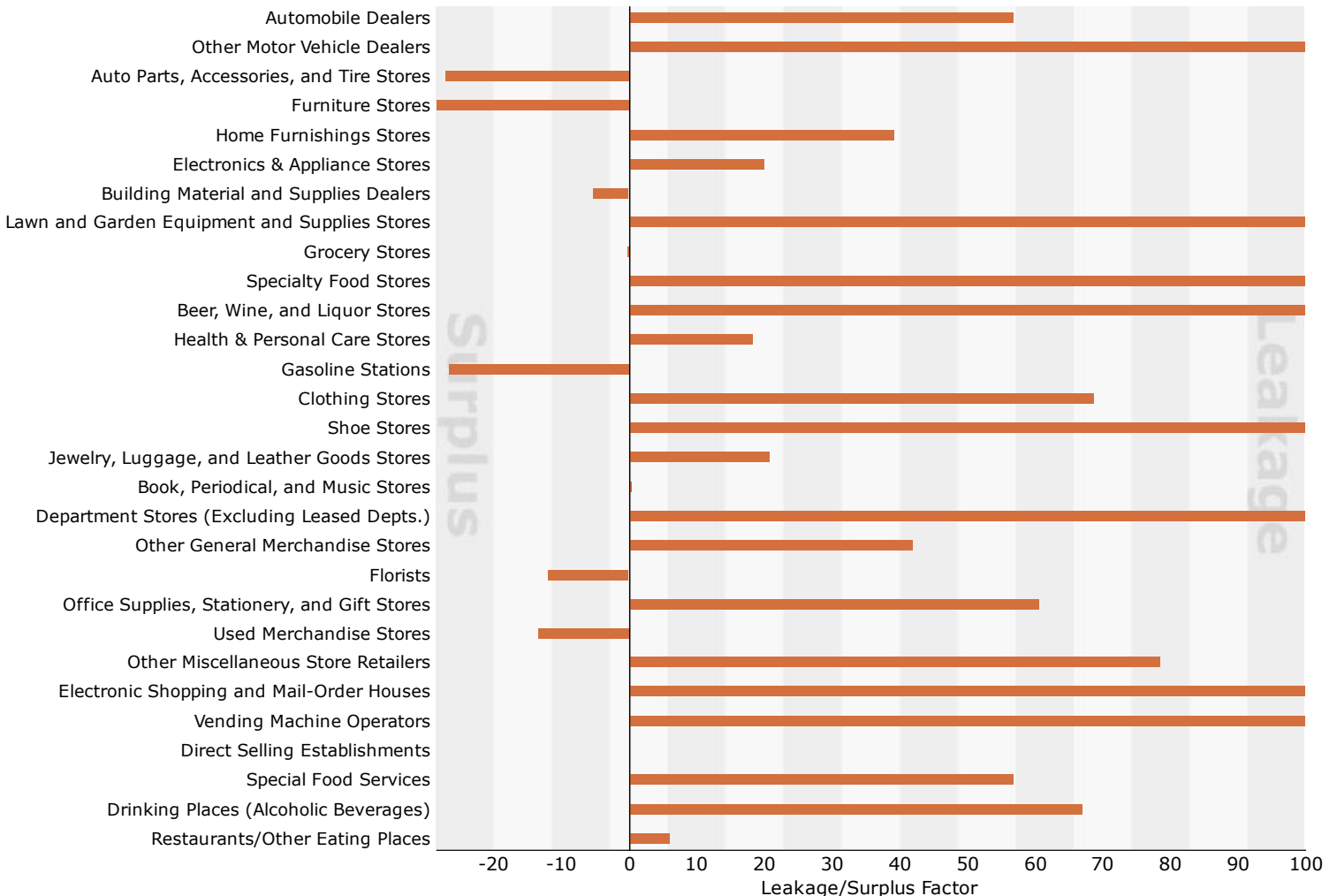
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





