



Retail MarketPlace Profile

Retail Marketplace Potential
 500-508 Myrtle St, Aurelia, IA 51005
 Ring: 5 miles radius

Latitude: 42.715939
 Longitude: -95.435448

Summary Demographics

2010 Population	1,624
2010 Households	635
2010 Median Disposable Income	\$34,107
2010 Per Capita Income	\$20,751

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	\$13,242,925	\$2,582,443	\$10,660,482	67.4	15
Total Retail Trade	44-45	\$11,733,613	\$2,208,910	\$9,524,703	68.3	10
Total Food & Drink	722	\$1,509,312	\$373,533	\$1,135,779	60.3	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,730,005	\$457,317	\$2,272,688	71.3	1
Automobile Dealers	4411	\$2,419,596	\$428,739	\$1,990,857	69.9	1
Other Motor Vehicle Dealers	4412	\$165,167	\$28,578	\$136,589	70.5	0
Auto Parts, Accessories & Tire Stores	4413	\$145,242	\$0	\$145,242	100.0	0
Furniture & Home Furnishings Stores	442	\$251,208	\$57,552	\$193,657	62.7	0
Furniture Stores	4421	\$243,898	\$57,552	\$186,347	61.8	0
Home Furnishings Stores	4422	\$7,310	\$0	\$7,310	100.0	0
Electronics & Appliance Stores	4431	\$174,212	\$257,810	\$-83,597	-19.4	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$492,965	\$452,307	\$40,658	4.3	3
Bldg Material & Supplies Dealers	4441	\$375,148	\$204,987	\$170,162	29.3	2
Lawn & Garden Equip & Supply Stores	4442	\$117,816	\$247,320	\$-129,504	-35.5	1
Food & Beverage Stores	445	\$2,875,280	\$805,885	\$2,069,395	56.2	1
Grocery Stores	4451	\$2,848,573	\$802,813	\$2,045,760	56.0	1
Specialty Food Stores	4452	\$6,406	\$2,133	\$4,273	50.0	0
Beer, Wine & Liquor Stores	4453	\$20,301	\$939	\$19,362	91.2	0
Health & Personal Care Stores	446,4461	\$583,774	\$0	\$583,774	100.0	0
Gasoline Stations	447,4471	\$2,578,340	\$31,858	\$2,546,482	97.6	0
Clothing & Clothing Accessories Stores	448	\$308,031	\$16,360	\$291,670	89.9	0
Clothing Stores	4481	\$288,002	\$10,728	\$277,274	92.8	0
Shoe Stores	4482	\$6,155	\$0	\$6,155	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$13,873	\$5,632	\$8,241	42.3	0
Sporting Goods, Hobby, Book & Music Stores	451	\$81,407	\$5,717	\$75,691	86.9	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$68,711	\$5,717	\$62,994	84.6	0
Book, Periodical & Music Stores	4512	\$12,697	\$0	\$12,697	100.0	0
General Merchandise Stores	452	\$876,402	\$0	\$876,402	100.0	0
Department Stores Excluding Leased Depts.	4521	\$694,438	\$0	\$694,438	100.0	0
Other General Merchandise Stores	4529	\$181,964	\$0	\$181,964	100.0	0
Miscellaneous Store Retailers	453	\$149,375	\$82,328	\$67,047	28.9	3
Florists	4531	\$18,459	\$0	\$18,459	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$47,956	\$61,869	\$-13,913	-12.7	2
Used Merchandise Stores	4533	\$13,091	\$19,402	\$-6,311	-19.4	1
Other Miscellaneous Store Retailers	4539	\$69,869	\$1,056	\$68,813	97.0	0
Nonstore Retailers	454	\$632,613	\$41,776	\$590,837	87.6	0
Electronic Shopping & Mail-Order Houses	4541	\$575,318	\$41,776	\$533,542	86.5	0
Vending Machine Operators	4542	\$23,873	\$0	\$23,873	100.0	0
Direct Selling Establishments	4543	\$33,422	\$0	\$33,422	100.0	0
Food Services & Drinking Places	722	\$1,509,312	\$373,533	\$1,135,779	60.3	4
Full-Service Restaurants	7221	\$880,036	\$198,897	\$681,139	63.1	2
Limited-Service Eating Places	7222	\$533,979	\$0	\$533,979	100.0	0
Special Food Services	7223	\$6,991	\$0	\$6,991	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$88,306	\$174,636	\$-86,330	-32.8	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 08, 2012

