



# Retail MarketPlace Profile

Prepared by ESRI

Places: Onawa city, IA

## Summary Demographics

2008 Population	2,952
2008 Households	1,287
2008 Median Disposable Income	\$35,454
2008 Per Capita Income	\$24,099

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$28,876,341	\$35,533,168	\$-6,656,827	-10.3	44
Total Retail Trade (NAICS 44-45)	\$25,549,839	\$30,778,297	\$-5,228,458	-9.3	30
Total Food & Drink (NAICS 722)	\$3,326,502	\$4,754,871	\$-1,428,369	-17.7	14

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$6,141,677	\$10,408,483	\$-4,266,806	-25.8	3
Automobile Dealers (NAICS 4411)	\$5,111,919	\$10,221,694	\$-5,109,775	-33.3	2
Other Motor Vehicle Dealers (NAICS 4412)	\$507,685	\$0	\$507,685	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$522,073	\$186,789	\$335,284	47.3	1
Furniture & Home Furnishings Stores (NAICS 442)	\$551,537	\$105,450	\$446,087	67.9	1
Furniture Stores (NAICS 4421)	\$371,931	\$105,450	\$266,481	55.8	1
Home Furnishings Stores (NAICS 4422)	\$179,606	\$0	\$179,606	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$631,407	\$462,033	\$169,374	15.5	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,006,854	\$544,869	\$461,985	29.8	5
Building Material and Supplies Dealers (NAICS 4441)	\$921,272	\$384,198	\$537,074	41.1	3
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$85,582	\$160,671	\$-75,089	-30.5	2
Food & Beverage Stores (NAICS 445)	\$3,083,489	\$1,955,279	\$1,128,210	22.4	2
Grocery Stores (NAICS 4451)	\$2,895,630	\$1,780,840	\$1,114,790	23.8	1
Specialty Food Stores (NAICS 4452)	\$132,911	\$0	\$132,911	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$54,948	\$174,439	\$-119,491	-52.1	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,511,823	\$2,355,487	\$-843,664	-21.8	3
Gasoline Stations (NAICS 447/4471)	\$6,283,171	\$10,376,756	\$-4,093,585	-24.6	5
Clothing and Clothing Accessories Stores (NAICS 448)	\$761,996	\$0	\$761,996	100.0	0
Clothing Stores (NAICS 4481)	\$675,861	\$0	\$675,861	100.0	0
Shoe Stores (NAICS 4482)	\$0	\$0	\$0	0.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$86,135	\$0	\$86,135	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$79,965	\$51,521	\$28,444	21.6	2
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$79,965	\$51,521	\$28,444	21.6	2
Book, Periodical, and Music Stores (NAICS 4512)	\$0	\$0	\$0	0.0	0

