



Retail MarketPlace Profile

Retail Marketplace Potential
 401-499 Central Ave SE, Orange City, IA 51041
 Ring: 5 miles radius

Latitude: 43.001764
 Longitude: -96.058049

Summary Demographics

2010 Population	7,843
2010 Households	2,555
2010 Median Disposable Income	\$37,501
2010 Per Capita Income	\$20,157

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	\$55,077,286	\$80,814,226	\$-25,736,940	-18.9	83
Total Retail Trade	44-45	\$48,464,262	\$75,805,096	\$-27,340,833	-22.0	64
Total Food & Drink	722	\$6,613,023	\$5,009,130	\$1,603,893	13.8	20

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,165,140	\$14,741,431	\$-3,576,291	-13.8	9
Automobile Dealers	4411	\$9,415,954	\$12,805,340	\$-3,389,386	-15.3	4
Other Motor Vehicle Dealers	4412	\$1,214,601	\$135,783	\$1,078,818	79.9	0
Auto Parts, Accessories & Tire Stores	4413	\$534,586	\$1,800,308	\$-1,265,722	-54.2	5
Furniture & Home Furnishings Stores	442	\$1,482,100	\$1,712,414	\$-230,314	-7.2	3
Furniture Stores	4421	\$1,184,112	\$1,440,573	\$-256,461	-9.8	1
Home Furnishings Stores	4422	\$297,988	\$271,841	\$26,147	4.6	2
Electronics & Appliance Stores	4431	\$1,165,171	\$1,208,475	\$-43,304	-1.8	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,132,599	\$1,804,534	\$328,065	8.3	7
Bldg Material & Supplies Dealers	4441	\$1,660,307	\$1,804,534	\$-144,228	-4.2	7
Lawn & Garden Equip & Supply Stores	4442	\$472,292	\$0	\$472,292	100.0	0
Food & Beverage Stores	445	\$6,971,037	\$5,962,531	\$1,008,506	7.8	6
Grocery Stores	4451	\$6,411,989	\$5,766,029	\$645,960	5.3	3
Specialty Food Stores	4452	\$469,002	\$114,749	\$354,253	60.7	2
Beer, Wine & Liquor Stores	4453	\$90,046	\$81,753	\$8,293	4.8	1
Health & Personal Care Stores	446,4461	\$2,589,554	\$2,224,980	\$364,573	7.6	6
Gasoline Stations	447,4471	\$13,450,582	\$31,297,475	\$-17,846,893	-39.9	5
Clothing & Clothing Accessories Stores	448	\$1,248,673	\$575,994	\$672,679	36.9	3
Clothing Stores	4481	\$1,032,355	\$461,304	\$571,051	38.2	2
Shoe Stores	4482	\$17,303	\$0	\$17,303	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$199,015	\$114,690	\$84,325	26.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$477,871	\$236,098	\$241,772	33.9	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$277,324	\$81,228	\$196,095	54.7	3
Book, Periodical & Music Stores	4512	\$200,547	\$154,870	\$45,677	12.9	1
General Merchandise Stores	452	\$6,187,085	\$15,300,290	\$-9,113,205	-42.4	3
Department Stores Excluding Leased Depts.	4521	\$3,049,636	\$0	\$3,049,636	100.0	0
Other General Merchandise Stores	4529	\$3,137,449	\$15,300,290	\$-12,162,841	-66.0	3
Miscellaneous Store Retailers	453	\$634,879	\$740,871	\$-105,993	-7.7	11
Florists	4531	\$46,679	\$48,677	\$-1,997	-2.1	1
Office Supplies, Stationery & Gift Stores	4532	\$272,919	\$322,291	\$-49,372	-8.3	3
Used Merchandise Stores	4533	\$103,394	\$84,057	\$19,337	10.3	4
Other Miscellaneous Store Retailers	4539	\$211,886	\$285,847	\$-73,960	-14.9	3
Nonstore Retailers	454	\$959,572	\$0	\$959,572	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$697,001	\$0	\$697,001	100.0	0
Vending Machine Operators	4542	\$154,295	\$0	\$154,295	100.0	0
Direct Selling Establishments	4543	\$108,275	\$0	\$108,275	100.0	0
Food Services & Drinking Places	722	\$6,613,023	\$5,009,130	\$1,603,893	13.8	20
Full-Service Restaurants	7221	\$3,428,367	\$2,090,572	\$1,337,795	24.2	10
Limited-Service Eating Places	7222	\$2,138,177	\$1,907,697	\$230,480	5.7	6
Special Food Services	7223	\$643,733	\$54,530	\$589,203	84.4	1
Drinking Places - Alcoholic Beverages	7224	\$402,745	\$956,330	\$-553,585	-40.7	2