# Retail Marketplace Profile Report

Orange City, IA  
Ring: 15 mile radius

Latitude: 42.9972  
Longitude: -96.0572

## Summary Demographics

2020 Population	31,474
2020 Households	11,076
2020 Median Disposable Income	\$55,067
2020 Per Capita Income	\$30,402

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

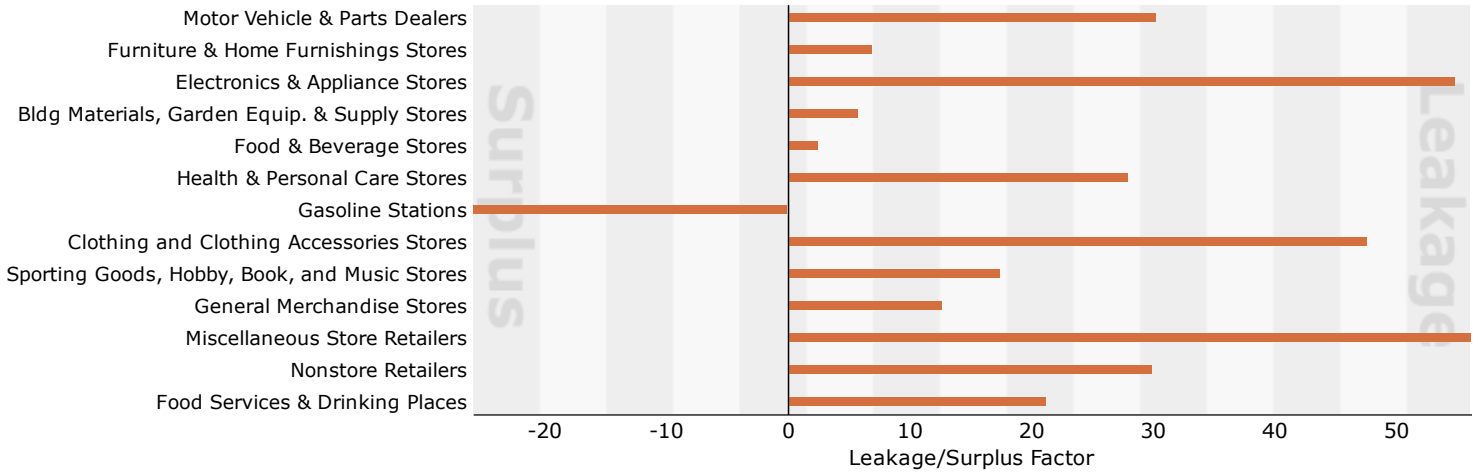
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$437,938,494	\$341,580,436	\$96,358,058	12.4	236
Total Retail Trade	44-45	\$403,991,526	\$319,538,645	\$84,452,881	11.7	180
Total Food & Drink	722	\$33,946,968	\$22,041,791	\$11,905,177	21.3	56
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$95,812,117	\$51,225,887	\$44,586,230	30.3	33
Automobile Dealers	4411	\$75,332,804	\$34,416,798	\$40,916,006	37.3	9
Other Motor Vehicle Dealers	4412	\$11,804,483	\$7,882,393	\$3,922,090	19.9	6
Auto Parts, Accessories & Tire Stores	4413	\$8,674,830	\$8,926,696	-\$251,866	-1.4	18
Furniture & Home Furnishings Stores	442	\$9,576,497	\$8,336,578	\$1,239,919	6.9	9
Furniture Stores	4421	\$6,037,731	\$6,045,657	-\$7,926	-0.1	4
Home Furnishings Stores	4422	\$3,538,766	\$2,290,920	\$1,247,846	21.4	5
Electronics & Appliance Stores	443	\$12,054,215	\$3,510,898	\$8,543,317	54.9	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$27,492,402	\$24,464,591	\$3,027,811	5.8	25
Bldg Material & Supplies Dealers	4441	\$24,410,517	\$16,275,249	\$8,135,268	20.0	21
Lawn & Garden Equip & Supply Stores	4442	\$3,081,886	\$8,189,342	-\$5,107,456	-45.3	4
Food & Beverage Stores	445	\$76,166,168	\$72,441,442	\$3,724,726	2.5	22
Grocery Stores	4451	\$70,639,643	\$69,039,669	\$1,599,974	1.1	15
Specialty Food Stores	4452	\$3,296,863	\$1,937,394	\$1,359,469	26.0	6
Beer, Wine & Liquor Stores	4453	\$2,229,663	\$1,464,380	\$765,283	20.7	1
Health & Personal Care Stores	446,4461	\$24,969,165	\$14,047,618	\$10,921,547	28.0	10
Gasoline Stations	447,4471	\$43,850,364	\$74,434,490	-\$30,584,126	-25.9	15
Clothing & Clothing Accessories Stores	448	\$11,556,765	\$4,096,346	\$7,460,419	47.7	10
Clothing Stores	4481	\$7,575,895	\$2,232,723	\$5,343,172	54.5	7
Shoe Stores	4482	\$1,558,279	\$0	\$1,558,279	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,422,590	\$1,861,037	\$561,553	13.1	3
Sporting Goods, Hobby, Book & Music Stores	451	\$9,249,790	\$6,488,836	\$2,760,954	17.5	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,823,542	\$5,509,036	\$2,314,506	17.4	10
Book, Periodical & Music Stores	4512	\$1,426,247	\$979,800	\$446,447	18.6	2
General Merchandise Stores	452	\$65,131,338	\$50,488,398	\$14,642,940	12.7	7
Department Stores Excluding Leased Depts.	4521	\$52,443,121	\$48,218,856	\$4,224,265	4.2	2
Other General Merchandise Stores	4529	\$12,688,217	\$2,269,542	\$10,418,675	69.7	5
Miscellaneous Store Retailers	453	\$19,937,052	\$5,591,222	\$14,345,830	56.2	24
Florists	4531	\$1,024,894	\$959,466	\$65,428	3.3	5
Office Supplies, Stationery & Gift Stores	4532	\$4,435,349	\$1,208,622	\$3,226,727	57.2	6
Used Merchandise Stores	4533	\$2,393,752	\$1,629,414	\$764,338	19.0	7
Other Miscellaneous Store Retailers	4539	\$12,083,057	\$1,793,719	\$10,289,338	74.1	6
Nonstore Retailers	454	\$8,195,652	\$4,412,341	\$3,783,311	30.0	4
Electronic Shopping & Mail-Order Houses	4541	\$4,790,017	\$417,843	\$4,372,174	84.0	1
Vending Machine Operators	4542	\$1,152,003	\$0	\$1,152,003	100.0	0
Direct Selling Establishments	4543	\$2,253,632	\$3,994,498	-\$1,740,866	-27.9	3
Food Services & Drinking Places	722	\$33,946,968	\$22,041,791	\$11,905,177	21.3	56
Special Food Services	7223	\$761,580	\$208,736	\$552,844	57.0	4
Drinking Places - Alcoholic Beverages	7224	\$2,174,073	\$421,492	\$1,752,581	67.5	5
Restaurants/Other Eating Places	7225	\$31,011,316	\$21,411,564	\$9,599,752	18.3	47

