



# Retail MarketPlace Profile

Retail Marketplace Potential  
 205 S Elm St, Marcus, IA 51035  
 Ring: 5 miles radius

Latitude: 42.819666  
 Longitude: -95.803987

## Summary Demographics

2010 Population	1,649
2010 Households	665
2010 Median Disposable Income	\$35,398
2010 Per Capita Income	\$22,088

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	\$14,508,472	\$7,865,921	\$6,642,551	29.7	19
Total Retail Trade	44-45	\$12,868,556	\$7,240,348	\$5,628,208	28.0	14
Total Food & Drink	722	\$1,639,916	\$625,573	\$1,014,343	44.8	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,995,031	\$2,171,202	\$823,829	15.9	4
Automobile Dealers	4411	\$2,656,545	\$2,126,902	\$529,644	11.1	3
Other Motor Vehicle Dealers	4412	\$181,337	\$0	\$181,337	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$157,149	\$44,300	\$112,849	56.0	1
Furniture & Home Furnishings Stores	442	\$277,385	\$6,248	\$271,137	95.6	0
Furniture Stores	4421	\$272,576	\$4,727	\$267,849	96.6	0
Home Furnishings Stores	4422	\$4,809	\$1,521	\$3,289	52.0	0
Electronics & Appliance Stores	4431	\$194,109	\$0	\$194,109	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$535,738	\$646,787	-\$111,049	-9.4	1
Bldg Material & Supplies Dealers	4441	\$415,535	\$645,475	-\$229,939	-21.7	1
Lawn & Garden Equip & Supply Stores	4442	\$120,202	\$1,312	\$118,890	97.8	0
Food & Beverage Stores	445	\$3,193,524	\$1,714,922	\$1,478,601	30.1	3
Grocery Stores	4451	\$3,144,187	\$1,685,905	\$1,458,281	30.2	2
Specialty Food Stores	4452	\$30,135	\$29,017	\$1,118	1.9	1
Beer, Wine & Liquor Stores	4453	\$19,202	\$0	\$19,202	100.0	0
Health & Personal Care Stores	446,4461	\$629,871	\$115,940	\$513,931	68.9	1
Gasoline Stations	447,4471	\$2,830,208	\$2,432,901	\$397,308	7.5	0
Clothing & Clothing Accessories Stores	448	\$337,741	\$17,698	\$320,043	90.0	0
Clothing Stores	4481	\$317,158	\$17,698	\$299,459	89.4	0
Shoe Stores	4482	\$6,998	\$0	\$6,998	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$13,586	\$0	\$13,586	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$91,150	\$710	\$90,440	98.5	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$73,660	\$710	\$72,950	98.1	0
Book, Periodical & Music Stores	4512	\$17,490	\$0	\$17,490	100.0	0
General Merchandise Stores	452	\$928,141	\$0	\$928,141	100.0	0
Department Stores Excluding Leased Depts.	4521	\$732,180	\$0	\$732,180	100.0	0
Other General Merchandise Stores	4529	\$195,961	\$0	\$195,961	100.0	0
Miscellaneous Store Retailers	453	\$156,539	\$126,978	\$29,561	10.4	4
Florists	4531	\$21,246	\$43,544	-\$22,298	-34.4	1
Office Supplies, Stationery & Gift Stores	4532	\$44,634	\$28,925	\$15,710	21.4	1
Used Merchandise Stores	4533	\$14,675	\$19,218	-\$4,543	-13.4	1
Other Miscellaneous Store Retailers	4539	\$75,984	\$35,292	\$40,692	36.6	1
Nonstore Retailers	454	\$699,118	\$6,962	\$692,156	98.0	0
Electronic Shopping & Mail-Order Houses	4541	\$645,080	\$0	\$645,080	100.0	0
Vending Machine Operators	4542	\$24,972	\$0	\$24,972	100.0	0
Direct Selling Establishments	4543	\$29,066	\$6,962	\$22,104	61.4	0
Food Services & Drinking Places	722	\$1,639,916	\$625,573	\$1,014,343	44.8	6
Full-Service Restaurants	7221	\$967,190	\$589,895	\$377,295	24.2	5
Limited-Service Eating Places	7222	\$578,786	\$0	\$578,786	100.0	0
Special Food Services	7223	\$1,631	\$0	\$1,631	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$92,308	\$35,678	\$56,630	44.2	1