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

January 07, 2012

Made with Esri Business Analyst

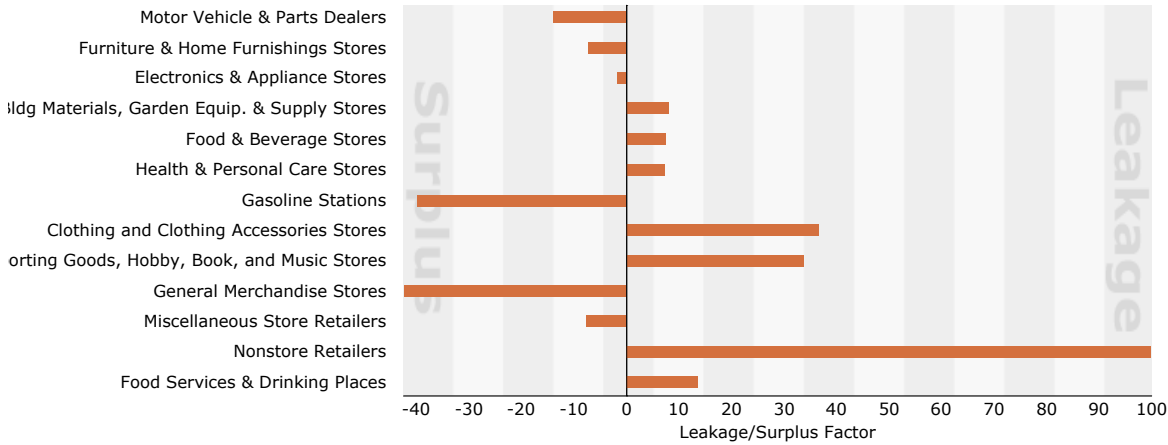


Retail MarketPlace Profile

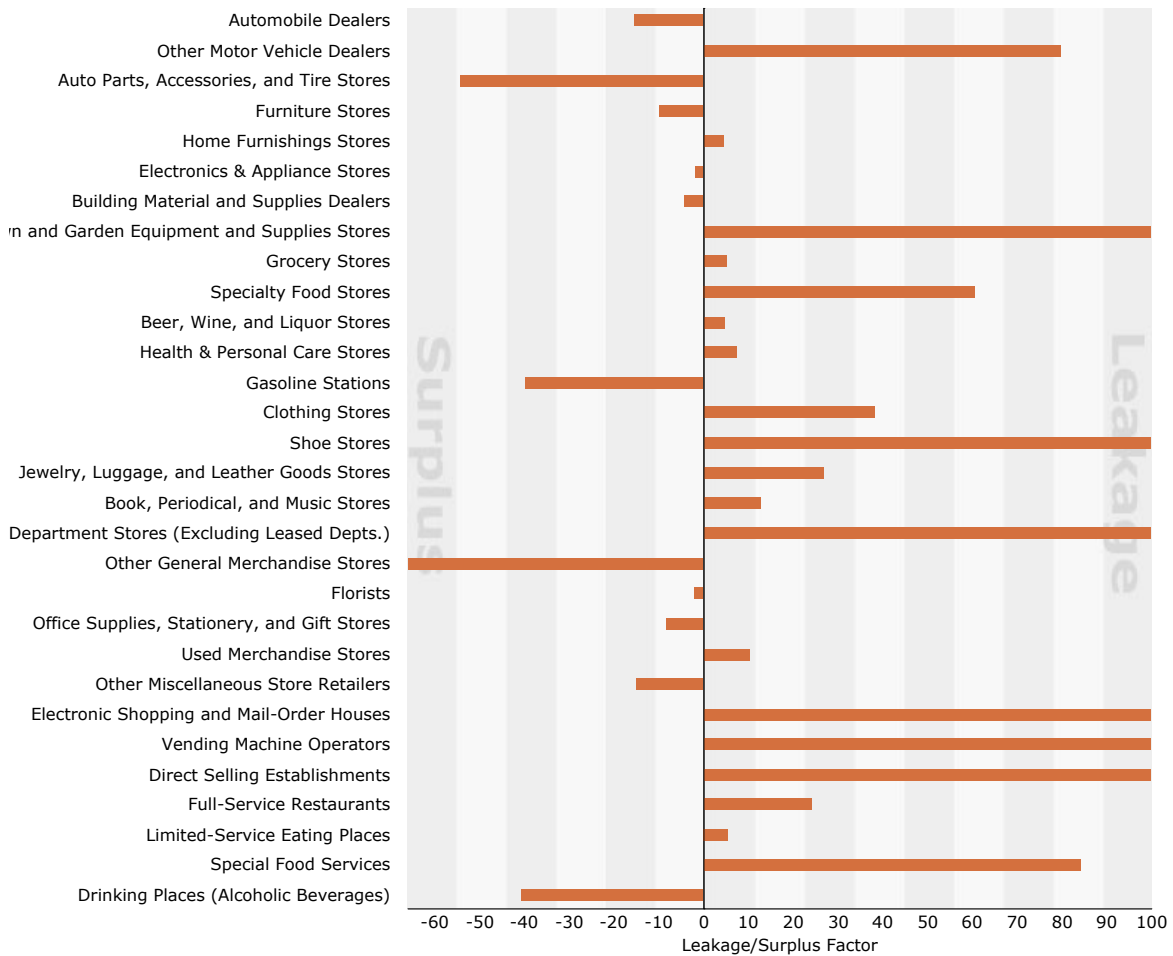
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

January 07, 2012



Retail MarketPlace Profile

Retail Marketplace Potential
 401-499 Central Ave SE, Orange City, IA 51041
 Ring: 15 miles radius

Latitude: 43.001764
 Longitude: -96.058049

Summary Demographics

2010 Population	28,789
2010 Households	9,703
2010 Median Disposable Income	\$38,089
2010 Per Capita Income	\$20,061

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	\$218,226,871	\$269,315,617	\$-51,088,745	-10.5	252
Total Retail Trade	44-45	\$192,761,953	\$256,152,590	\$-63,390,637	-14.1	198
Total Food & Drink	722	\$25,464,918	\$13,163,027	\$12,301,891	31.8	55