**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.

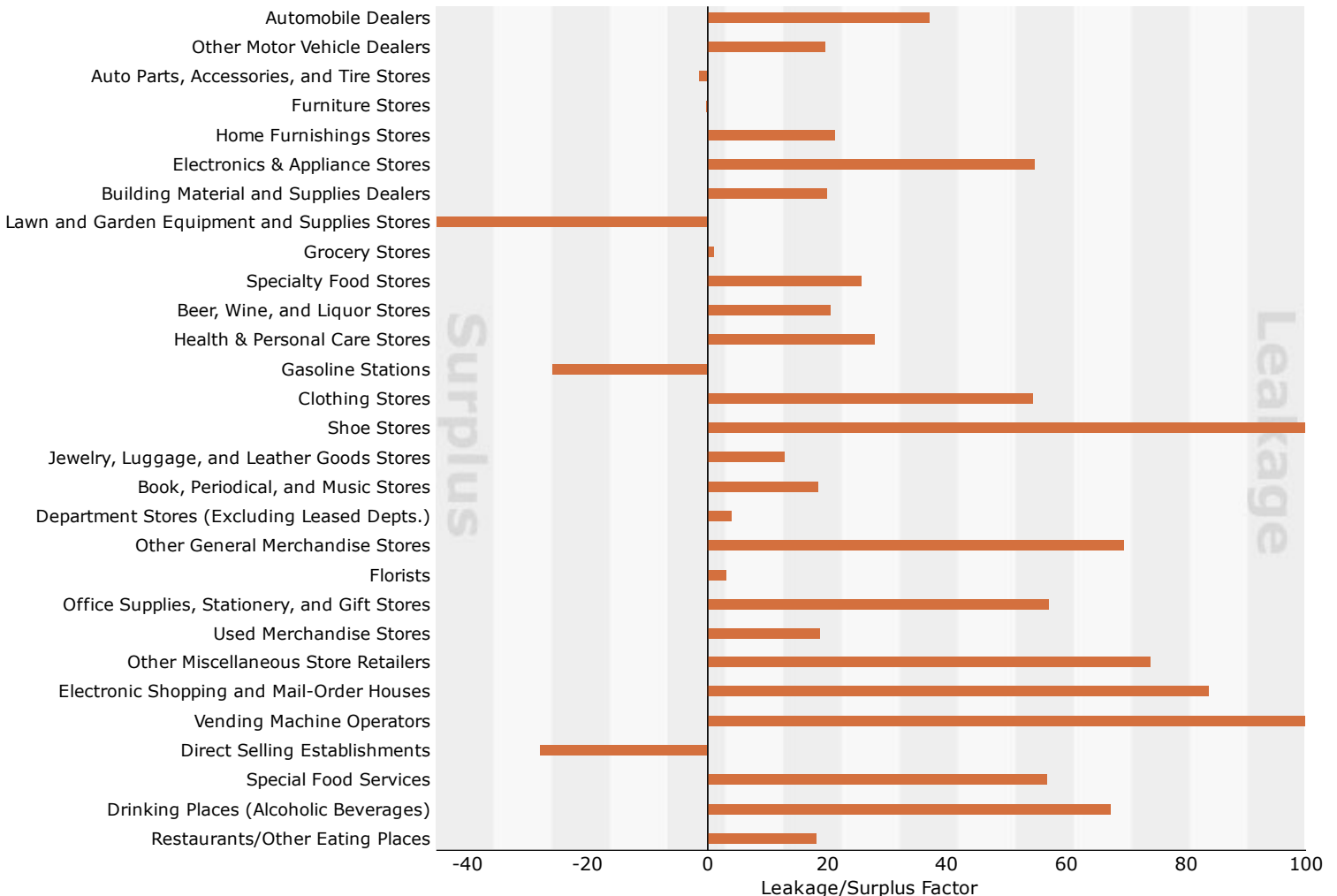
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail Marketplace Profile Report