**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 08, 2012

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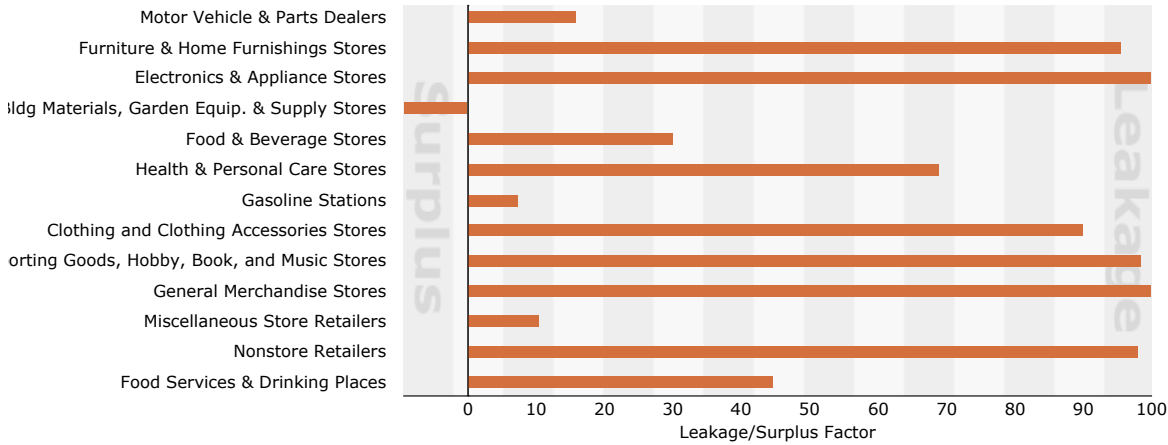


# Retail MarketPlace Profile

Retail Marketplace Potential  
 205 S Elm St, Marcus, IA 51035  
 Ring: 5 miles radius

Latitude: 42.819666  
 Longitude: -95.803987

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

January 08, 2012



# Retail MarketPlace Profile

Retail Marketplace Potential  
 205 S Elm St, Marcus, IA 51035  
 Ring: 15 miles radius

Latitude: 42.819666  
 Longitude: -95.803987

## Summary Demographics

2010 Population	14,536
2010 Households	5,979
2010 Median Disposable Income	\$35,343
2010 Per Capita Income	\$21,865

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	\$127,865,397	\$115,544,367	\$12,321,030	5.1	168
Total Retail Trade	44-45	\$112,847,628	\$109,382,761	\$3,464,868	1.6	122
Total Food & Drink	722	\$15,017,769	\$6,161,607	\$8,856,162	41.8	46

