



Retail MarketPlace Profile

Retail Marketplace Potential
 501 W Main St, Cherokee, IA 51012
 Ring: 5 miles radius

Latitude: 42.749686
 Longitude: -95.554902

Summary Demographics

2010 Population	5,972
2010 Households	2,664
2010 Median Disposable Income	\$34,082
2010 Per Capita Income	\$23,690

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	\$55,751,303	\$80,992,145	\$-25,240,842	-18.5	92
Total Retail Trade	44-45	\$49,037,518	\$77,149,101	\$-28,111,583	-22.3	71
Total Food & Drink	722	\$6,713,785	\$3,843,044	\$2,870,741	27.2	21

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,135,132	\$9,841,382	\$1,293,750	6.2	10
Automobile Dealers	4411	\$9,926,453	\$8,862,099	\$1,064,354	5.7	4
Other Motor Vehicle Dealers	4412	\$570,963	\$48,991	\$521,972	84.2	1
Auto Parts, Accessories & Tire Stores	4413	\$637,716	\$930,292	\$-292,576	-18.7	5
Furniture & Home Furnishings Stores	442	\$1,147,426	\$684,293	\$463,133	25.3	3
Furniture Stores	4421	\$1,141,992	\$684,293	\$457,699	25.1	3
Home Furnishings Stores	4422	\$5,435	\$0	\$5,435	100.0	0
Electronics & Appliance Stores	4431	\$734,435	\$723,602	\$10,833	0.7	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,025,368	\$557,205	\$1,468,163	56.8	6
Bldg Material & Supplies Dealers	4441	\$1,582,425	\$204,121	\$1,378,304	77.1	3
Lawn & Garden Equip & Supply Stores	4442	\$442,942	\$353,084	\$89,859	11.3	3
Food & Beverage Stores	445	\$12,399,673	\$36,087,602	\$-23,687,929	-48.9	6
Grocery Stores	4451	\$12,299,638	\$35,885,725	\$-23,586,087	-48.9	4
Specialty Food Stores	4452	\$21,387	\$1,612	\$19,775	86.0	0
Beer, Wine & Liquor Stores	4453	\$78,648	\$200,265	\$-121,617	-43.6	2
Health & Personal Care Stores	446,4461	\$2,406,521	\$5,043,379	\$-2,636,858	-35.4	6
Gasoline Stations	447,4471	\$10,531,763	\$14,567,162	\$-4,035,399	-16.1	6
Clothing & Clothing Accessories Stores	448	\$1,413,095	\$1,028,785	\$384,310	15.7	6
Clothing Stores	4481	\$1,341,701	\$893,322	\$448,378	20.1	5
Shoe Stores	4482	\$20,196	\$0	\$20,196	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$51,199	\$135,463	\$-84,264	-45.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$341,233	\$535,537	\$-194,304	-22.2	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$282,647	\$432,645	\$-149,998	-21.0	7
Book, Periodical & Music Stores	4512	\$58,586	\$102,892	\$-44,306	-27.4	1
General Merchandise Stores	452	\$3,426,908	\$4,670,822	\$-1,243,914	-15.4	2
Department Stores Excluding Leased Depts.	4521	\$2,688,593	\$1,508,306	\$1,180,287	28.1	1
Other General Merchandise Stores	4529	\$738,315	\$3,162,516	\$-2,424,201	-62.1	1
Miscellaneous Store Retailers	453	\$570,748	\$944,498	\$-373,750	-24.7	14
Florists	4531	\$76,229	\$64,680	\$11,549	8.2	1
Office Supplies, Stationery & Gift Stores	4532	\$162,589	\$265,105	\$-102,516	-24.0	3
Used Merchandise Stores	4533	\$60,872	\$116,075	\$-55,203	-31.2	6
Other Miscellaneous Store Retailers	4539	\$271,058	\$498,638	\$-227,580	-29.6	4
Nonstore Retailers	454	\$2,905,217	\$2,464,834	\$440,383	8.2	1
Electronic Shopping & Mail-Order Houses	4541	\$2,702,934	\$2,464,834	\$238,100	4.6	1
Vending Machine Operators	4542	\$98,983	\$0	\$98,983	100.0	0
Direct Selling Establishments	4543	\$103,299	\$0	\$103,299	100.0	0
Food Services & Drinking Places	722	\$6,713,785	\$3,843,044	\$2,870,741	27.2	21
Full-Service Restaurants	7221	\$4,016,601	\$1,904,192	\$2,112,409	35.7	12
Limited-Service Eating Places	7222	\$2,291,490	\$1,646,898	\$644,592	16.4	6
Special Food Services	7223	\$4,328	\$0	\$4,328	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$401,367	\$291,954	\$109,413	15.8	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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

