



Retail MarketPlace Profile

Washington
Drive Time: 5 minutes

Latitude: 41.299381
Longitude: -91.691639

Summary Demographics

2010 Population	6,177
2010 Households	2,671
2010 Median Disposable Income	\$38,307
2010 Per Capita Income	\$23,414

(Strangely, a Negative number indicates a Surplus - a good thing)

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	\$55,940,063	\$60,058,309	-\$4,118,246	-3.6	82
Total Retail Trade	44-45	\$49,448,200	\$55,701,671	-\$6,253,471	-5.9	62
Total Food & Drink	722	\$6,491,863	\$4,356,638	\$2,135,225	19.7	20

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,694,669	\$3,002,136	\$7,692,533	56.2	8
Automobile Dealers	4411	\$9,195,432	\$2,061,393	\$7,134,040	63.4	3
Other Motor Vehicle Dealers	4412	\$889,056	\$241,644	\$647,412	57.3	1
Auto Parts, Accessories & Tire Stores	4413	\$610,181	\$699,099	-\$88,918	-6.8	4
Furniture & Home Furnishings Stores	442	\$1,498,483	\$1,207,637	\$290,846	10.7	4
Furniture Stores	4421	\$1,100,246	\$555,438	\$544,808	32.9	1
Home Furnishings Stores	4422	\$398,236	\$652,199	-\$253,963	-24.2	3
Electronics & Appliance Stores	4431	\$1,499,086	\$919,560	\$579,526	24.0	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,133,846	\$2,985,263	-\$851,417	-16.6	9
Bldg Material & Supplies Dealers	4441	\$1,428,805	\$1,374,201	\$54,604	1.9	4
Lawn & Garden Equip & Supply Stores	4442	\$705,040	\$1,611,062	-\$906,021	-39.1	5
Food & Beverage Stores	445	\$10,350,021	\$28,378,290	-\$18,028,269	-46.6	7
Grocery Stores	4451	\$10,126,002	\$27,508,578	-\$17,382,576	-46.2	5
Specialty Food Stores	4452	\$9,397	\$0	\$9,397	100.0	0
Beer, Wine & Liquor Stores	4453	\$214,622	\$869,712	-\$655,090	-60.4	2
Health & Personal Care Stores	446,4461	\$1,931,564	\$1,460,725	\$470,839	13.9	5
Gasoline Stations	447,4471	\$12,573,479	\$11,203,580	\$1,369,899	5.8	5
Clothing & Clothing Accessories Stores	448	\$983,306	\$493,158	\$490,148	33.2	5
Clothing Stores	4481	\$483,212	\$64,936	\$418,275	76.3	2
Shoe Stores	4482	\$193,643	\$140,811	\$52,832	15.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$306,452	\$287,411	\$19,041	3.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$569,988	\$72,723	\$497,265	77.4	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$365,565	\$72,723	\$292,842	66.8	2
Book, Periodical & Music Stores	4512	\$204,423	\$0	\$204,423	100.0	0
General Merchandise Stores	452	\$5,808,748	\$5,307,542	\$501,206	4.5	1
Department Stores Excluding Leased Depts.	4521	\$4,078,866	\$4,268,583	-\$189,717	-2.3	0
Other General Merchandise Stores	4529	\$1,729,882	\$1,038,959	\$690,923	25.0	0
Miscellaneous Store Retailers	453	\$1,199,939	\$671,058	\$528,881	28.3	13
Florists	4531	\$17,412	\$30,824	-\$13,412	-27.8	1
Office Supplies, Stationery & Gift Stores	4532	\$361,978	\$402,337	-\$40,359	-5.3	7
Used Merchandise Stores	4533	\$50,907	\$39,941	\$10,966	12.1	2
Other Miscellaneous Store Retailers	4539	\$769,642	\$197,955	\$571,686	59.1	3
Nonstore Retailers	454	\$205,071	\$0	\$205,071	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$5,857	\$0	\$5,857	100.0	0
Vending Machine Operators	4542	\$99,296	\$0	\$99,296	100.0	0
Direct Selling Establishments	4543	\$99,918	\$0	\$99,918	100.0	0
Food Services & Drinking Places	722	\$6,491,863	\$4,356,638	\$2,135,225	19.7	20
Full-Service Restaurants	7221	\$3,658,287	\$2,182,422	\$1,475,865	25.3	12
Limited-Service Eating Places	7222	\$2,249,420	\$1,952,449	\$296,971	7.1	5
Special Food Services	7223	\$325,217	\$123,868	\$201,349	44.8	0
Drinking Places - Alcoholic Beverages	7224	\$258,939	\$97,899	\$161,040	45.1	2