Made with Esri Business Analyst

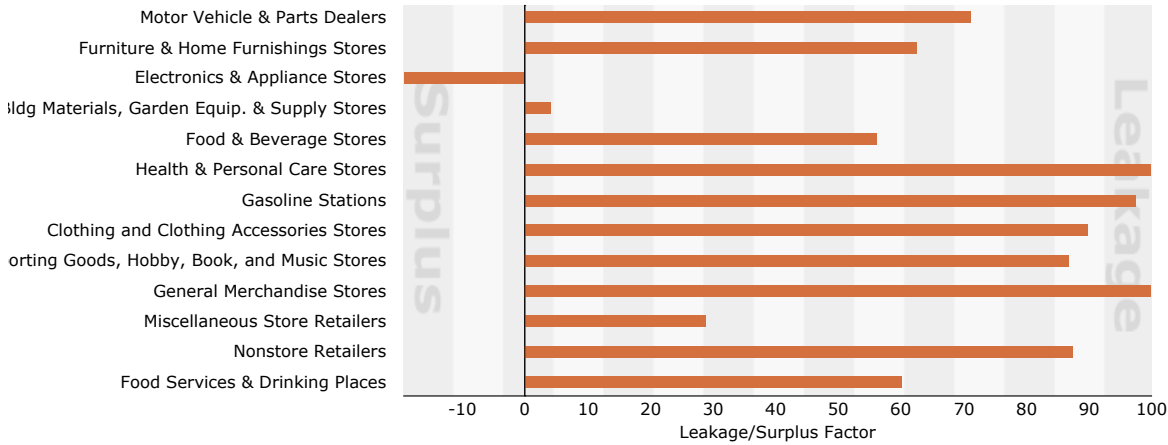


Retail MarketPlace Profile

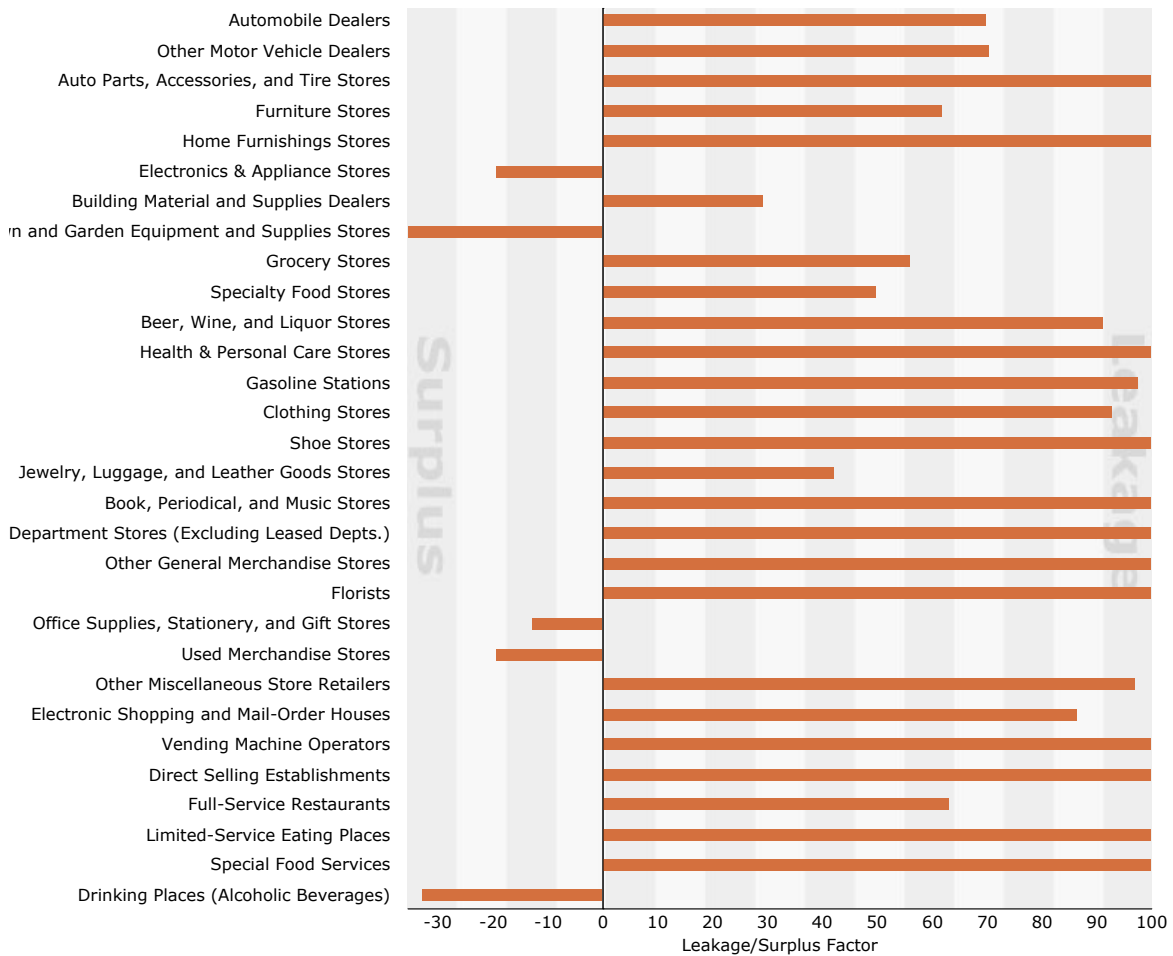
Retail Marketplace Potential
 500-508 Myrtle St, Aurelia, IA 51005
 Ring: 5 miles radius

Latitude: 42.715939
 Longitude: -95.435448

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Retail Marketplace Potential
 500-508 Myrtle St, Aurelia, IA 51005
 Ring: 15 miles radius

Latitude: 42.715939
 Longitude: -95.435448

Summary Demographics

2010 Population	24,980
2010 Households	9,737
2010 Median Disposable Income	\$35,414
2010 Per Capita Income	\$21,430

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	\$208,194,554	\$245,403,214	\$-37,208,660	-8.2	272
Total Retail Trade	44-45	\$181,833,721	\$217,845,794	\$-36,012,073	-9.0	200
Total Food & Drink	722	\$26,360,832	\$27,557,420	\$-1,196,587	-2.2	73

