



# Retail Marketplace Profile Report

Hawarden city, IA (1935265)

Geography: Place

## Summary Demographics

2019 Population	2,706
2019 Households	1,077
2019 Median Disposable Income	\$40,161
2019 Per Capita Income	\$24,437

## 2017 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	\$31,703,054	\$16,575,645	\$15,127,409	31.3	21
Total Retail Trade	44-45	\$29,205,306	\$15,099,203	\$14,106,103	31.8	16
Total Food & Drink	722	\$2,497,748	\$1,476,442	\$1,021,306	25.7	5

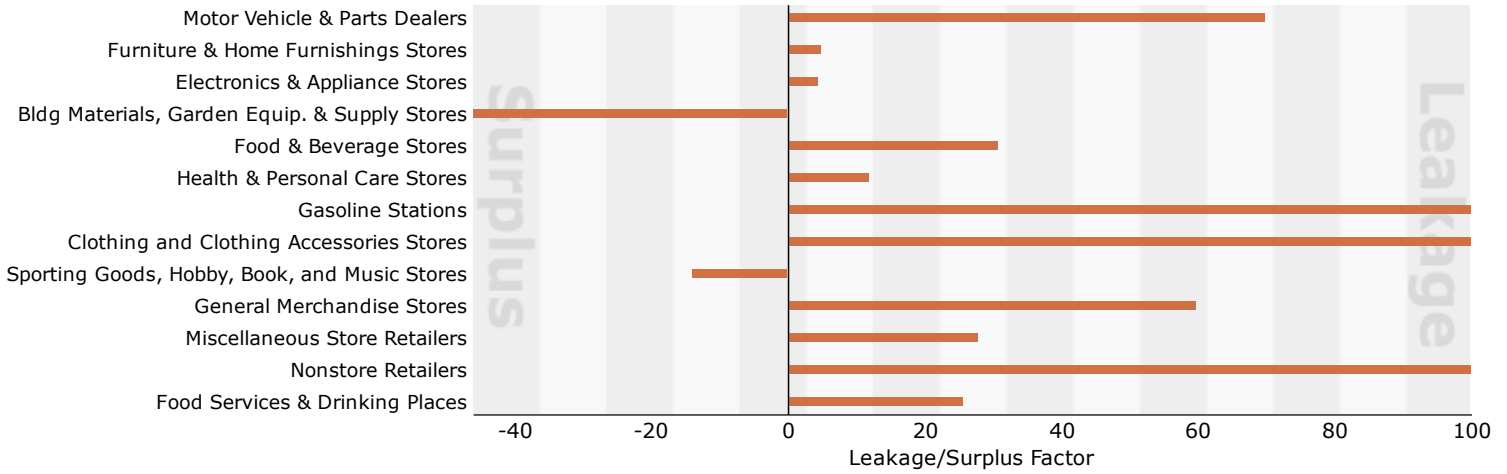
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,826,425	\$1,215,713	\$5,610,712	69.8	3
Automobile Dealers	4411	\$5,375,652	\$350,610	\$5,025,042	87.8	1
Other Motor Vehicle Dealers	4412	\$816,626	\$620,595	\$196,031	13.6	1
Auto Parts, Accessories & Tire Stores	4413	\$634,147	\$244,508	\$389,639	44.3	1
Furniture & Home Furnishings Stores	442	\$709,904	\$643,194	\$66,710	4.9	2
Furniture Stores	4421	\$458,244	\$0	\$458,244	100.0	0
Home Furnishings Stores	4422	\$251,660	\$643,194	-\$391,534	-43.8	2
Electronics & Appliance Stores	443	\$887,058	\$811,164	\$75,894	4.5	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,909,074	\$5,176,549	-\$3,267,475	-46.1	1
Bldg Material & Supplies Dealers	4441	\$1,694,640	\$5,176,549	-\$3,481,909	-50.7	1
Lawn & Garden Equip & Supply Stores	4442	\$214,434	\$0	\$214,434	100.0	0
Food & Beverage Stores	445	\$5,570,551	\$2,948,557	\$2,621,994	30.8	1
Grocery Stores	4451	\$5,165,114	\$2,948,557	\$2,216,557	27.3	1
Specialty Food Stores	4452	\$240,913	\$0	\$240,913	100.0	0
Beer, Wine & Liquor Stores	4453	\$164,524	\$0	\$164,524	100.0	0
Health & Personal Care Stores	446,4461	\$1,815,049	\$1,428,026	\$387,023	11.9	1
Gasoline Stations	447,4471	\$3,215,301	\$0	\$3,215,301	100.0	0
Clothing & Clothing Accessories Stores	448	\$853,390	\$0	\$853,390	100.0	0
Clothing Stores	4481	\$561,917	\$0	\$561,917	100.0	0
Shoe Stores	4482	\$114,961	\$0	\$114,961	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$176,512	\$0	\$176,512	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$664,490	\$882,213	-\$217,723	-14.1	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$556,341	\$536,492	\$19,849	1.8	1
Book, Periodical & Music Stores	4512	\$108,149	\$345,721	-\$237,572	-52.3	1
General Merchandise Stores	452	\$4,737,800	\$1,193,652	\$3,544,148	59.8	2
Department Stores Excluding Leased Depts.	4521	\$3,821,346	\$0	\$3,821,346	100.0	0
Other General Merchandise Stores	4529	\$916,454	\$1,193,652	-\$277,198	-13.1	2
Miscellaneous Store Retailers	453	\$1,415,081	\$800,135	\$614,946	27.8	2
Florists	4531	\$72,811	\$123,256	-\$50,445	-25.7	1
Office Supplies, Stationery & Gift Stores	4532	\$322,795	\$0	\$322,795	100.0	0
Used Merchandise Stores	4533	\$177,755	\$0	\$177,755	100.0	0
Other Miscellaneous Store Retailers	4539	\$841,720	\$676,879	\$164,841	10.9	1
Nonstore Retailers	454	\$601,183	\$0	\$601,183	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$349,752	\$0	\$349,752	100.0	0
Vending Machine Operators	4542	\$84,704	\$0	\$84,704	100.0	0
Direct Selling Establishments	4543	\$166,727	\$0	\$166,727	100.0	0
Food Services & Drinking Places	722	\$2,497,748	\$1,476,442	\$1,021,306	25.7	5
Special Food Services	7223	\$54,382	\$580,622	-\$526,240	-82.9	1
Drinking Places - Alcoholic Beverages	7224	\$163,193	\$164,021	-\$828	-0.3	1
Restaurants/Other Eating Places	7225	\$2,280,173	\$731,799	\$1,548,374	51.4	3

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>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail Marketplace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group