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,127,828	\$13,792,836	\$12,334,992	30.9	18
Automobile Dealers	4411	\$22,725,551	\$11,925,271	\$10,800,280	31.2	9
Other Motor Vehicle Dealers	4412	\$2,066,407	\$745,447	\$1,320,960	47.0	1
Auto Parts, Accessories & Tire Stores	4413	\$1,335,870	\$1,122,118	\$213,752	8.7	7
Furniture & Home Furnishings Stores	442	\$2,624,346	\$2,026,886	\$597,460	12.8	6
Furniture Stores	4421	\$2,387,071	\$1,344,644	\$1,042,427	27.9	4
Home Furnishings Stores	4422	\$237,275	\$682,242	\$-444,967	-48.4	2
Electronics & Appliance Stores	4431	\$2,026,874	\$1,099,381	\$927,493	29.7	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,599,991	\$2,020,323	\$2,579,668	39.0	14
Bldg Material & Supplies Dealers	4441	\$3,689,986	\$1,290,510	\$2,399,476	48.2	9
Lawn & Garden Equip & Supply Stores	4442	\$910,005	\$729,813	\$180,192	11.0	6
Food & Beverage Stores	445	\$26,288,689	\$42,512,418	\$-16,223,729	-23.6	15
Grocery Stores	4451	\$25,002,939	\$41,980,369	\$-16,977,429	-25.3	9
Specialty Food Stores	4452	\$1,053,958	\$100,115	\$953,844	82.7	2
Beer, Wine & Liquor Stores	4453	\$231,791	\$431,934	\$-200,143	-30.2	4
Health & Personal Care Stores	446,4461	\$5,063,447	\$5,711,864	\$-648,417	-6.0	8
Gasoline Stations	447,4471	\$25,550,877	\$31,301,155	\$-5,750,278	-10.1	10
Clothing & Clothing Accessories Stores	448	\$2,972,453	\$1,577,783	\$1,394,669	30.7	8
Clothing Stores	4481	\$2,554,284	\$1,442,320	\$1,111,964	27.8	7
Shoe Stores	4482	\$182,550	\$0	\$182,550	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$235,618	\$135,463	\$100,155	27.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,018,046	\$597,577	\$420,469	26.0	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$600,234	\$494,685	\$105,549	9.6	9
Book, Periodical & Music Stores	4512	\$417,812	\$102,892	\$314,920	60.5	1
General Merchandise Stores	452	\$10,471,840	\$4,670,822	\$5,801,018	38.3	2
Department Stores Excluding Leased Depts.	4521	\$8,134,780	\$1,508,306	\$6,626,474	68.7	1
Other General Merchandise Stores	4529	\$2,337,060	\$3,162,516	\$-825,456	-15.0	1
Miscellaneous Store Retailers	453	\$1,613,583	\$1,265,766	\$347,817	12.1	25
Florists	4531	\$173,177	\$131,114	\$42,063	13.8	3
Office Supplies, Stationery & Gift Stores	4532	\$589,101	\$337,290	\$251,811	27.2	5
Used Merchandise Stores	4533	\$124,913	\$175,929	\$-51,016	-17.0	9
Other Miscellaneous Store Retailers	4539	\$726,392	\$621,433	\$104,959	7.8	7
Nonstore Retailers	454	\$4,489,655	\$2,805,951	\$1,683,704	23.1	2
Electronic Shopping & Mail-Order Houses	4541	\$3,904,293	\$2,423,058	\$1,481,236	23.4	1
Vending Machine Operators	4542	\$230,661	\$0	\$230,661	100.0	0
Direct Selling Establishments	4543	\$354,701	\$382,893	\$-28,192	-3.8	1
Food Services & Drinking Places	722	\$15,017,769	\$6,161,607	\$8,856,162	41.8	46
Full-Service Restaurants	7221	\$8,544,854	\$3,660,459	\$4,884,395	40.0	28
Limited-Service Eating Places	7222	\$5,585,636	\$1,713,276	\$3,872,360	53.1	7
Special Food Services	7223	\$100,490	\$64,593	\$35,897	21.7	1
Drinking Places - Alcoholic Beverages	7224	\$786,788	\$723,278	\$63,510	4.2	10

**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

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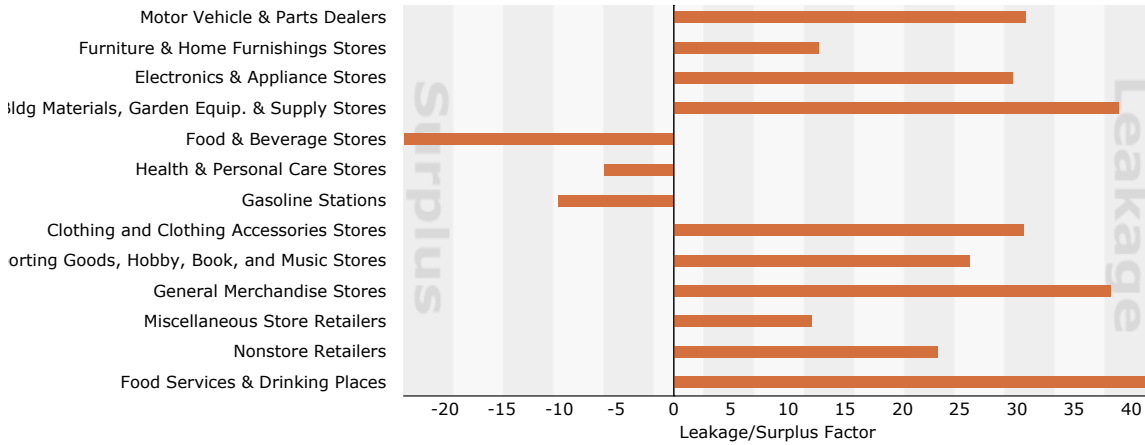


