



Retail MarketPlace Profile

Hamilton County, IA (19079)
Geography: County

Summary Demographics

2010 Population	15,562
2010 Households	6,458
2010 Median Disposable Income	\$38,197
2010 Per Capita Income	\$23,844

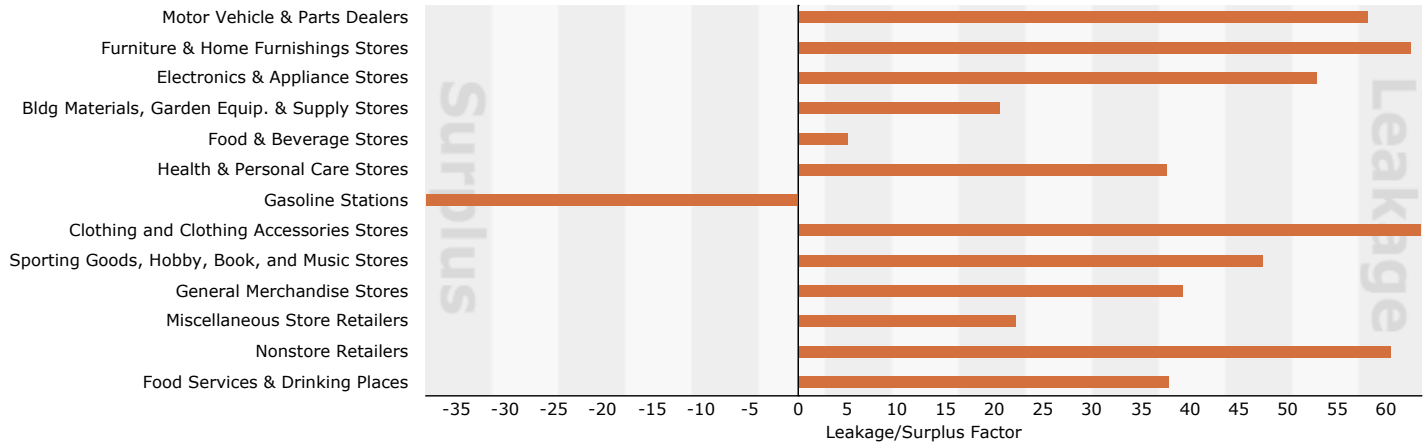
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$147,895,287	\$140,410,493	\$7,484,794	2.6	161
Total Retail Trade	44-45	\$132,200,811	\$133,344,315	-\$1,143,504	-0.4	121
Total Food & Drink	722	\$15,694,476	\$7,066,178	\$8,628,298	37.9	40

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,957,568	\$7,626,473	\$21,331,095	58.3	14
Automobile Dealers	4411	\$24,972,455	\$5,236,042	\$19,736,413	65.3	7
Other Motor Vehicle Dealers	4412	\$3,068,983	\$1,565,159	\$1,503,824	32.5	3
Auto Parts, Accessories & Tire Stores	4413	\$916,130	\$825,272	\$90,858	5.2	4
Furniture & Home Furnishings Stores	442	\$2,846,805	\$655,625	\$2,191,180	62.6	4
Furniture Stores	4421	\$1,836,328	\$333,658	\$1,502,670	69.2	1
Home Furnishings Stores	4422	\$1,010,477	\$321,967	\$688,510	51.7	3
Electronics & Appliance Stores	4431	\$2,937,617	\$899,653	\$2,037,964	53.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,725,208	\$4,423,375	\$2,301,833	20.6	22
Bldg Material & Supplies Dealers	4441	\$4,009,799	\$1,737,265	\$2,272,534	39.5	13
Lawn & Garden Equip & Supply Stores	4442	\$2,715,409	\$2,686,110	\$29,299	0.5	9
Food & Beverage Stores	445	\$23,127,788	\$20,847,111	\$2,280,677	5.2	17
Grocery Stores	4451	\$22,408,850	\$20,205,424	\$2,203,426	5.2	9
Specialty Food Stores	4452	\$525,903	\$393,162	\$132,741	14.4	7
Beer, Wine & Liquor Stores	4453	\$193,035	\$248,525	-\$55,490	-12.6	1
Health & Personal Care Stores	446,4461	\$5,544,311	\$2,500,915	\$3,043,396	37.8	7
Gasoline Stations	447,4471	\$39,035,868	\$87,080,118	-\$48,044,250	-38.1	12
Clothing & Clothing Accessories Stores	448	\$3,094,236	\$687,219	\$2,407,017	63.7	6
Clothing Stores	4481	\$1,756,785	\$246,564	\$1,510,221	75.4	4
Shoe Stores	4482	\$767,992	\$241,425	\$526,567	52.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$569,459	\$199,230	\$370,229	48.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$691,038	\$245,593	\$445,445	47.6	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$687,670	\$245,593	\$442,077	47.4	8
Book, Periodical & Music Stores	4512	\$3,368	\$0	\$3,368	100.0	0
General Merchandise Stores	452	\$14,314,142	\$6,217,156	\$8,096,986	39.4	4
Department Stores Excluding Leased Depts.	4521	\$8,757,431	\$1,344,438	\$7,412,993	73.4	1
Other General Merchandise Stores	4529	\$5,556,711	\$4,872,718	\$683,993	6.6	3
Miscellaneous Store Retailers	453	\$2,452,443	\$1,556,890	\$895,553	22.3	21
Florists	4531	\$17,407	\$69,943	-\$52,536	-60.1	3
Office Supplies, Stationery & Gift Stores	4532	\$938,443	\$339,912	\$598,531	46.8	4
Used Merchandise Stores	4533	\$208,586	\$130,918	\$77,668	22.9	7
Other Miscellaneous Store Retailers	4539	\$1,288,007	\$1,016,117	\$271,890	11.8	7
Nonstore Retailers	454	\$2,473,787	\$604,187	\$1,869,600	60.7	1
Electronic Shopping & Mail-Order Houses	4541	\$1,786,133	\$604,187	\$1,181,946	49.4	1
Vending Machine Operators	4542	\$301,485	\$0	\$301,485	100.0	0
Direct Selling Establishments	4543	\$386,169	\$0	\$386,169	100.0	0
Food Services & Drinking Places	722	\$15,694,476	\$7,066,178	\$8,628,298	37.9	40
Full-Service Restaurants	7221	\$8,749,342	\$3,825,121	\$4,924,221	39.2	25
Limited-Service Eating Places	7222	\$6,040,039	\$2,771,519	\$3,268,520	37.1	6
Special Food Services	7223	\$183,095	\$83,348	\$99,747	37.4	2
Drinking Places - Alcoholic Beverages	7224	\$722,000	\$386,190	\$335,810	30.3	7

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