Orange City, IA  
Ring: 25 mile radius

Latitude: 42.9972  
Longitude: -96.0572

## Summary Demographics

2020 Population	69,614
2020 Households	26,316
2020 Median Disposable Income	\$52,012
2020 Per Capita Income	\$30,343

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

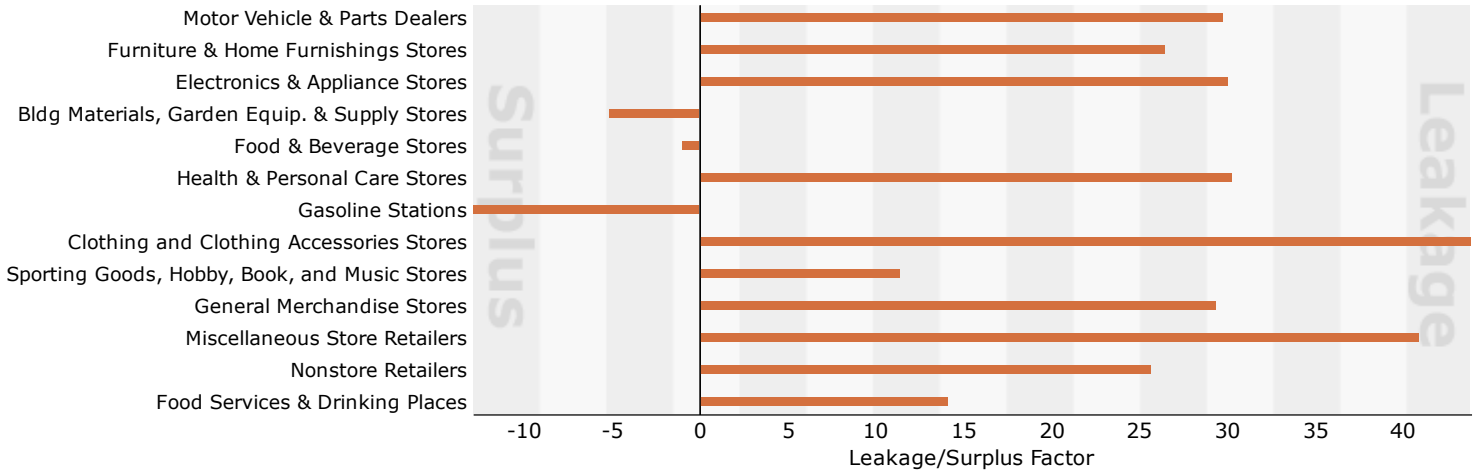
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$976,645,337	\$732,761,450	\$243,883,887	14.3	560
Total Retail Trade	44-45	\$900,853,976	\$675,680,825	\$225,173,151	14.3	420
Total Food & Drink	722	\$75,791,360	\$57,080,626	\$18,710,734	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	\$213,056,624	\$115,111,848	\$97,944,776	29.8	68
Automobile Dealers	4411	\$167,551,984	\$86,010,829	\$81,541,155	32.2	25
Other Motor Vehicle Dealers	4412	\$26,162,086	\$11,919,478	\$14,242,608	37.4	10
Auto Parts, Accessories & Tire Stores	4413	\$19,342,554	\$17,181,542	\$2,161,012	5.9	32
Furniture & Home Furnishings Stores	442	\$21,401,801	\$12,441,123	\$8,960,678	26.5	16
Furniture Stores	4421	\$13,569,410	\$9,299,862	\$4,269,548	18.7	7
Home Furnishings Stores	4422	\$7,832,391	\$3,141,261	\$4,691,130	42.7	9
Electronics & Appliance Stores	443	\$26,902,882	\$14,457,062	\$12,445,820	30.1	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$60,845,367	\$67,557,093	-\$6,711,726	-5.2	63
Bldg Material & Supplies Dealers	4441	\$54,043,285	\$56,704,971	-\$2,661,686	-2.4	52
Lawn & Garden Equip & Supply Stores	4442	\$6,802,083	\$10,852,122	-\$4,050,039	-22.9	12
Food & Beverage Stores	445	\$170,037,588	\$173,502,823	-\$3,465,235	-1.0	53
Grocery Stores	4451	\$157,583,631	\$164,679,328	-\$7,095,697	-2.2	37
Specialty Food Stores	4452	\$7,414,412	\$5,148,511	\$2,265,901	18.0	12
Beer, Wine & Liquor Stores	4453	\$5,039,545	\$3,674,984	\$1,364,561	15.7	3
Health & Personal Care Stores	446,4461	\$55,845,462	\$29,874,637	\$25,970,825	30.3	29
Gasoline Stations	447,4471	\$98,448,581	\$127,642,316	-\$29,193,735	-12.9	31