January 07, 2012

Made with Esri Business Analyst

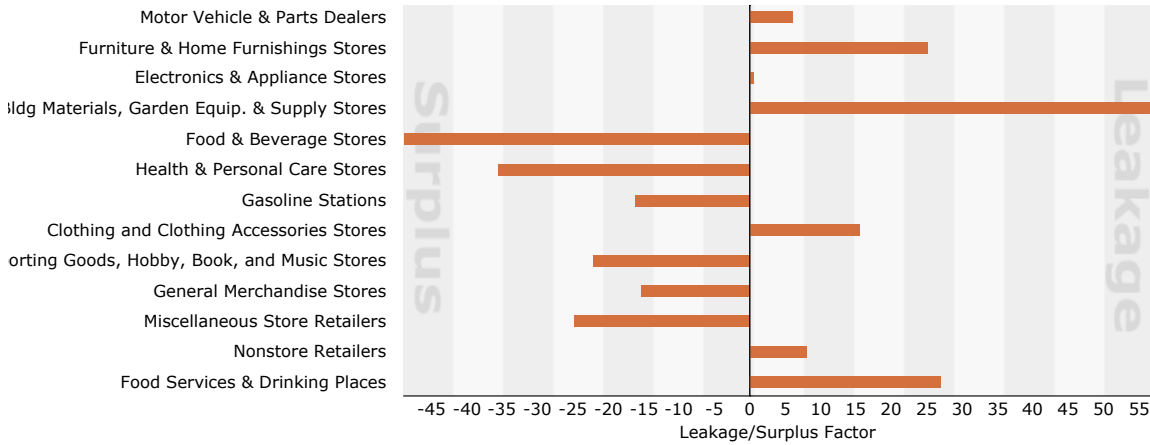


Retail MarketPlace Profile

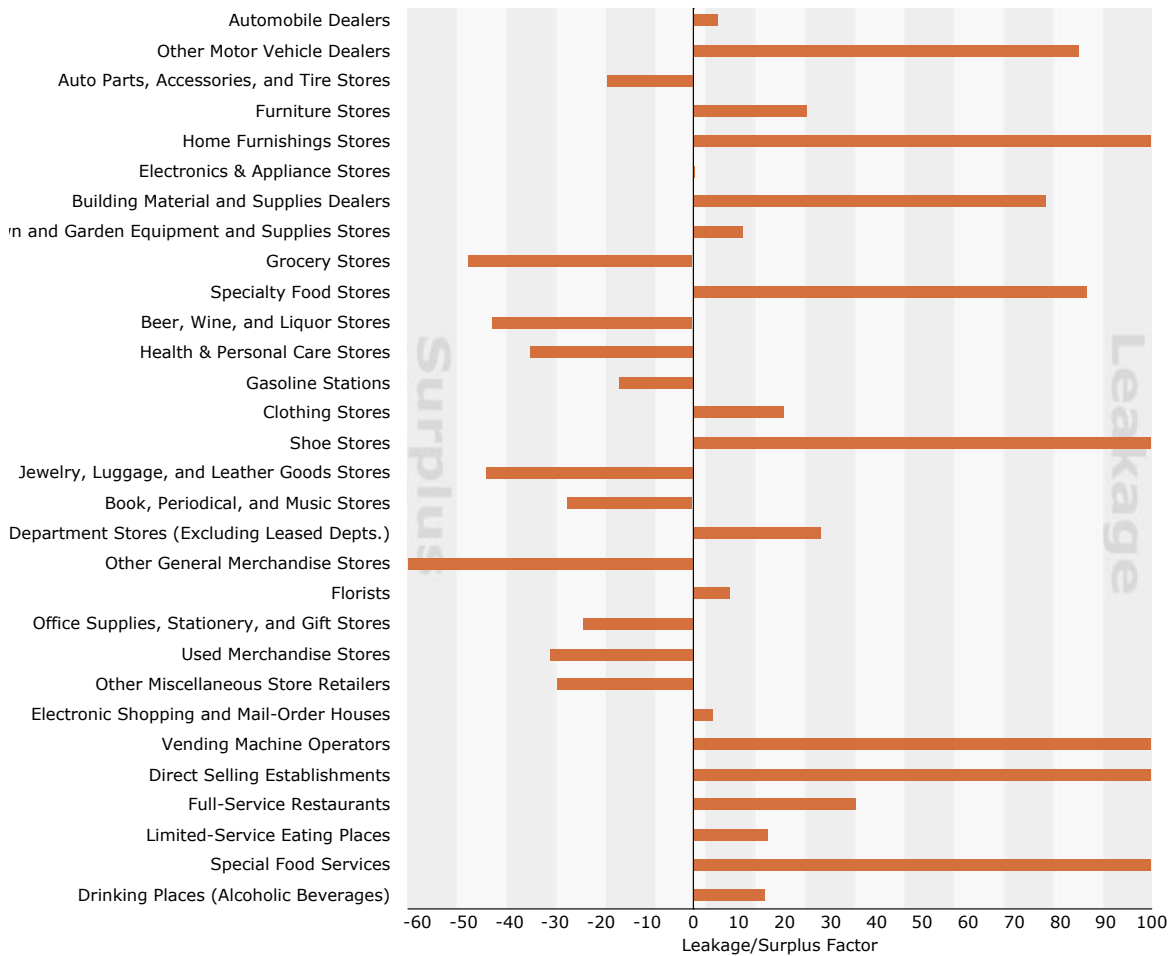
Retail Marketplace Potential
 501 W Main St, Cherokee, IA 51012
 Ring: 5 miles radius

Latitude: 42.749686
 Longitude: -95.554902

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

January 07, 2012

Made with Esri Business Analyst



Retail MarketPlace Profile

Retail Marketplace Potential
 501 W Main St, Cherokee, IA 51012
 Ring: 15 miles radius

Latitude: 42.749686
 Longitude: -95.554902

Summary Demographics

2010 Population	14,595
2010 Households	6,075
2010 Median Disposable Income	\$34,332
2010 Per Capita Income	\$21,818

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	\$126,919,109	\$106,071,317	\$20,847,791	8.9	155
Total Retail Trade	44-45	\$111,810,337	\$99,841,938	\$11,968,399	5.7	114
Total Food & Drink	722	\$15,108,772	\$6,229,380	\$8,879,392	41.6	41

