

Retail MarketPlace Profile

Iona/McGregor
Area: 72.94 square miles

Prepared by Esri

Summary Demographics

2017 Population	89,254
2017 Households	44,454
2017 Median Disposable Income	\$44,541
2017 Per Capita Income	\$40,917

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	\$1,733,668,615	\$1,647,824,377	\$85,844,238	2.5	739
Total Retail Trade	44-45	\$1,570,527,489	\$1,505,152,110	\$65,375,379	2.1	537
Total Food & Drink	722	\$163,141,126	\$142,672,266	\$20,468,860	6.7	201

Industry Group

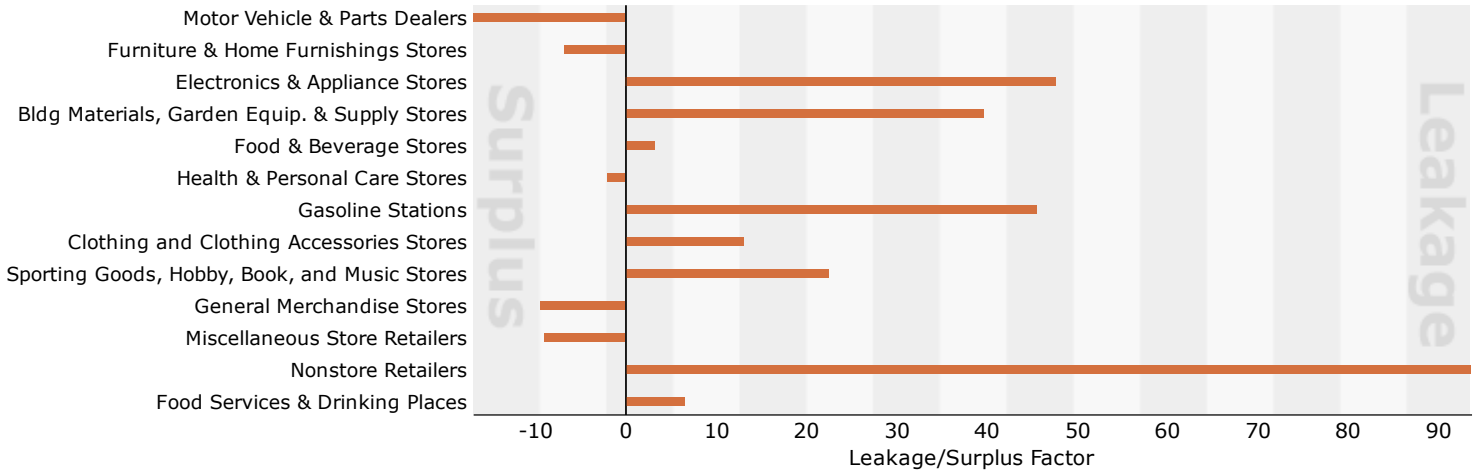
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$340,119,205	\$478,024,027	-\$137,904,822	-16.9	84
Automobile Dealers	4411	\$270,258,126	\$370,881,087	-\$100,622,961	-15.7	27
Other Motor Vehicle Dealers	4412	\$39,980,620	\$92,239,049	-\$52,258,429	-39.5	40
Auto Parts, Accessories & Tire Stores	4413	\$29,880,459	\$14,903,891	\$14,976,568	33.4	17
Furniture & Home Furnishings Stores	442	\$56,905,809	\$65,377,599	-\$8,471,790	-6.9	35
Furniture Stores	4421	\$30,853,870	\$25,453,223	\$5,400,647	9.6	17
Home Furnishings Stores	4422	\$26,051,939	\$39,924,376	-\$13,872,437	-21.0	18
Electronics & Appliance Stores	443	\$44,591,870	\$15,765,357	\$28,826,513	47.8	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$112,523,688	\$48,547,451	\$63,976,237	39.7	26
Bldg Material & Supplies Dealers	4441	\$104,005,918	\$47,249,851	\$56,756,067	37.5	21
Lawn & Garden Equip & Supply Stores	4442	\$8,517,771	\$1,297,600	\$7,220,171	73.6	5
Food & Beverage Stores	445	\$274,830,026	\$257,817,390	\$17,012,636	3.2	52
Grocery Stores	4451	\$249,881,644	\$248,114,025	\$1,767,619	0.4	35
Specialty Food Stores	4452	\$11,413,666	\$4,944,091	\$6,469,575	39.6	10
Beer, Wine & Liquor Stores	4453	\$13,534,716	\$4,759,273	\$8,775,443	48.0	6
Health & Personal Care Stores	446,4461	\$111,065,062	\$115,835,935	-\$4,770,873	-2.1	62
Gasoline Stations	447,4471	\$160,313,026	\$59,900,235	\$100,412,791	45.6	15
Clothing & Clothing Accessories Stores	448	\$75,295,422	\$57,872,497	\$17,422,925	13.1	60
Clothing Stores	4481	\$50,617,309	\$29,737,956	\$20,879,353	26.0	36
Shoe Stores	4482	\$11,134,438	\$13,389,898	-\$2,255,460	-9.2	11
Jewelry, Luggage & Leather Goods Stores	4483	\$13,543,675	\$14,744,644	-\$1,200,969	-4.2	12
Sporting Goods, Hobby, Book & Music Stores	451	\$37,388,857	\$23,676,127	\$13,712,730	22.5	41
Sporting Goods/Hobby/Musical Instr Stores	4511	\$31,155,643	\$19,423,094	\$11,732,549	23.2	34
Book, Periodical & Music Stores	4512	\$6,233,214	\$4,253,033	\$1,980,181	18.9	7
General Merchandise Stores	452	\$250,615,669	\$303,210,472	-\$52,594,803	-9.5	25
Department Stores Excluding Leased Depts.	4521	\$174,658,954	\$137,247,603	\$37,411,351	12.0	10
Other General Merchandise Stores	4529	\$75,956,714	\$165,962,869	-\$90,006,155	-37.2	15
Miscellaneous Store Retailers	453	\$64,760,489	\$77,745,728	-\$12,985,239	-9.1	116
Florists	4531	\$2,798,659	\$1,876,506	\$922,153	19.7	12
Office Supplies, Stationery & Gift Stores	4532	\$13,704,784	\$18,370,504	-\$4,665,720	-14.5	17
Used Merchandise Stores	4533	\$13,533,030	\$12,606,437	\$926,593	3.5	37
Other Miscellaneous Store Retailers	4539	\$34,724,015	\$44,892,281	-\$10,168,266	-12.8	51
Nonstore Retailers	454	\$42,118,365	\$1,379,291	\$40,739,074	93.7	6
Electronic Shopping & Mail-Order Houses	4541	\$35,339,396	\$1,309,436	\$34,029,960	92.9	5
Vending Machine Operators	4542	\$666,994	\$69,855	\$597,139	81.0	1
Direct Selling Establishments	4543	\$6,111,976	\$0	\$6,111,976	100.0	0
Food Services & Drinking Places	722	\$163,141,126	\$142,672,266	\$20,468,860	6.7	201
Special Food Services	7223	\$2,512,630	\$650,499	\$1,862,131	58.9	5
Drinking Places - Alcoholic Beverages	7224	\$13,528,237	\$6,076,454	\$7,451,783	38.0	10
Restaurants/Other Eating Places	7225	\$147,100,260	\$135,945,314	\$11,154,946	3.9	187