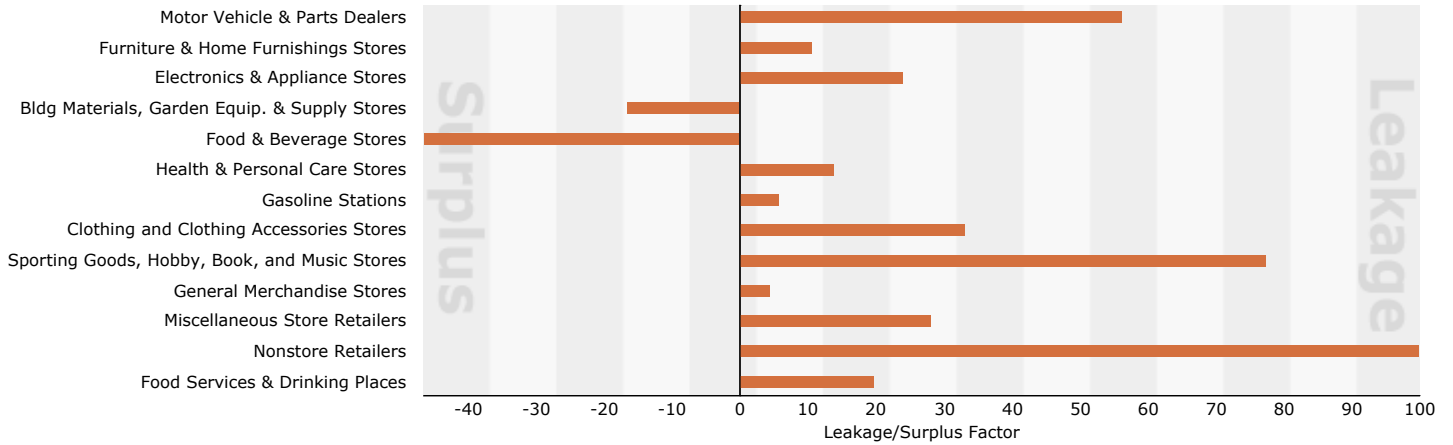
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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