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$45,108,683	\$55,932,375	\$-10,823,692	-10.7	26
Automobile Dealers	4411	\$37,688,754	\$35,626,050	\$2,062,704	2.8	12
Other Motor Vehicle Dealers	4412	\$5,342,783	\$17,493,400	\$-12,150,617	-53.2	3
Auto Parts, Accessories & Tire Stores	4413	\$2,077,146	\$2,812,925	\$-735,779	-15.0	11
Furniture & Home Furnishings Stores	442	\$5,429,924	\$5,109,563	\$320,360	3.0	10
Furniture Stores	4421	\$4,302,296	\$3,890,549	\$411,747	5.0	5
Home Furnishings Stores	4422	\$1,127,628	\$1,219,014	\$-91,387	-3.9	5
Electronics & Appliance Stores	4431	\$4,454,014	\$3,075,325	\$1,378,689	18.3	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,398,882	\$5,868,142	\$2,530,740	17.7	28
Bldg Material & Supplies Dealers	4441	\$6,643,836	\$3,808,224	\$2,835,612	27.1	22
Lawn & Garden Equip & Supply Stores	4442	\$1,755,046	\$2,059,918	\$-304,873	-8.0	6
Food & Beverage Stores	445	\$29,784,799	\$20,747,834	\$9,036,965	17.9	23
Grocery Stores	4451	\$26,744,474	\$18,859,508	\$7,884,966	17.3	11
Specialty Food Stores	4452	\$2,679,681	\$1,703,019	\$976,662	22.3	10
Beer, Wine & Liquor Stores	4453	\$360,644	\$185,307	\$175,337	32.1	2
Health & Personal Care Stores	446,4461	\$9,632,794	\$10,052,864	\$-420,070	-2.1	12
Gasoline Stations	447,4471	\$52,308,211	\$121,877,217	\$-69,569,006	-39.9	22
Clothing & Clothing Accessories Stores	448	\$4,643,611	\$2,240,716	\$2,402,895	34.9	10
Clothing Stores	4481	\$3,735,222	\$1,733,009	\$2,002,213	36.6	7
Shoe Stores	4482	\$178,548	\$2,090	\$176,457	97.7	0
Jewelry, Luggage & Leather Goods Stores	4483	\$729,841	\$505,616	\$224,225	18.1	3
Sporting Goods, Hobby, Book & Music Stores	451	\$1,937,478	\$1,152,794	\$784,684	25.4	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,073,514	\$829,078	\$244,436	12.8	12
Book, Periodical & Music Stores	4512	\$863,964	\$323,716	\$540,248	45.5	2
General Merchandise Stores	452	\$25,024,576	\$27,743,139	\$-2,718,563	-5.2	6
Department Stores Excluding Leased Depts.	4521	\$14,000,954	\$11,581,500	\$2,419,454	9.5	2
Other General Merchandise Stores	4529	\$11,023,622	\$16,161,639	\$-5,138,017	-18.9	4
Miscellaneous Store Retailers	453	\$2,727,937	\$1,736,716	\$991,222	22.2	33
Florists	4531	\$211,205	\$243,049	\$-31,844	-7.0	6
Office Supplies, Stationery & Gift Stores	4532	\$1,177,707	\$716,873	\$460,835	24.3	7
Used Merchandise Stores	4533	\$353,670	\$264,058	\$89,612	14.5	12
Other Miscellaneous Store Retailers	4539	\$985,356	\$512,737	\$472,618	31.5	7
Nonstore Retailers	454	\$3,311,045	\$615,905	\$2,695,140	68.6	1
Electronic Shopping & Mail-Order Houses	4541	\$2,242,609	\$260,858	\$1,981,751	79.2	0
Vending Machine Operators	4542	\$565,152	\$0	\$565,152	100.0	0
Direct Selling Establishments	4543	\$503,284	\$355,047	\$148,237	17.3	1
Food Services & Drinking Places	722	\$25,464,918	\$13,163,027	\$12,301,891	31.8	55
Full-Service Restaurants	7221	\$13,023,885	\$6,237,193	\$6,786,692	35.2	31
Limited-Service Eating Places	7222	\$8,951,987	\$4,202,126	\$4,749,862	36.1	12
Special Food Services	7223	\$2,076,444	\$1,379,179	\$697,265	20.2	4
Drinking Places - Alcoholic Beverages	7224	\$1,412,602	\$1,344,529	\$68,073	2.5	8