Clothing & Clothing Accessories Stores	448	\$25,854,095	\$10,076,090	\$15,778,005	43.9	25
Clothing Stores	4481	\$16,991,495	\$5,904,641	\$11,086,854	48.4	17
Shoe Stores	4482	\$3,489,772	\$385,294	\$3,104,478	80.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$5,372,828	\$3,786,155	\$1,586,673	17.3	7
Sporting Goods, Hobby, Book & Music Stores	451	\$20,671,818	\$16,440,675	\$4,231,143	11.4	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,472,262	\$12,789,643	\$4,682,619	15.5	22
Book, Periodical & Music Stores	4512	\$3,199,556	\$3,651,032	-\$451,476	-6.6	5
General Merchandise Stores	452	\$145,405,025	\$79,281,069	\$66,123,956	29.4	20
Department Stores Excluding Leased Depts.	4521	\$117,017,552	\$70,898,250	\$46,119,302	24.5	5
Other General Merchandise Stores	4529	\$28,387,473	\$8,382,819	\$20,004,654	54.4	15
Miscellaneous Store Retailers	453	\$44,212,367	\$18,560,267	\$25,652,100	40.9	59
Florists	4531	\$2,273,349	\$2,052,560	\$220,789	5.1	13
Office Supplies, Stationery & Gift Stores	4532	\$9,865,910	\$3,538,925	\$6,326,985	47.2	14
Used Merchandise Stores	4533	\$5,345,390	\$5,482,835	-\$137,445	-1.3	16
Other Miscellaneous Store Retailers	4539	\$26,727,719	\$7,485,947	\$19,241,772	56.2	16
Nonstore Retailers	454	\$18,172,367	\$10,735,821	\$7,436,546	25.7	5
Electronic Shopping & Mail-Order Houses	4541	\$10,602,318	\$464,270	\$10,138,048	91.6	1
Vending Machine Operators	4542	\$2,562,985	\$0	\$2,562,985	100.0	0
Direct Selling Establishments	4543	\$5,007,064	\$10,271,551	-\$5,264,487	-34.5	4
Food Services & Drinking Places	722	\$75,791,360	\$57,080,626	\$18,710,734	14.1	140
Special Food Services	7223	\$1,691,774	\$925,680	\$766,094	29.3	6
Drinking Places - Alcoholic Beverages	7224	\$4,856,356	\$2,326,192	\$2,530,164	35.2	16
Restaurants/Other Eating Places	7225	\$69,243,231	\$53,828,754	\$15,414,477	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.