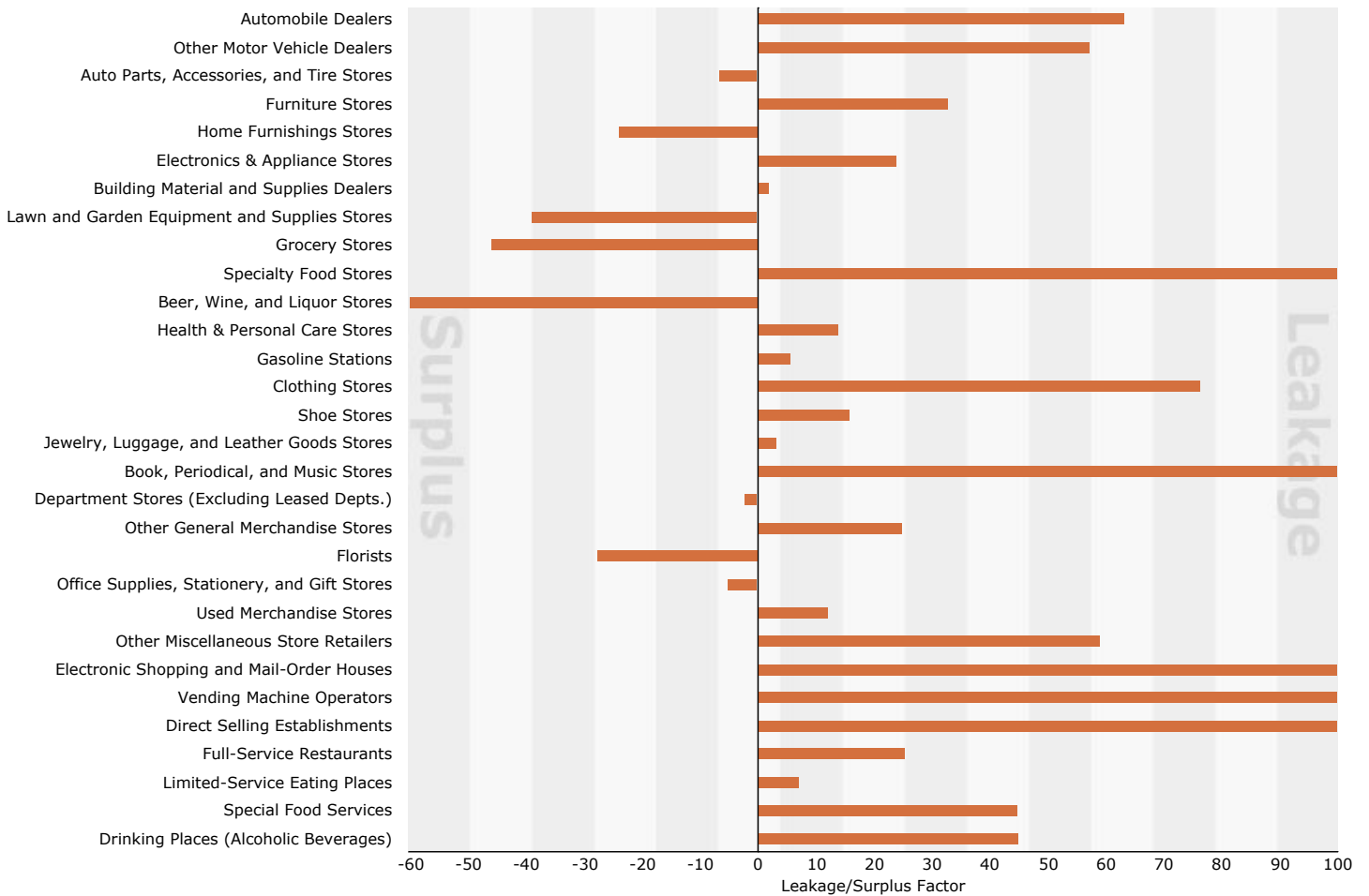
November 05, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Washington
Drive Time: 10 minutes

Latitude: 41.299381
Longitude: -91.691639

Summary Demographics

2010 Population	7,642
2010 Households	3,200
2010 Median Disposable Income	\$38,265
2010 Per Capita Income	\$23,294

(Strangely, a Negative number indicates a Surplus - a good thing)

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	\$67,262,522	\$79,769,203	-\$12,506,680	-8.5	97
Total Retail Trade	44-45	\$59,531,167	\$74,633,152	-\$15,101,985	-11.3	74
Total Food & Drink	722	\$7,731,355	\$5,136,051	\$2,595,305	20.2	23