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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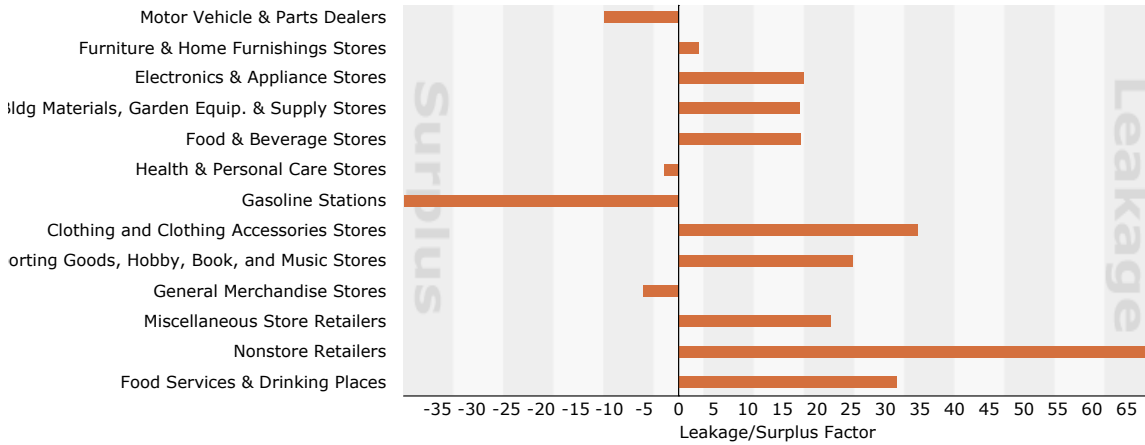


Retail MarketPlace Profile

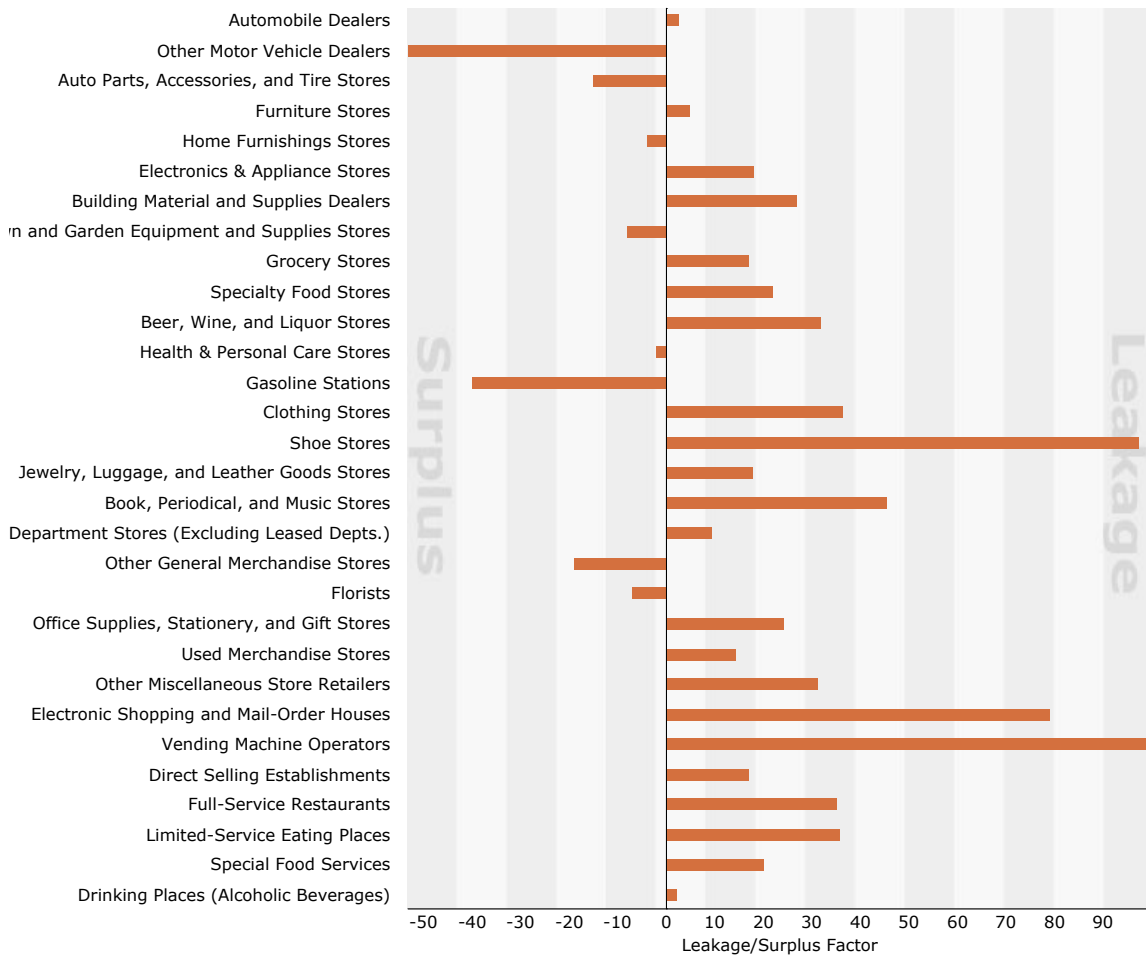
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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Retail MarketPlace Profile