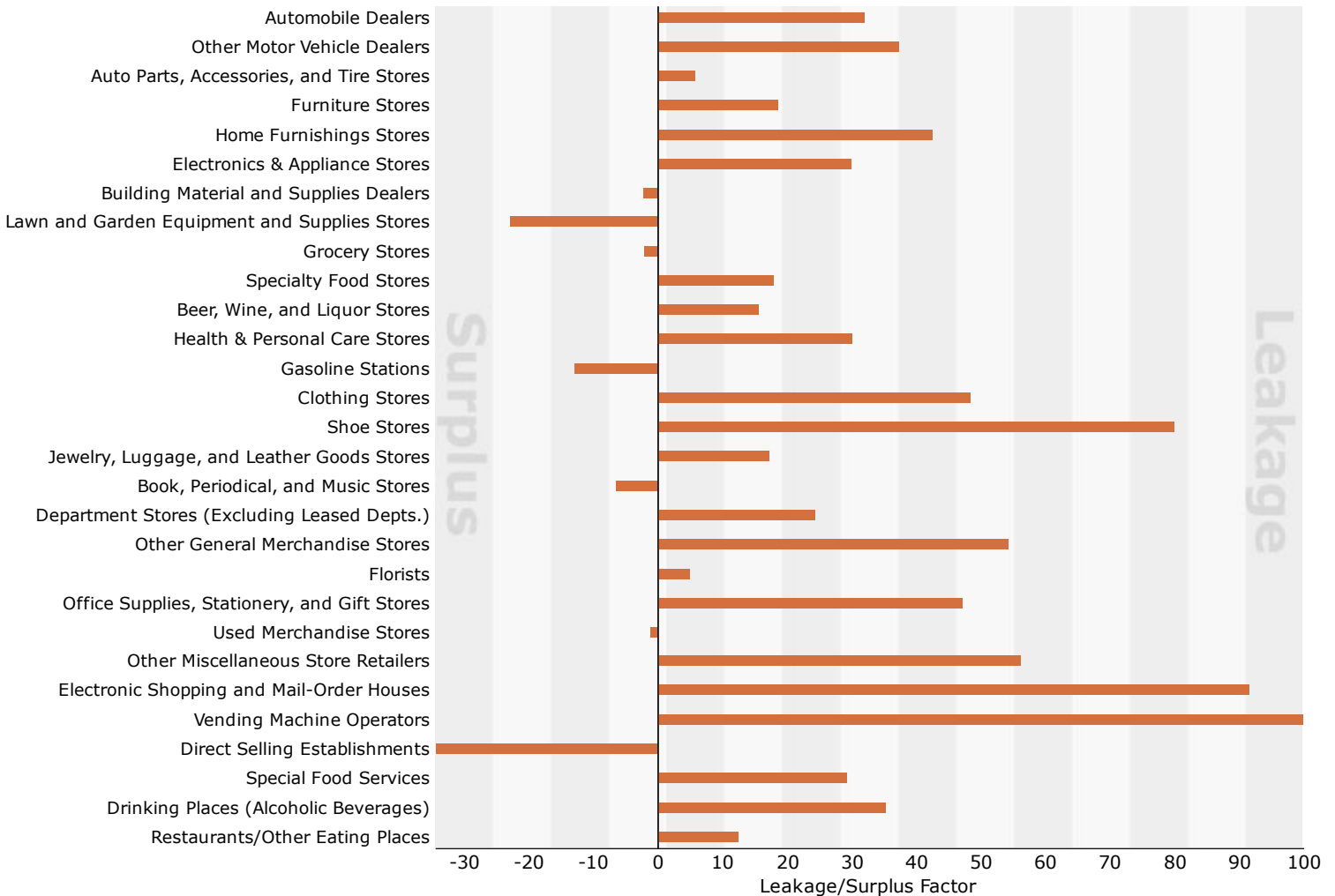
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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