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

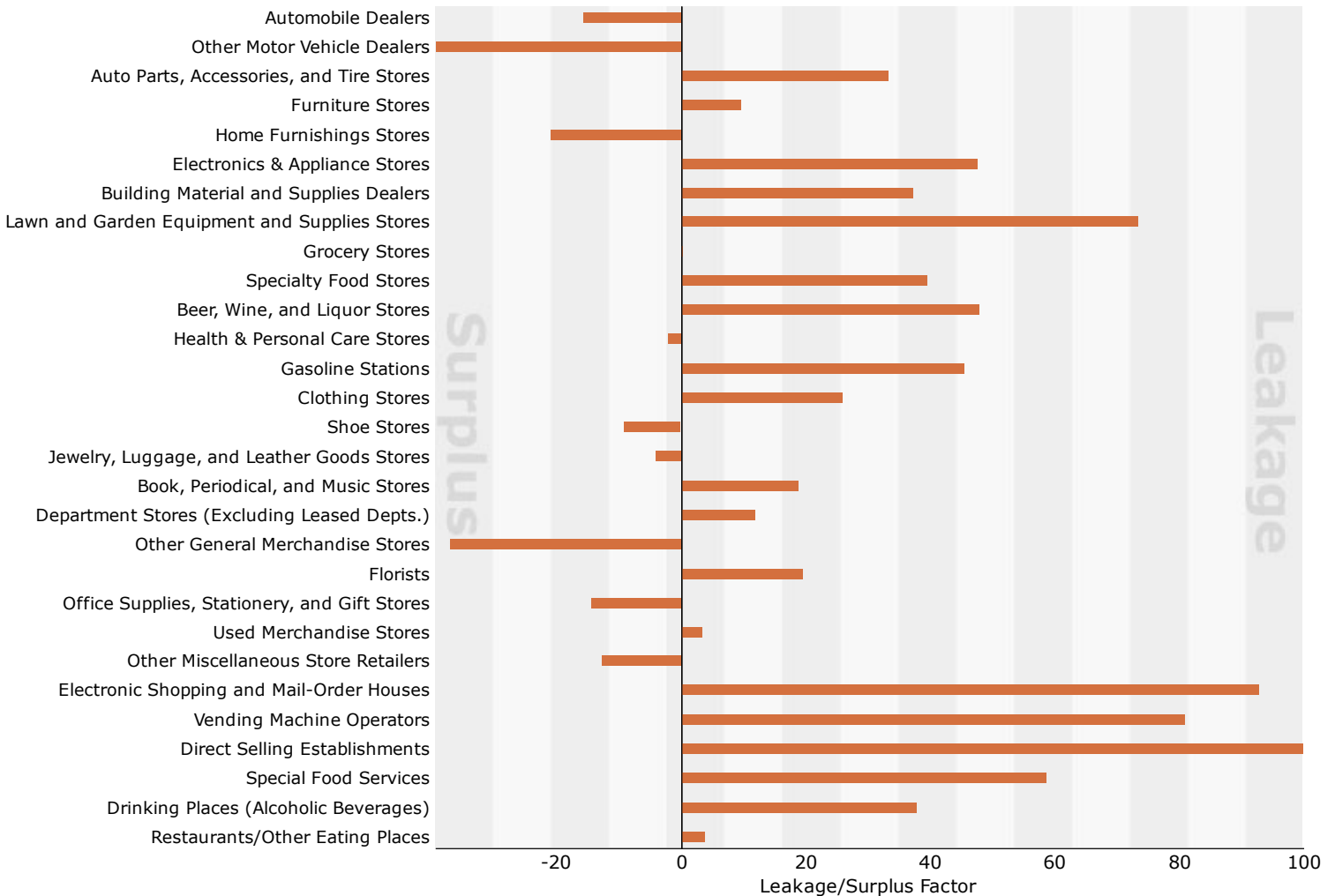
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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