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$25,828,088	\$13,085,309	\$12,742,780	32.7	17
Automobile Dealers	4411	\$22,771,492	\$11,564,555	\$11,206,937	32.6	9
Other Motor Vehicle Dealers	4412	\$1,634,791	\$501,862	\$1,132,929	53.0	2
Auto Parts, Accessories & Tire Stores	4413	\$1,421,806	\$1,018,892	\$402,914	16.5	7
Furniture & Home Furnishings Stores	442	\$2,475,306	\$849,099	\$1,626,207	48.9	4
Furniture Stores	4421	\$2,302,079	\$765,668	\$1,536,411	50.1	3
Home Furnishings Stores	4422	\$173,227	\$83,431	\$89,796	35.0	1
Electronics & Appliance Stores	4431	\$1,740,312	\$1,351,349	\$388,963	12.6	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,748,379	\$2,581,911	\$2,166,467	29.6	13
Bldg Material & Supplies Dealers	4441	\$3,594,811	\$1,074,604	\$2,520,207	54.0	7
Lawn & Garden Equip & Supply Stores	4442	\$1,153,567	\$1,507,307	\$-353,740	-13.3	6
Food & Beverage Stores	445	\$26,651,942	\$40,264,661	\$-13,612,719	-20.3	12
Grocery Stores	4451	\$26,322,016	\$40,002,146	\$-13,680,129	-20.6	9
Specialty Food Stores	4452	\$75,938	\$62,250	\$13,687	9.9	1
Beer, Wine & Liquor Stores	4453	\$253,988	\$200,265	\$53,723	11.8	2
Health & Personal Care Stores	446,4461	\$5,432,482	\$5,196,528	\$235,954	2.2	7
Gasoline Stations	447,4471	\$24,471,974	\$25,820,291	\$-1,348,317	-2.7	9
Clothing & Clothing Accessories Stores	448	\$3,003,486	\$1,240,184	\$1,763,302	41.6	9
Clothing Stores	4481	\$2,714,846	\$973,309	\$1,741,537	47.2	7
Shoe Stores	4482	\$100,308	\$0	\$100,308	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$188,331	\$266,875	\$-78,543	-17.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$829,141	\$684,054	\$145,087	9.6	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$662,811	\$581,162	\$81,649	6.6	10
Book, Periodical & Music Stores	4512	\$166,330	\$102,892	\$63,438	23.6	1
General Merchandise Stores	452	\$9,413,002	\$4,670,822	\$4,742,180	33.7	2
Department Stores Excluding Leased Depts.	4521	\$7,531,527	\$1,508,306	\$6,023,221	66.6	1
Other General Merchandise Stores	4529	\$1,881,475	\$3,162,516	\$-1,281,041	-25.4	1
Miscellaneous Store Retailers	453	\$1,582,482	\$1,632,895	\$-50,413	-1.6	24
Florists	4531	\$165,658	\$107,800	\$57,858	21.2	2
Office Supplies, Stationery & Gift Stores	4532	\$599,074	\$354,005	\$245,069	25.7	6
Used Merchandise Stores	4533	\$123,522	\$165,313	\$-41,792	-14.5	9
Other Miscellaneous Store Retailers	4539	\$694,229	\$1,005,777	\$-311,548	-18.3	7
Nonstore Retailers	454	\$5,633,743	\$2,464,834	\$3,168,909	39.1	1
Electronic Shopping & Mail-Order Houses	4541	\$4,980,859	\$2,464,834	\$2,516,025	33.8	1
Vending Machine Operators	4542	\$242,768	\$0	\$242,768	100.0	0
Direct Selling Establishments	4543	\$410,115	\$0	\$410,115	100.0	0
Food Services & Drinking Places	722	\$15,108,772	\$6,229,380	\$8,879,392	41.6	41
Full-Service Restaurants	7221	\$8,615,738	\$3,250,946	\$5,364,792	45.2	24
Limited-Service Eating Places	7222	\$5,429,567	\$1,696,805	\$3,732,762	52.4	7
Special Food Services	7223	\$144,794	\$0	\$144,794	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$918,673	\$1,281,629	\$-362,956	-16.5	10

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>.