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$42,591,181	\$54,399,203	\$-11,808,023	-12.2	30
Automobile Dealers	4411	\$36,893,260	\$46,663,726	\$-9,770,466	-11.7	13
Other Motor Vehicle Dealers	4412	\$3,184,123	\$3,949,074	\$-764,951	-10.7	5
Auto Parts, Accessories & Tire Stores	4413	\$2,513,797	\$3,786,403	\$-1,272,606	-20.2	12
Furniture & Home Furnishings Stores	442	\$3,770,560	\$2,573,610	\$1,196,951	18.9	9
Furniture Stores	4421	\$2,883,154	\$1,655,873	\$1,227,281	27.0	5
Home Furnishings Stores	4422	\$887,406	\$917,737	\$-30,331	-1.7	4
Electronics & Appliance Stores	4431	\$2,829,304	\$2,543,536	\$285,768	5.3	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,888,836	\$4,833,996	\$3,054,840	24.0	20
Bldg Material & Supplies Dealers	4441	\$5,600,721	\$1,639,913	\$3,960,809	54.7	11
Lawn & Garden Equip & Supply Stores	4442	\$2,288,115	\$3,194,083	\$-905,969	-16.5	9
Food & Beverage Stores	445	\$37,614,586	\$54,155,697	\$-16,541,110	-18.0	23
Grocery Stores	4451	\$36,659,832	\$53,093,886	\$-16,434,054	-18.3	16
Specialty Food Stores	4452	\$259,423	\$320,801	\$-61,378	-10.6	4
Beer, Wine & Liquor Stores	4453	\$695,331	\$741,010	\$-45,679	-3.2	4
Health & Personal Care Stores	446,4461	\$8,357,474	\$10,763,493	\$-2,406,019	-12.6	18
Gasoline Stations	447,4471	\$40,346,818	\$42,557,751	\$-2,210,932	-2.7	14
Clothing & Clothing Accessories Stores	448	\$4,494,677	\$3,698,716	\$795,961	9.7	20
Clothing Stores	4481	\$3,602,244	\$2,747,943	\$854,302	13.5	15
Shoe Stores	4482	\$309,414	\$250,240	\$59,174	10.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$583,019	\$700,534	\$-117,514	-9.2	4
Sporting Goods, Hobby, Book & Music Stores	451	\$1,411,113	\$1,665,201	\$-254,089	-8.3	20
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,223,639	\$1,457,741	\$-234,102	-8.7	18
Book, Periodical & Music Stores	4512	\$187,473	\$207,460	\$-19,987	-5.1	2
General Merchandise Stores	452	\$22,837,079	\$35,674,997	\$-12,837,918	-21.9	5
Department Stores Excluding Leased Depts.	4521	\$19,218,107	\$28,380,151	\$-9,162,044	-19.2	3
Other General Merchandise Stores	4529	\$3,618,971	\$7,294,846	\$-3,675,875	-33.7	2
Miscellaneous Store Retailers	453	\$3,567,504	\$2,514,761	\$1,052,743	17.3	30
Florists	4531	\$194,677	\$265,305	\$-70,627	-15.4	4
Office Supplies, Stationery & Gift Stores	4532	\$1,910,004	\$892,546	\$1,017,458	36.3	8
Used Merchandise Stores	4533	\$166,934	\$240,658	\$-73,724	-18.1	10
Other Miscellaneous Store Retailers	4539	\$1,295,889	\$1,116,253	\$179,636	7.4	8
Nonstore Retailers	454	\$6,124,590	\$2,464,834	\$3,659,756	42.6	1
Electronic Shopping & Mail-Order Houses	4541	\$4,313,103	\$2,464,834	\$1,848,269	27.3	1
Vending Machine Operators	4542	\$493,136	\$0	\$493,136	100.0	0
Direct Selling Establishments	4543	\$1,318,351	\$0	\$1,318,351	100.0	0
Food Services & Drinking Places	722	\$26,360,832	\$27,557,420	\$-1,196,587	-2.2	73
Full-Service Restaurants	7221	\$13,022,289	\$11,965,471	\$1,056,818	4.2	40
Limited-Service Eating Places	7222	\$10,799,397	\$12,325,029	\$-1,525,632	-6.6	17
Special Food Services	7223	\$842,354	\$247,638	\$594,716	54.6	1
Drinking Places - Alcoholic Beverages	7224	\$1,696,793	\$3,019,281	\$-1,322,489	-28.0	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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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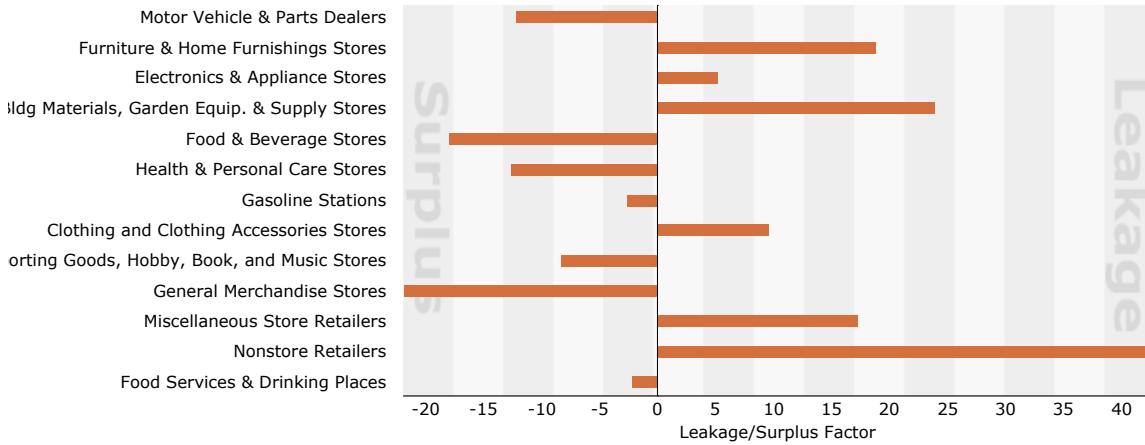