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,911,805	\$5,513,413	\$7,398,393	40.2	12
Automobile Dealers	4411	\$11,079,114	\$4,200,000	\$6,879,114	45.0	5
Other Motor Vehicle Dealers	4412	\$1,103,744	\$283,024	\$820,720	59.2	1
Auto Parts, Accessories & Tire Stores	4413	\$728,947	\$1,030,388	-\$301,441	-17.1	6
Furniture & Home Furnishings Stores	442	\$1,784,896	\$1,360,997	\$423,899	13.5	5
Furniture Stores	4421	\$1,310,306	\$656,796	\$653,510	33.2	2
Home Furnishings Stores	4422	\$474,590	\$704,201	-\$229,611	-19.5	3
Electronics & Appliance Stores	4431	\$1,793,929	\$934,787	\$859,141	31.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,587,183	\$3,647,139	-\$1,059,956	-17.0	11
Bldg Material & Supplies Dealers	4441	\$1,730,028	\$1,802,040	-\$72,012	-2.0	6
Lawn & Garden Equip & Supply Stores	4442	\$857,155	\$1,845,099	-\$987,944	-36.6	5
Food & Beverage Stores	445	\$12,441,176	\$32,892,310	-\$20,451,134	-45.1	7
Grocery Stores	4451	\$12,174,605	\$32,022,598	-\$19,847,993	-44.9	5
Specialty Food Stores	4452	\$11,292	\$0	\$11,292	100.0	0
Beer, Wine & Liquor Stores	4453	\$255,279	\$869,712	-\$614,434	-54.6	2
Health & Personal Care Stores	446,4461	\$2,333,988	\$1,591,259	\$742,729	18.9	5
Gasoline Stations	447,4471	\$15,173,183	\$15,482,822	-\$309,640	-1.0	7
Clothing & Clothing Accessories Stores	448	\$1,170,877	\$566,580	\$604,297	34.8	7
Clothing Stores	4481	\$574,970	\$104,915	\$470,055	69.1	3
Shoe Stores	4482	\$231,255	\$140,811	\$90,444	24.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$364,652	\$320,854	\$43,798	6.4	3
Sporting Goods, Hobby, Book & Music Stores	451	\$681,456	\$78,132	\$603,324	79.4	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$439,476	\$78,132	\$361,344	69.8	2
Book, Periodical & Music Stores	4512	\$241,979	\$0	\$241,979	100.0	0
General Merchandise Stores	452	\$6,957,983	\$11,878,744	-\$4,920,761	-26.1	2
Department Stores Excluding Leased Depts.	4521	\$4,878,201	\$9,553,463	-\$4,675,262	-32.4	1
Other General Merchandise Stores	4529	\$2,079,782	\$2,325,281	-\$245,499	-5.6	1
Miscellaneous Store Retailers	453	\$1,448,923	\$686,969	\$761,954	35.7	13
Florists	4531	\$21,216	\$30,824	-\$9,608	-18.5	1
Office Supplies, Stationery & Gift Stores	4532	\$435,207	\$402,337	\$32,869	3.9	7
Used Merchandise Stores	4533	\$60,538	\$39,941	\$20,597	20.5	2
Other Miscellaneous Store Retailers	4539	\$931,963	\$213,867	\$718,096	62.7	3
Nonstore Retailers	454	\$245,770	\$0	\$245,770	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$6,991	\$0	\$6,991	100.0	0
Vending Machine Operators	4542	\$118,983	\$0	\$118,983	100.0	0
Direct Selling Establishments	4543	\$119,796	\$0	\$119,796	100.0	0
Food Services & Drinking Places	722	\$7,731,355	\$5,136,051	\$2,595,305	20.2	23
Full-Service Restaurants	7221	\$4,354,263	\$2,419,026	\$1,935,237	28.6	14
Limited-Service Eating Places	7222	\$2,683,548	\$2,322,588	\$360,960	7.2	6
Special Food Services	7223	\$387,978	\$277,227	\$110,751	16.6	1
Drinking Places - Alcoholic Beverages	7224	\$305,566	\$117,210	\$188,356	44.6	2