# Retail MarketPlace Profile

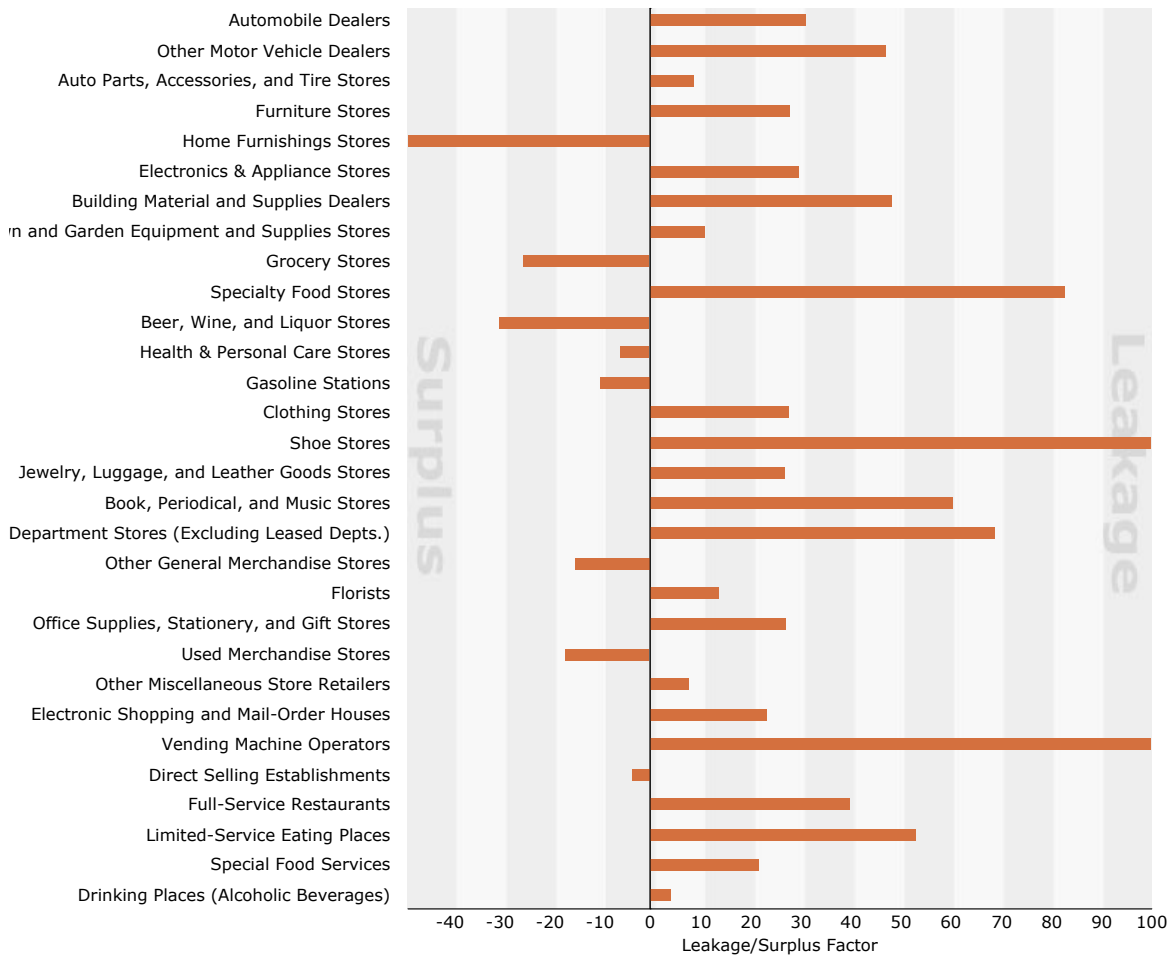
Retail Marketplace Potential  
 205 S Elm St, Marcus, IA 51035  
 Ring: 15 miles radius

Latitude: 42.819666  
 Longitude: -95.803987

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

January 08, 2012



# Retail MarketPlace Profile

Retail Marketplace Potential  
 205 S Elm St, Marcus, IA 51035  
 Ring: 25 miles radius