Retail MarketPlace Profile

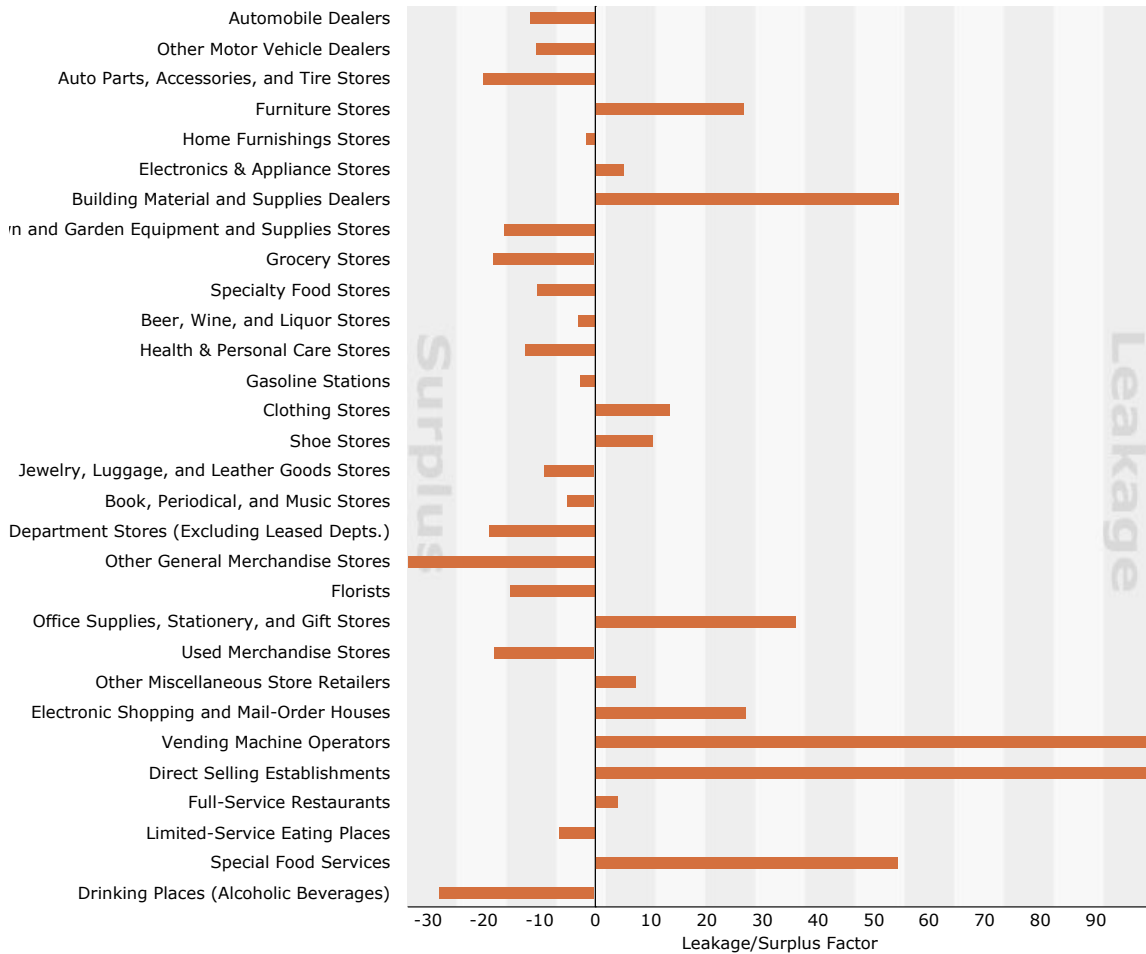
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 500-508 Myrtle St, Aurelia, IA 51005
 Ring: 15 miles radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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Retail MarketPlace Profile