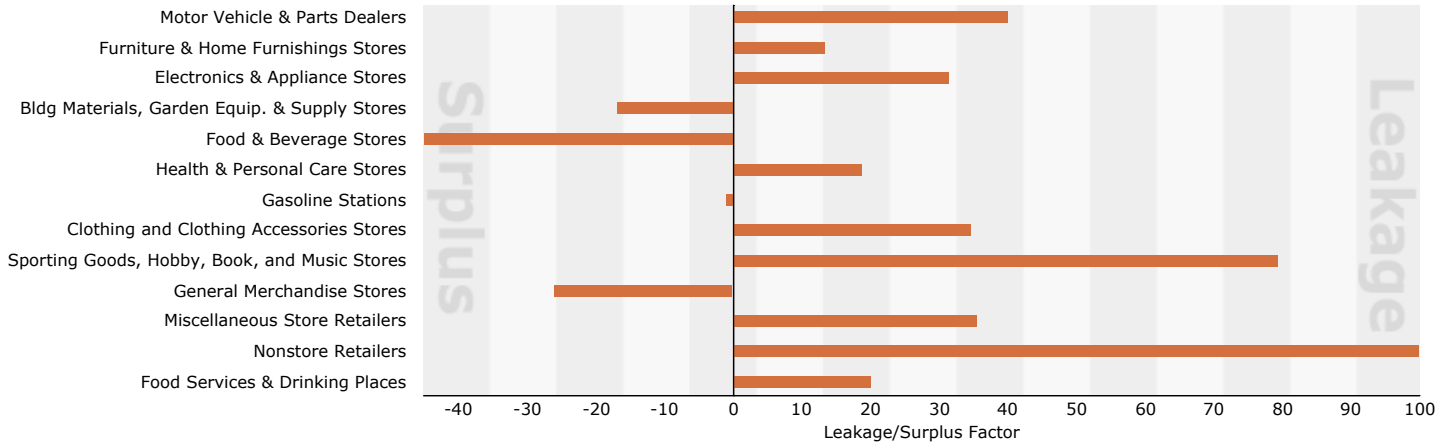
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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