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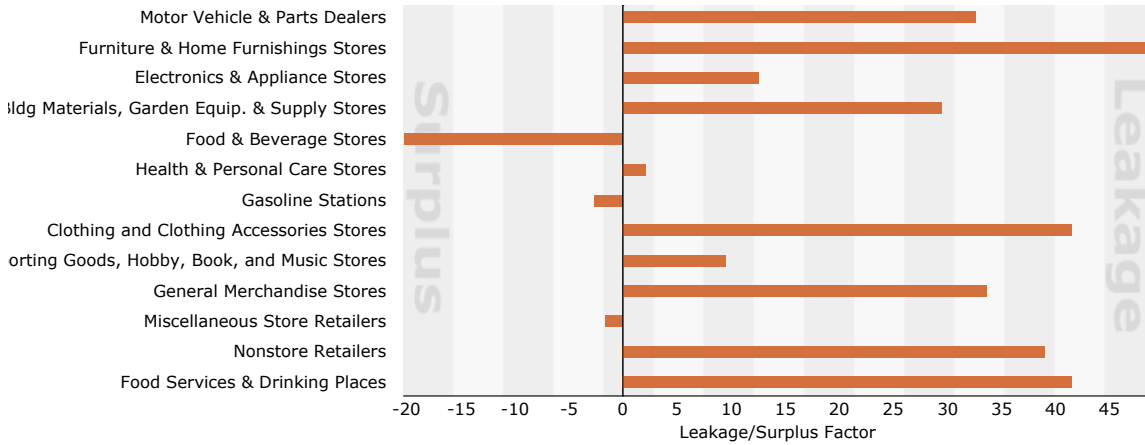


Retail MarketPlace Profile

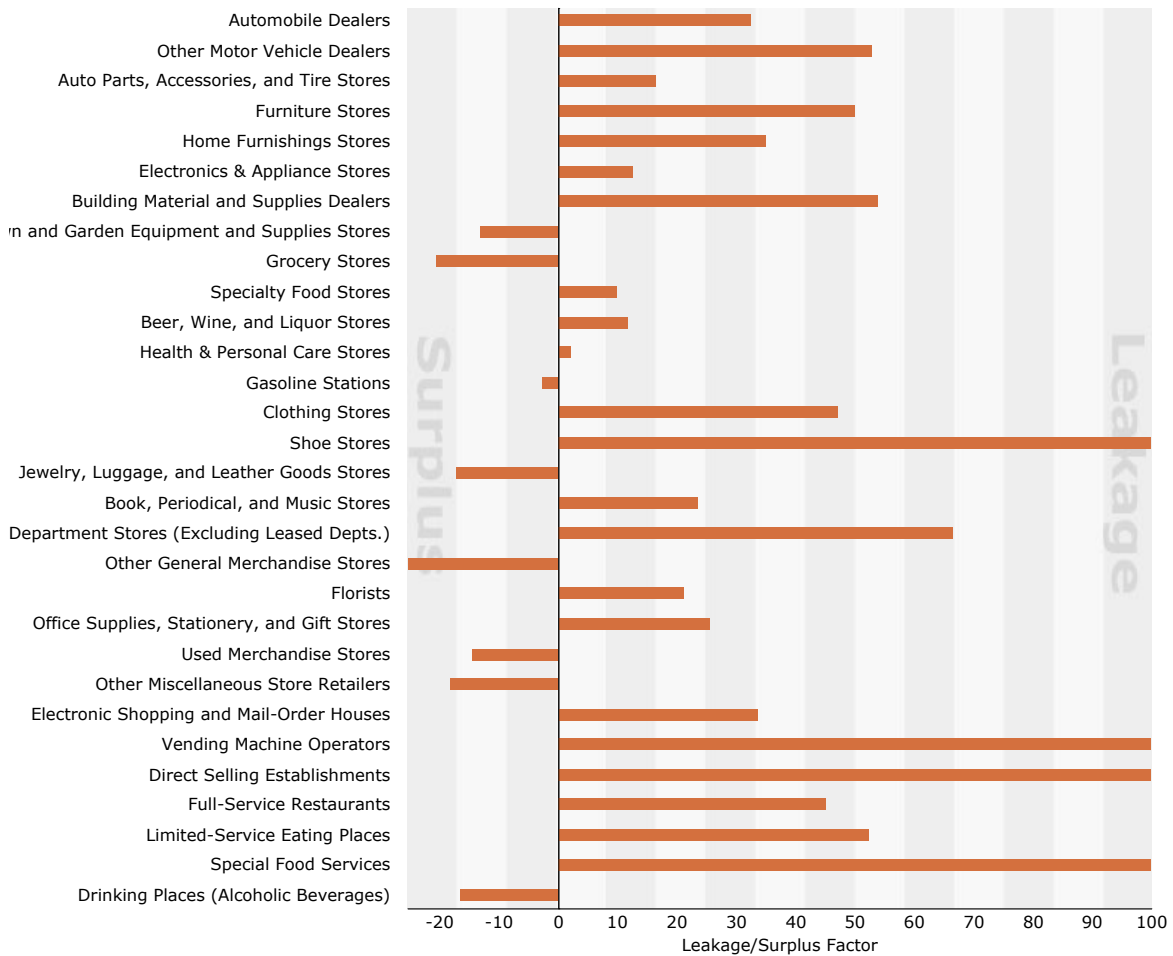
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 501 W Main St, Cherokee, IA 51012
 Ring: 15 miles radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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Retail MarketPlace Profile