Retail Marketplace Potential
 500-508 Myrtle St, Aurelia, IA 51005
 Ring: 25 miles radius

Latitude: 42.715939
 Longitude: -95.435448

Summary Demographics

2010 Population	41,947
2010 Households	16,696
2010 Median Disposable Income	\$34,799
2010 Per Capita Income	\$21,034

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	\$352,328,748	\$334,670,259	\$17,658,489	2.6	426
Total Retail Trade	44-45	\$310,002,076	\$301,216,198	\$8,785,877	1.4	310
Total Food & Drink	722	\$42,326,672	\$33,454,060	\$8,872,612	11.7	116

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$72,746,651	\$63,243,078	\$9,503,573	7.0	51
Automobile Dealers	4411	\$62,427,808	\$54,884,148	\$7,543,659	6.4	26
Other Motor Vehicle Dealers	4412	\$6,331,760	\$4,159,779	\$2,171,980	20.7	7
Auto Parts, Accessories & Tire Stores	4413	\$3,987,083	\$4,199,150	\$-212,067	-2.6	18
Furniture & Home Furnishings Stores	442	\$6,505,866	\$3,715,582	\$2,790,284	27.3	13
Furniture Stores	4421	\$4,724,679	\$2,138,180	\$2,586,500	37.7	6
Home Furnishings Stores	4422	\$1,781,187	\$1,577,403	\$203,784	6.1	7
Electronics & Appliance Stores	4431	\$5,677,508	\$2,922,057	\$2,755,451	32.0	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,541,349	\$9,478,642	\$4,062,706	17.6	43
Bldg Material & Supplies Dealers	4441	\$9,569,142	\$3,949,157	\$5,619,985	41.6	27
Lawn & Garden Equip & Supply Stores	4442	\$3,972,207	\$5,529,485	\$-1,557,278	-16.4	16
Food & Beverage Stores	445	\$61,326,662	\$64,545,342	\$-3,218,680	-2.6	41
Grocery Stores	4451	\$59,654,822	\$62,880,435	\$-3,225,613	-2.6	28
Specialty Food Stores	4452	\$598,935	\$413,669	\$185,266	18.3	5
Beer, Wine & Liquor Stores	4453	\$1,072,904	\$1,251,237	\$-178,333	-7.7	8
Health & Personal Care Stores	446,4461	\$14,054,813	\$11,791,411	\$2,263,401	8.8	22
Gasoline Stations	447,4471	\$71,717,608	\$97,625,567	\$-25,907,959	-15.3	27
Clothing & Clothing Accessories Stores	448	\$7,537,584	\$4,003,462	\$3,534,122	30.6	23