Latitude: 42.819666  
 Longitude: -95.803987

## Summary Demographics

2010 Population	51,706
2010 Households	19,920
2010 Median Disposable Income	\$36,697
2010 Per Capita Income	\$21,714

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	\$437,405,961	\$438,219,041	\$-813,080	-0.1	528
Total Retail Trade	44-45	\$384,508,799	\$403,602,642	\$-19,093,843	-2.4	389
Total Food & Drink	722	\$52,897,162	\$34,616,400	\$18,280,762	20.9	140

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$89,215,552	\$64,763,922	\$24,451,630	15.9	66
Automobile Dealers	4411	\$76,239,927	\$52,806,263	\$23,433,664	18.2	34
Other Motor Vehicle Dealers	4412	\$8,562,862	\$6,631,369	\$1,931,493	12.7	10
Auto Parts, Accessories & Tire Stores	4413	\$4,412,763	\$5,326,291	\$-913,527	-9.4	22
Furniture & Home Furnishings Stores	442	\$9,561,538	\$6,242,729	\$3,318,809	21.0	16
Furniture Stores	4421	\$7,836,626	\$4,872,991	\$2,963,635	23.3	9
Home Furnishings Stores	4422	\$1,724,912	\$1,369,738	\$355,174	11.5	7
Electronics & Appliance Stores	4431	\$8,142,992	\$5,307,553	\$2,835,439	21.1	22
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,479,652	\$8,375,283	\$7,104,369	29.8	53
Bldg Material & Supplies Dealers	4441	\$12,711,474	\$6,262,294	\$6,449,181	34.0	42
Lawn & Garden Equip & Supply Stores	4442	\$2,768,178	\$2,112,989	\$655,188	13.4	11
Food & Beverage Stores	445	\$77,829,324	\$84,872,397	\$-7,043,073	-4.3	39
Grocery Stores	4451	\$70,725,799	\$78,535,551	\$-7,809,752	-5.2	25
Specialty Food Stores	4452	\$6,195,648	\$5,757,461	\$438,187	3.7	9
Beer, Wine & Liquor Stores	4453	\$907,877	\$579,385	\$328,492	22.1	5
Health & Personal Care Stores	446,4461	\$15,973,564	\$12,341,108	\$3,632,456	12.8	20
Gasoline Stations	447,4471	\$91,204,304	\$154,394,093	\$-63,189,789	-25.7	38
Clothing & Clothing Accessories Stores	448	\$9,868,519	\$4,012,570	\$5,855,949	42.2	24
Clothing Stores	4481	\$7,675,908	\$3,015,466	\$4,660,442	43.6	17
Shoe Stores	4482	\$920,099	\$428,987	\$491,112	36.4	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,272,513	\$568,118	\$704,395	38.3	4
Sporting Goods, Hobby, Book & Music Stores	451	\$4,122,623	\$3,059,276	\$1,063,346	14.8	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,975,013	\$1,309,928	\$665,085	20.2	25
Book, Periodical & Music Stores	4512	\$2,147,610	\$1,749,348	\$398,262	10.2	5
General Merchandise Stores	452	\$47,507,810	\$52,469,495	\$-4,961,686	-5.0	8
Department Stores Excluding Leased Depts.	4521	\$33,335,964	\$26,961,150	\$6,374,814	10.6	2
Other General Merchandise Stores	4529	\$14,171,845	\$25,508,345	\$-11,336,500	-28.6	6
Miscellaneous Store Retailers	453	\$6,153,330	\$4,568,677	\$1,584,653	14.8	70
Florists	4531	\$532,704	\$367,081	\$165,624	18.4	10
Office Supplies, Stationery & Gift Stores	4532	\$2,602,881	\$1,726,491	\$876,390	20.2	21
Used Merchandise Stores	4533	\$477,669	\$505,683	\$-28,013	-2.8	20
Other Miscellaneous Store Retailers	4539	\$2,540,076	\$1,969,423	\$570,652	12.7	20
Nonstore Retailers	454	\$9,449,592	\$3,195,538	\$6,254,054	49.5	3
Electronic Shopping & Mail-Order Houses	4541	\$6,978,384	\$2,812,645	\$4,165,739	42.5	2
Vending Machine Operators	4542	\$858,676	\$0	\$858,676	100.0	0
Direct Selling Establishments	4543	\$1,612,532	\$382,893	\$1,229,639	61.6	1
Food Services & Drinking Places	722	\$52,897,162	\$34,616,400	\$18,280,762	20.9	140
Full-Service Restaurants	7221	\$28,044,294	\$16,262,935	\$11,781,359	26.6	82
Limited-Service Eating Places	7222	\$20,974,764	\$15,061,912	\$5,912,852	16.4	27
Special Food Services	7223	\$1,309,865	\$487,069	\$822,796	45.8	4
Drinking Places - Alcoholic Beverages	7224	\$2,568,240	\$2,804,484	\$-236,244	-4.4	27