Retail Marketplace Potential
 501 W Main St, Cherokee, IA 51012
 Ring: 25 miles radius

Latitude: 42.749686
 Longitude: -95.554902

Summary Demographics

2010 Population	44,541
2010 Households	17,656
2010 Median Disposable Income	\$35,235
2010 Per Capita Income	\$21,191

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	\$375,247,801	\$362,125,437	\$13,122,364	1.8	467
Total Retail Trade	44-45	\$329,724,198	\$327,367,561	\$2,356,637	0.4	338
Total Food & Drink	722	\$45,523,603	\$34,757,876	\$10,765,727	13.4	128

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$77,104,798	\$64,599,239	\$12,505,558	8.8	56
Automobile Dealers	4411	\$66,188,783	\$55,690,485	\$10,498,298	8.6	29
Other Motor Vehicle Dealers	4412	\$6,788,444	\$4,595,332	\$2,193,112	19.3	8
Auto Parts, Accessories & Tire Stores	4413	\$4,127,570	\$4,313,423	-\$185,852	-2.2	19
Furniture & Home Furnishings Stores	442	\$7,043,472	\$5,376,799	\$1,666,674	13.4	19
Furniture Stores	4421	\$5,243,579	\$3,034,026	\$2,209,553	26.7	8
Home Furnishings Stores	4422	\$1,799,893	\$2,342,772	-\$542,879	-13.1	11
Electronics & Appliance Stores	4431	\$6,117,192	\$2,988,185	\$3,129,008	34.4	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,017,607	\$9,973,983	\$4,043,623	16.9	47
Bldg Material & Supplies Dealers	4441	\$10,289,830	\$4,432,874	\$5,856,956	39.8	31
Lawn & Garden Equip & Supply Stores	4442	\$3,727,777	\$5,541,110	-\$1,813,333	-19.6	17
Food & Beverage Stores	445	\$66,038,026	\$70,885,488	-\$4,847,462	-3.5	44
Grocery Stores	4451	\$63,150,208	\$69,401,916	-\$6,251,708	-4.7	31
Specialty Food Stores	4452	\$1,777,899	\$441,491	\$1,336,407	60.2	6
Beer, Wine & Liquor Stores	4453	\$1,109,920	\$1,042,081	\$67,839	3.2	7
Health & Personal Care Stores	446,4461	\$14,418,177	\$12,117,818	\$2,300,359	8.7	22
Gasoline Stations	447,4471	\$75,951,770	\$113,335,334	-\$37,383,565	-19.7	31
Clothing & Clothing Accessories Stores	448	\$8,123,083	\$4,512,840	\$3,610,243	28.6	25