Clothing Stores	4481	\$5,841,716	\$2,992,335	\$2,849,381	32.3	17
Shoe Stores	4482	\$686,825	\$252,471	\$434,355	46.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,009,043	\$758,656	\$250,386	14.2	5
Sporting Goods, Hobby, Book & Music Stores	451	\$2,479,342	\$1,815,235	\$664,107	15.5	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,882,698	\$1,607,775	\$274,923	7.9	21
Book, Periodical & Music Stores	4512	\$596,644	\$207,460	\$389,184	48.4	2
General Merchandise Stores	452	\$38,153,076	\$35,744,045	\$2,409,030	3.3	5
Department Stores Excluding Leased Depts.	4521	\$28,790,241	\$28,390,585	\$399,656	0.7	3
Other General Merchandise Stores	4529	\$9,362,834	\$7,353,460	\$2,009,374	12.0	2
Miscellaneous Store Retailers	453	\$5,987,320	\$3,049,091	\$2,938,229	32.5	48
Florists	4531	\$339,038	\$415,950	\$-76,911	-10.2	9
Office Supplies, Stationery & Gift Stores	4532	\$2,979,363	\$1,054,517	\$1,924,846	47.7	13
Used Merchandise Stores	4533	\$326,254	\$342,601	\$-16,346	-2.4	15
Other Miscellaneous Store Retailers	4539	\$2,342,664	\$1,236,024	\$1,106,640	30.9	11
Nonstore Retailers	454	\$10,274,298	\$3,282,685	\$6,991,613	51.6	2
Electronic Shopping & Mail-Order Houses	4541	\$7,279,721	\$2,531,820	\$4,747,901	48.4	1
Vending Machine Operators	4542	\$805,070	\$0	\$805,070	100.0	0
Direct Selling Establishments	4543	\$2,189,507	\$750,865	\$1,438,642	48.9	1
Food Services & Drinking Places	722	\$42,326,672	\$33,454,060	\$8,872,612	11.7	116
Full-Service Restaurants	7221	\$22,015,908	\$15,629,662	\$6,386,246	17.0	69
Limited-Service Eating Places	7222	\$16,463,569	\$12,612,113	\$3,851,456	13.2	19
Special Food Services	7223	\$1,275,879	\$1,370,334	\$-94,455	-3.6	3
Drinking Places - Alcoholic Beverages	7224	\$2,571,317	\$3,841,951	\$-1,270,634	-19.8	25

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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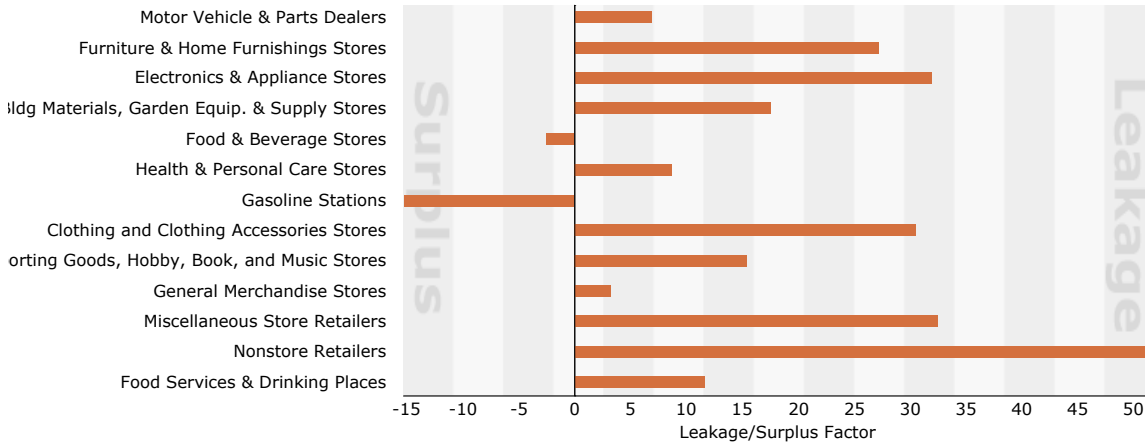