**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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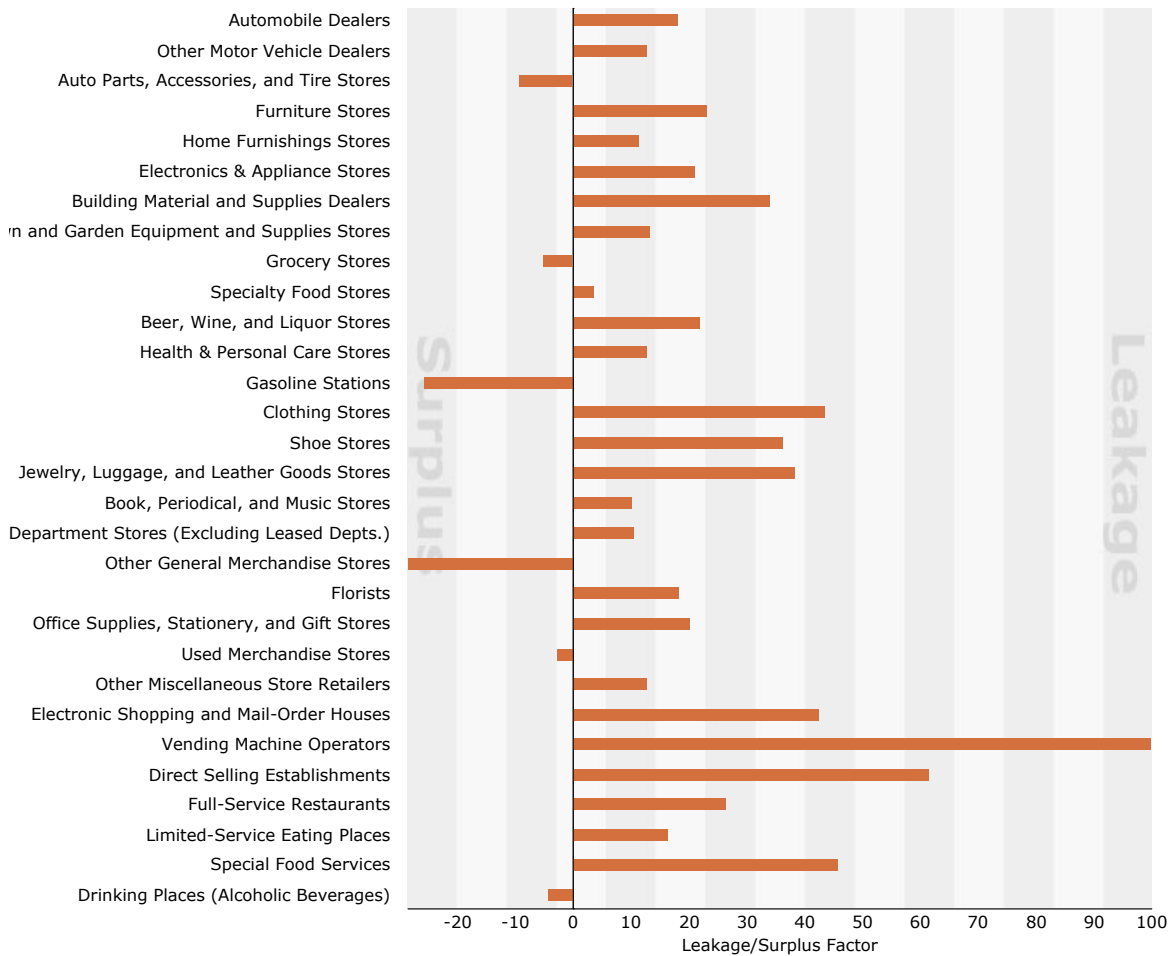
Retail Marketplace Potential  
 205 S Elm St, Marcus, IA 51035  
 Ring: 25 miles radius

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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