Clothing Stores	4481	\$6,229,980	\$3,507,625	\$2,722,355	28.0	19
Shoe Stores	4482	\$806,016	\$250,240	\$555,776	52.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,087,087	\$754,975	\$332,112	18.0	5
Sporting Goods, Hobby, Book & Music Stores	451	\$2,863,568	\$1,821,953	\$1,041,616	22.2	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,927,623	\$1,614,493	\$313,131	8.8	22
Book, Periodical & Music Stores	4512	\$935,945	\$207,460	\$728,485	63.7	2
General Merchandise Stores	452	\$41,346,476	\$35,701,815	\$5,644,661	7.3	5
Department Stores Excluding Leased Depts.	4521	\$31,365,427	\$28,380,151	\$2,985,276	5.0	3
Other General Merchandise Stores	4529	\$9,981,049	\$7,321,664	\$2,659,385	15.4	2
Miscellaneous Store Retailers	453	\$6,302,533	\$3,206,381	\$3,096,152	32.6	53
Florists	4531	\$392,907	\$457,243	-\$64,336	-7.6	11
Office Supplies, Stationery & Gift Stores	4532	\$3,047,512	\$1,100,535	\$1,946,977	46.9	14
Used Merchandise Stores	4533	\$343,510	\$353,415	-\$9,905	-1.4	16
Other Miscellaneous Store Retailers	4539	\$2,518,604	\$1,295,188	\$1,223,416	32.1	12
Nonstore Retailers	454	\$10,397,496	\$2,847,727	\$7,549,769	57.0	2
Electronic Shopping & Mail-Order Houses	4541	\$7,332,456	\$2,464,834	\$4,867,622	49.7	1
Vending Machine Operators	4542	\$819,969	\$0	\$819,969	100.0	0
Direct Selling Establishments	4543	\$2,245,071	\$382,893	\$1,862,178	70.9	1
Food Services & Drinking Places	722	\$45,523,603	\$34,757,876	\$10,765,727	13.4	128
Full-Service Restaurants	7221	\$23,520,895	\$16,852,990	\$6,667,905	16.5	79
Limited-Service Eating Places	7222	\$18,178,894	\$12,579,691	\$5,599,204	18.2	19
Special Food Services	7223	\$1,223,567	\$1,424,643	-\$201,076	-7.6	4
Drinking Places - Alcoholic Beverages	7224	\$2,600,247	\$3,900,552	-\$1,300,305	-20.0	26

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>.

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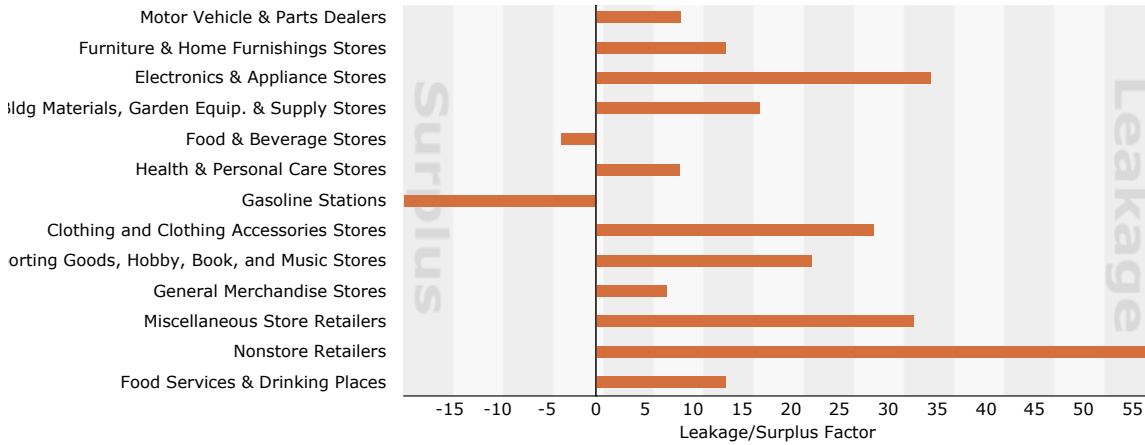