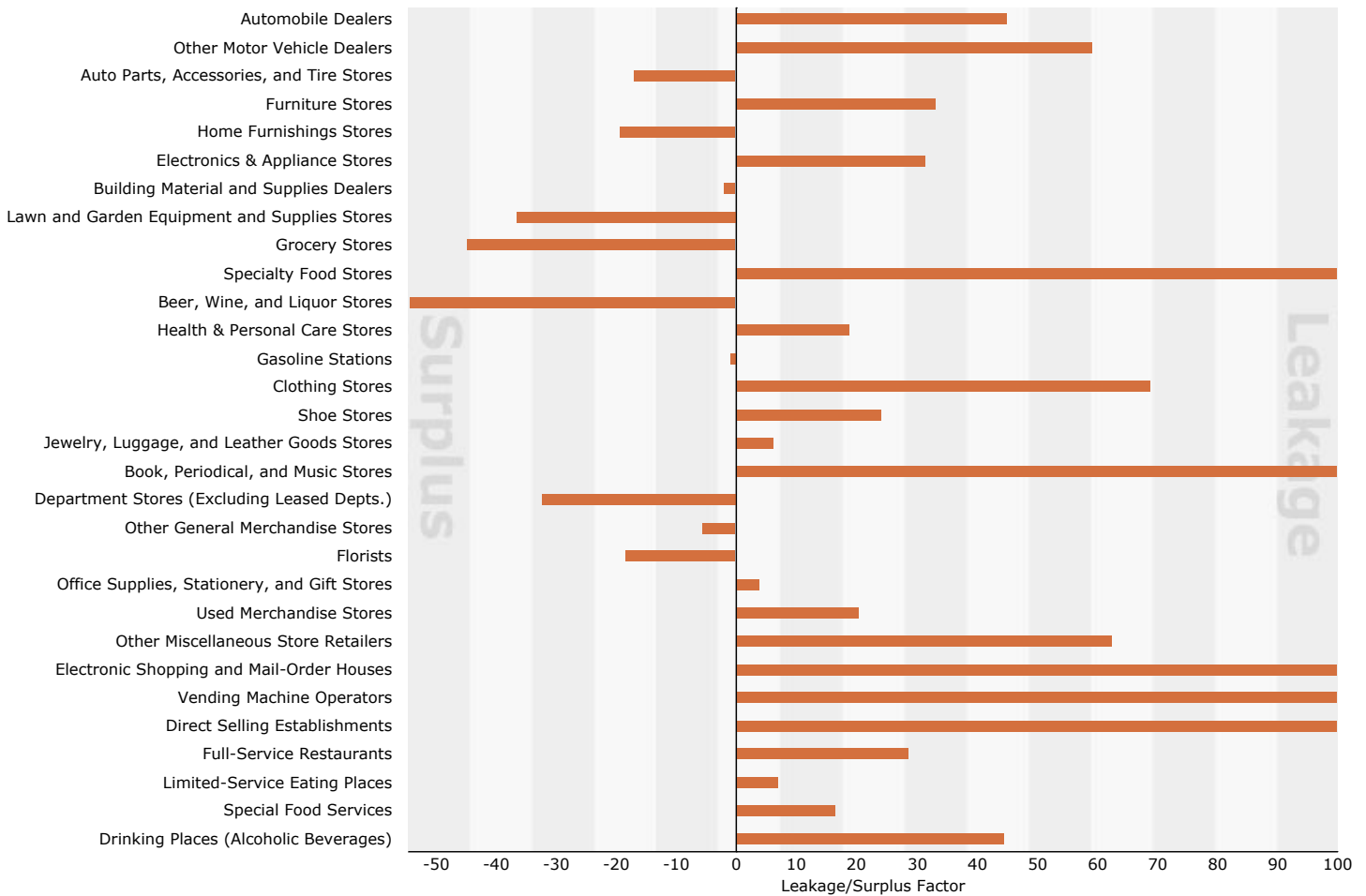
November 05, 2012

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Washington
Drive Time: 20 minutes

Latitude: 41.299381
Longitude: -91.691639

Summary Demographics

2010 Population	10,218
2010 Households	4,197
2010 Median Disposable Income	\$38,799
2010 Per Capita Income	\$22,871

(Strangely, a Negative number indicates a Surplus - a good thing)

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	\$91,307,233	\$113,066,319	-\$21,759,087	-10.6	107
Total Retail Trade	44-45	\$81,170,688	\$107,565,590	-\$26,394,901	-14.0	81
Total Food & Drink	722	\$10,136,544	\$5,500,730	\$4,635,815	29.6	27

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,872,969	\$5,982,983	\$11,889,986	49.8	14
Automobile Dealers	4411	\$15,209,818	\$4,284,468	\$10,925,350	56.0	5
Other Motor Vehicle Dealers	4412	\$1,698,636	\$655,008	\$1,043,628	44.3	2
Auto Parts, Accessories & Tire Stores	4413	\$964,515	\$1,043,507	-\$78,993	-3.9	6
Furniture & Home Furnishings Stores	442	\$2,332,650	\$1,434,764	\$897,886	23.8	5
Furniture Stores	4421	\$1,712,997	\$717,612	\$995,386	41.0	2
Home Furnishings Stores	4422	\$619,653	\$717,152	-\$97,499	-7.3	3
Electronics & Appliance Stores	4431	\$2,408,615	\$963,964	\$1,444,651	42.8	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,589,364	\$4,133,433	-\$544,069	-7.0	13
Bldg Material & Supplies Dealers	4441	\$2,379,818	\$1,833,911	\$545,907	13.0	6
Lawn & Garden Equip & Supply Stores	4442	\$1,209,546	\$2,299,522	-\$1,089,976	-31.1	7
Food & Beverage Stores	445	\$16,815,961	\$32,893,906	-\$16,077,945	-32.3	7
Grocery Stores	4451	\$16,467,721	\$32,022,598	-\$15,554,877	-32.1	5
Specialty Food Stores	4452	\$15,376	\$1,596	\$13,780	81.2	0
Beer, Wine & Liquor Stores	4453	\$332,864	\$869,712	-\$536,848	-44.6	2
Health & Personal Care Stores	446,4461	\$3,202,150	\$1,615,677	\$1,586,473	32.9	5
Gasoline Stations	447,4471	\$20,839,104	\$47,266,988	-\$26,427,884	-38.8	8
Clothing & Clothing Accessories Stores	448	\$1,529,818	\$602,266	\$927,552	43.5	8
Clothing Stores	4481	\$751,767	\$115,844	\$635,923	73.3	3
Shoe Stores	4482	\$306,695	\$140,811	\$165,885	37.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$471,356	\$345,612	\$125,744	15.4	4
Sporting Goods, Hobby, Book & Music Stores	451	\$917,741	\$83,730	\$834,012	83.3	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$602,122	\$83,730	\$518,392	75.6	2
Book, Periodical & Music Stores	4512	\$315,619	\$0	\$315,619	100.0	0
General Merchandise Stores	452	\$9,332,073	\$11,878,744	-\$2,546,671	-12.0	2
Department Stores Excluding Leased Depts.	4521	\$6,495,750	\$9,553,463	-\$3,057,713	-19.1	1
Other General Merchandise Stores	4529	\$2,836,323	\$2,325,281	\$511,042	9.9	1
Miscellaneous Store Retailers	453	\$2,000,446	\$704,526	\$1,295,920	47.9	13
Florists	4531	\$30,412	\$32,727	-\$2,315	-3.7	1
Office Supplies, Stationery & Gift Stores	4532	\$590,018	\$402,337	\$187,680	18.9	7
Used Merchandise Stores	4533	\$79,931	\$39,941	\$39,990	33.4	2
Other Miscellaneous Store Retailers	4539	\$1,300,085	\$229,520	\$1,070,564	70.0	3
Nonstore Retailers	454	\$329,796	\$4,608	\$325,188	97.2	0
Electronic Shopping & Mail-Order Houses	4541	\$9,343	\$0	\$9,343	100.0	0
Vending Machine Operators	4542	\$159,065	\$4,608	\$154,457	94.4	0
Direct Selling Establishments	4543	\$161,388	\$0	\$161,388	100.0	0
Food Services & Drinking Places	722	\$10,136,544	\$5,500,730	\$4,635,815	29.6	27
Full-Service Restaurants	7221	\$5,698,404	\$2,679,074	\$3,019,329	36.0	16
Limited-Service Eating Places	7222	\$3,537,016	\$2,322,588	\$1,214,428	20.7	6
Special Food Services	7223	\$510,713	\$311,323	\$199,390	24.3	2
Drinking Places - Alcoholic Beverages	7224	\$390,412	\$187,745	\$202,668	35.1	3