**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.

Source: ESRI and infoUSA®

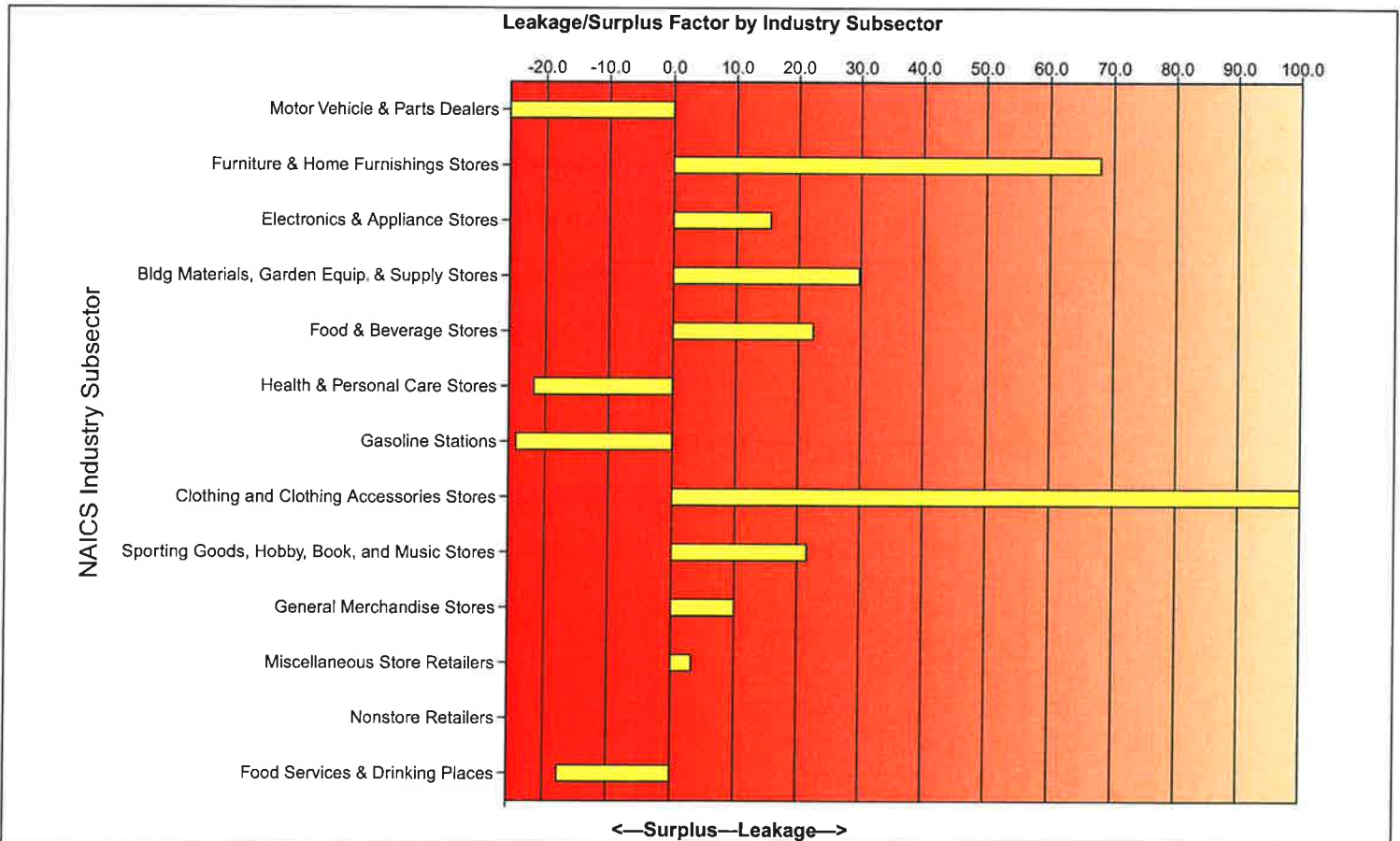


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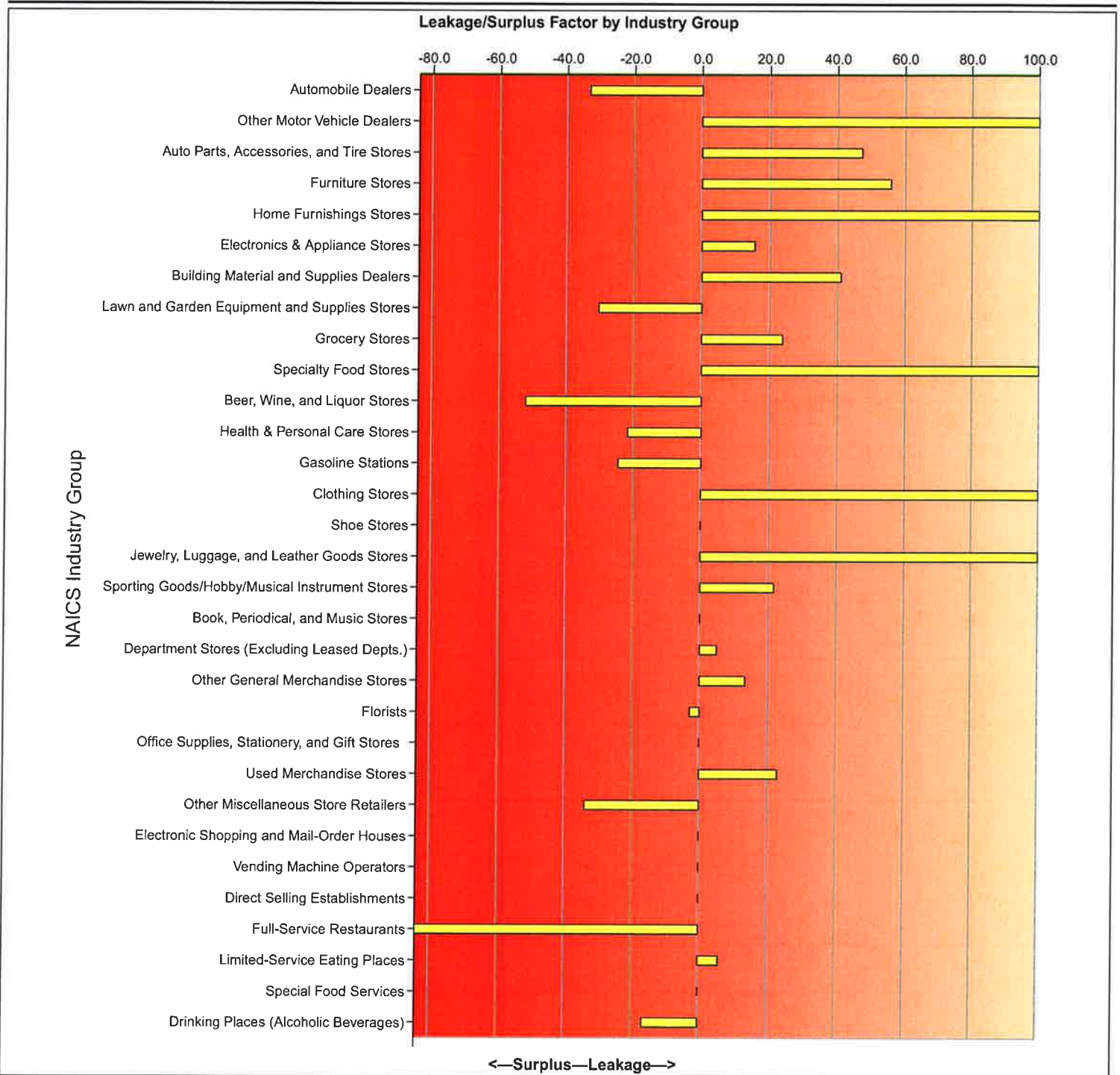
Places: Onawa city, IA

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$5,312,079	\$4,344,019	\$968,060	10.0	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$2,016,110	\$1,825,537	\$190,573	5.0	1
Other General Merchandise Stores (NAICS 4529)	\$3,295,969	\$2,518,482	\$777,487	13.4	1
Miscellaneous Store Retailers (NAICS 453)	\$185,841	\$174,400	\$11,441	3.2	6
Florists (NAICS 4531)	\$35,869	\$37,935	\$-2,066	-2.8	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$0	\$0	\$0	0.0	0
Used Merchandise Stores (NAICS 4533)	\$119,797	\$75,159	\$44,638	22.9	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$30,175	\$61,306	\$-31,131	-34.0	2
Nonstore Retailers (NAICS 454)	\$0	\$0	\$0	0.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$0	\$0	\$0	0.0	0
Direct Selling Establishments (NAICS 4543)	\$0	\$0	\$0	0.0	0
Food Services & Drinking Places (NAICS 722)	\$3,326,502	\$4,754,871	\$-1,428,369	-17.7	14
Full-Service Restaurants (NAICS 7221)	\$147,297	\$1,705,943	\$-1,558,646	-84.1	7
Limited-Service Eating Places (NAICS 7222)	\$2,732,637	\$2,426,487	\$306,150	5.9	5
Special Food Services (NAICS 7223)	\$0	\$0	\$0	0.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$446,568	\$622,441	\$-175,873	-16.5	2





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