Retail Marketplace Potential
 401-499 Central Ave SE, Orange City, IA 51041
 Ring: 25 miles radius

Latitude: 43.001764
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Summary Demographics

2010 Population	64,882
2010 Households	23,868
2010 Median Disposable Income	\$37,109
2010 Per Capita Income	\$20,896

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	\$525,149,358	\$580,271,235	\$-55,121,877	-5.0	651
Total Retail Trade	44-45	\$463,553,780	\$538,041,817	\$-74,488,037	-7.4	488
Total Food & Drink	722	\$61,595,578	\$42,229,418	\$19,366,161	18.7	163

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$107,598,457	\$110,293,781	\$-2,695,324	-1.2	76
Automobile Dealers	4411	\$90,877,345	\$78,127,969	\$12,749,376	7.5	41
Other Motor Vehicle Dealers	4412	\$11,896,128	\$26,762,251	\$-14,866,122	-38.5	14
Auto Parts, Accessories & Tire Stores	4413	\$4,824,984	\$5,403,562	\$-578,578	-5.7	21
Furniture & Home Furnishings Stores	442	\$12,720,540	\$7,894,053	\$4,826,487	23.4	17
Furniture Stores	4421	\$10,058,807	\$6,429,470	\$3,629,337	22.0	10
Home Furnishings Stores	4422	\$2,661,733	\$1,464,583	\$1,197,150	29.0	7
Electronics & Appliance Stores	4431	\$10,928,225	\$8,248,623	\$2,679,603	14.0	29
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,197,522	\$13,958,001	\$5,239,520	15.8	69
Bldg Material & Supplies Dealers	4441	\$15,524,347	\$10,484,992	\$5,039,356	19.4	53
Lawn & Garden Equip & Supply Stores	4442	\$3,673,175	\$3,473,010	\$200,165	2.8	15
Food & Beverage Stores	445	\$82,317,952	\$78,837,582	\$3,480,370	2.2	57
Grocery Stores	4451	\$73,896,447	\$70,253,392	\$3,643,055	2.5	34
Specialty Food Stores	4452	\$7,227,228	\$7,601,937	\$-374,709	-2.5	16
Beer, Wine & Liquor Stores	4453	\$1,194,278	\$982,253	\$212,024	9.7	7
Health & Personal Care Stores	446,4461	\$20,958,108	\$16,179,054	\$4,779,054	12.9	30
Gasoline Stations	447,4471	\$120,096,103	\$213,623,249	\$-93,527,146	-28.0	45
Clothing & Clothing Accessories Stores	448	\$11,625,724	\$4,337,576	\$7,288,149	45.7	25