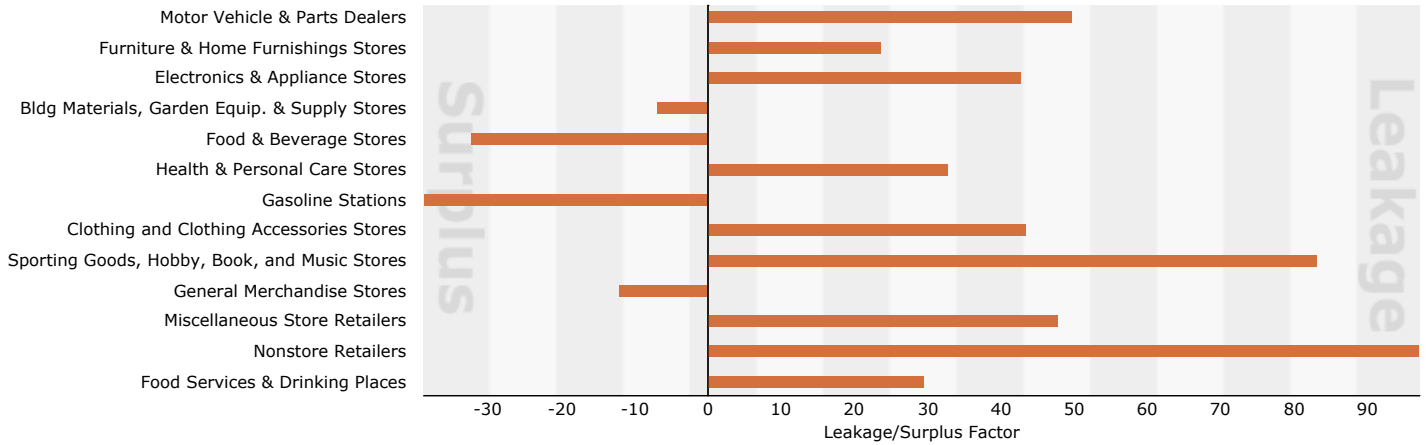
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Source: Esri and Infogroup

November 05, 2012

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