Retail MarketPlace Profile

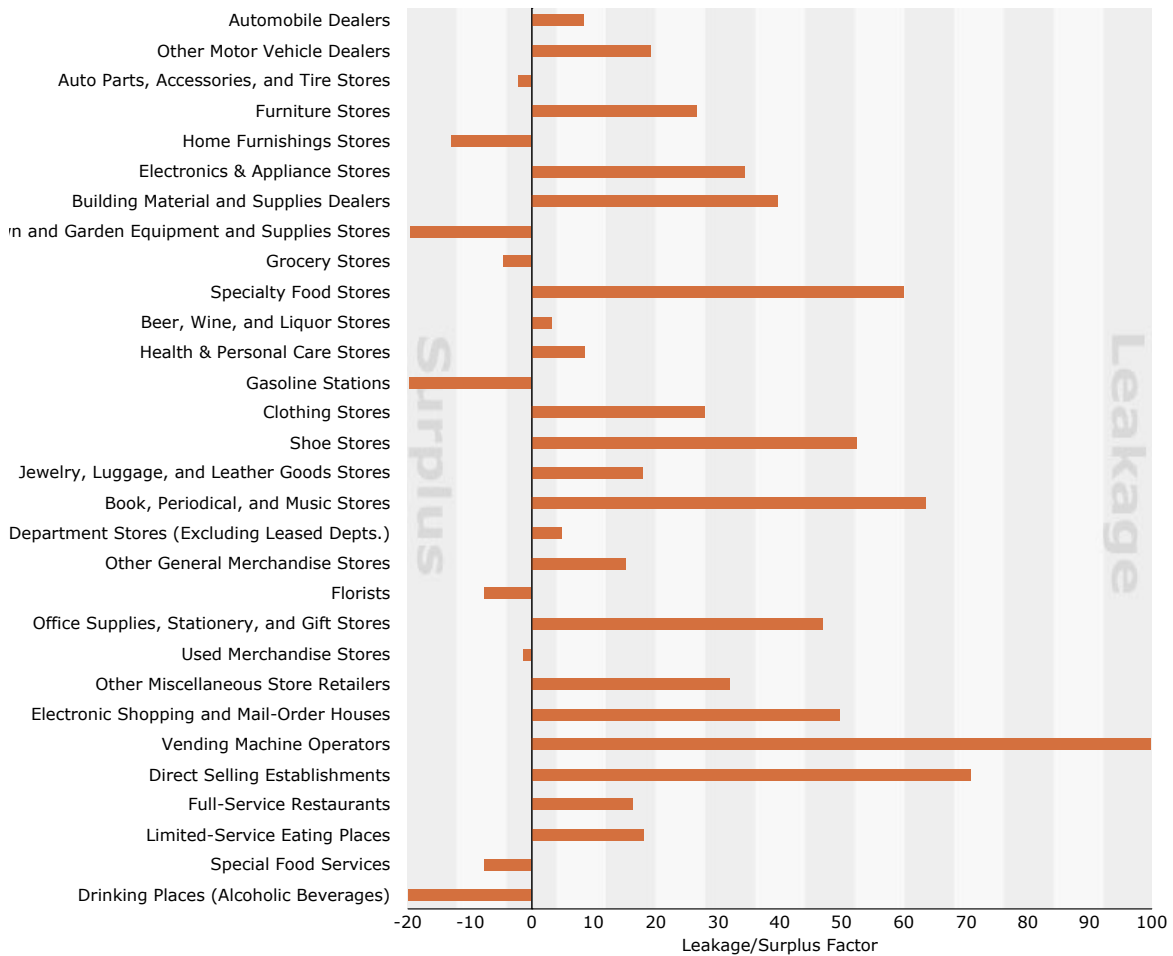
Retail Marketplace Potential
 501 W Main St, Cherokee, IA 51012
 Ring: 25 miles radius

Latitude: 42.749686
 Longitude: -95.554902

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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