Clothing Stores	4481	\$8,902,241	\$2,844,791	\$6,057,450	51.6	15
Shoe Stores	4482	\$981,475	\$593,576	\$387,899	24.6	4
Jewelry, Luggage & Leather Goods Stores	4483	\$1,742,008	\$899,209	\$842,800	31.9	6
Sporting Goods, Hobby, Book & Music Stores	451	\$5,436,272	\$6,337,618	\$-901,346	-7.7	35
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,482,799	\$1,829,084	\$653,714	15.2	24
Book, Periodical & Music Stores	4512	\$2,953,473	\$4,508,534	\$-1,555,061	-20.8	11
General Merchandise Stores	452	\$58,176,008	\$70,365,948	\$-12,189,939	-9.5	15
Department Stores Excluding Leased Depts.	4521	\$36,441,555	\$34,142,228	\$2,299,327	3.3	5
Other General Merchandise Stores	4529	\$21,734,453	\$36,223,720	\$-14,489,266	-25.0	10
Miscellaneous Store Retailers	453	\$7,289,321	\$6,410,164	\$879,157	6.4	88
Florists	4531	\$563,030	\$509,127	\$53,903	5.0	14
Office Supplies, Stationery & Gift Stores	4532	\$3,272,278	\$2,426,977	\$845,301	14.8	24
Used Merchandise Stores	4533	\$645,223	\$852,738	\$-207,515	-13.9	25
Other Miscellaneous Store Retailers	4539	\$2,808,789	\$2,621,321	\$187,468	3.5	24
Nonstore Retailers	454	\$7,209,545	\$1,556,168	\$5,653,377	64.5	3
Electronic Shopping & Mail-Order Houses	4541	\$4,295,375	\$695,622	\$3,599,753	72.1	1
Vending Machine Operators	4542	\$1,188,102	\$0	\$1,188,102	100.0	0
Direct Selling Establishments	4543	\$1,726,068	\$860,546	\$865,522	33.5	2
Food Services & Drinking Places	722	\$61,595,578	\$42,229,418	\$19,366,161	18.7	163
Full-Service Restaurants	7221	\$32,800,344	\$19,463,674	\$13,336,670	25.5	97
Limited-Service Eating Places	7222	\$22,562,416	\$17,552,852	\$5,009,564	12.5	35
Special Food Services	7223	\$3,082,675	\$2,649,358	\$433,317	7.6	6
Drinking Places - Alcoholic Beverages	7224	\$3,150,144	\$2,563,535	\$586,609	10.3	25

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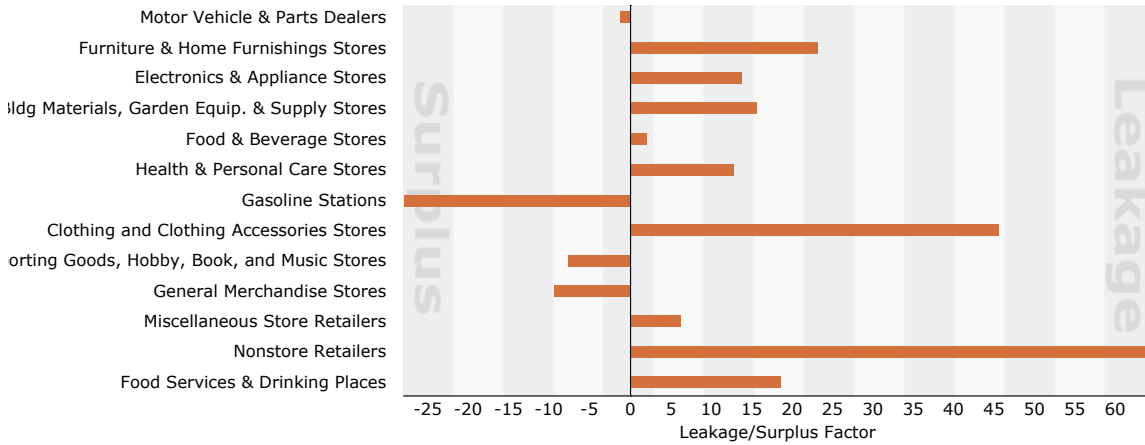


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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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