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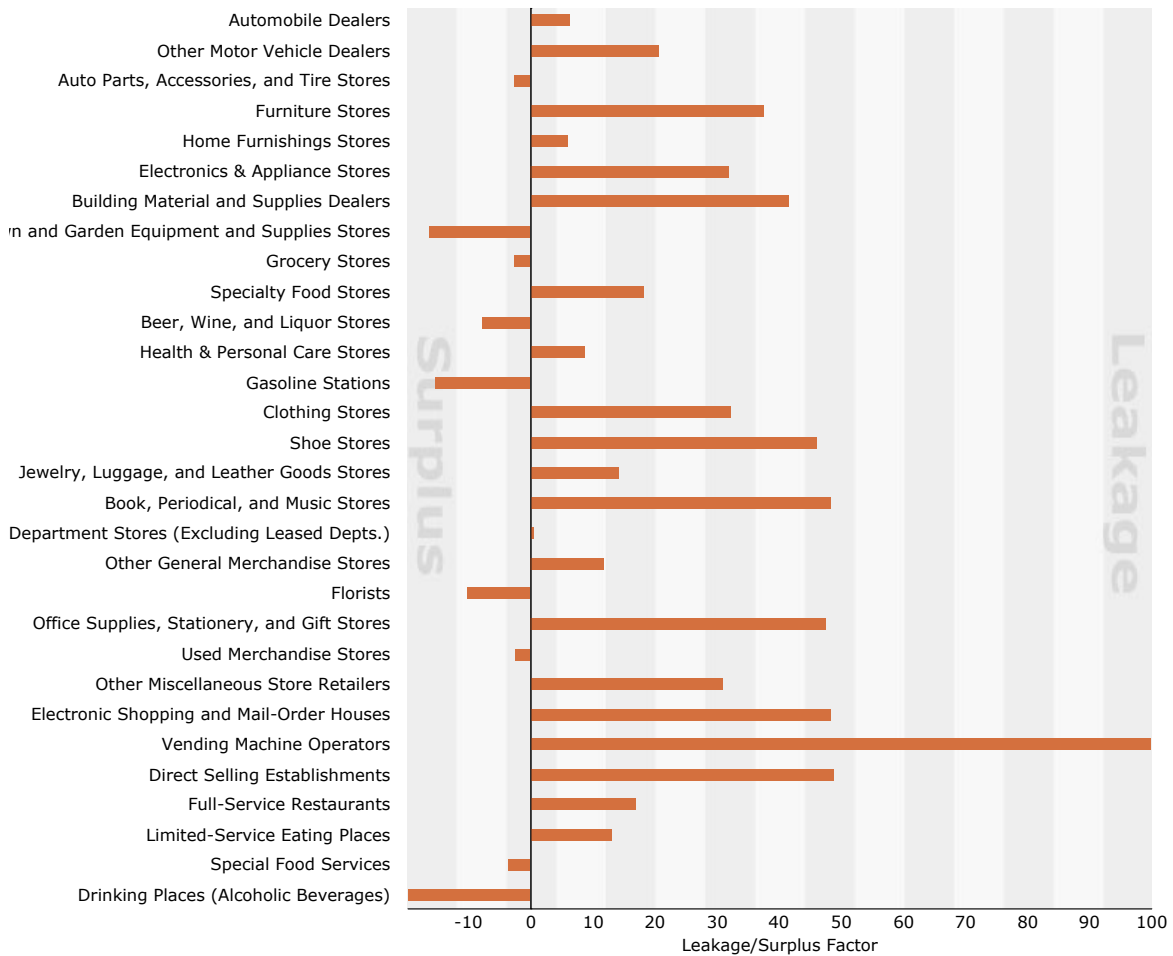
Retail Marketplace Potential
 500-508 Myrtle St, Aurelia, IA 51005
 Ring: 25 miles radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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