



Retail MarketPlace Profile

Lyon County, IA (19119)
Geography: County

Summary Demographics

2017 Population	11,898
2017 Households	4,562
2017 Median Disposable Income	\$44,037
2017 Per Capita Income	\$25,337

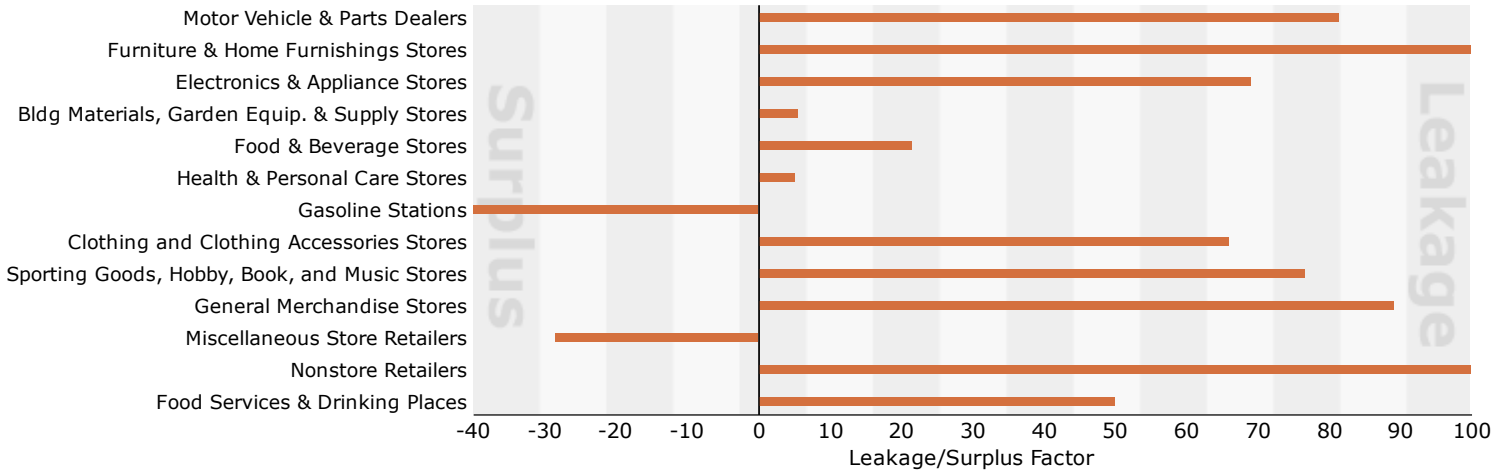
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$169,761,281	\$104,557,218	\$65,204,063	23.8	89
Total Retail Trade	44-45	\$157,532,944	\$100,487,112	\$57,045,832	22.1	71
Total Food & Drink	722	\$12,228,337	\$4,070,106	\$8,158,231	50.1	18

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$38,663,310	\$3,940,359	\$34,722,951	81.5	6
Automobile Dealers	4411	\$30,466,579	\$3,346,461	\$27,120,118	80.2	3
Other Motor Vehicle Dealers	4412	\$4,848,972	\$0	\$4,848,972	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,347,759	\$593,898	\$2,753,861	69.9	3
Furniture & Home Furnishings Stores	442	\$3,393,240	\$0	\$3,393,240	100.0	0
Furniture Stores	4421	\$2,147,261	\$0	\$2,147,261	100.0	0
Home Furnishings Stores	4422	\$1,245,979	\$0	\$1,245,979	100.0	0
Electronics & Appliance Stores	443	\$4,425,944	\$808,911	\$3,617,033	69.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,007,853	\$9,866,732	\$1,141,121	5.5	18
Bldg Material & Supplies Dealers	4441	\$9,732,517	\$4,970,565	\$4,761,952	32.4	14
Lawn & Garden Equip & Supply Stores	4442	\$1,275,336	\$4,896,167	-\$3,620,831	-58.7	4
Food & Beverage Stores	445	\$29,594,570	\$19,122,866	\$10,471,704	21.5	11
Grocery Stores	4451	\$27,457,460	\$17,410,627	\$10,046,833	22.4	8
Specialty Food Stores	4452	\$1,277,443	\$380,762	\$896,681	54.1	1
Beer, Wine & Liquor Stores	4453	\$859,667	\$1,331,477	-\$471,810	-21.5	2
Health & Personal Care Stores	446,4461	\$9,837,488	\$8,859,321	\$978,167	5.2	6
Gasoline Stations	447,4471	\$17,475,832	\$40,819,250	-\$23,343,418	-40.0	9
Clothing & Clothing Accessories Stores	448	\$4,026,088	\$820,863	\$3,205,225	66.1	5
Clothing Stores	4481	\$2,681,881	\$441,665	\$2,240,216	71.7	4
Shoe Stores	4482	\$556,001	\$0	\$556,001	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$788,206	\$379,198	\$409,008	35.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,447,027	\$455,726	\$2,991,301	76.6	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,933,824	\$455,726	\$2,478,098	73.1	3
Book, Periodical & Music Stores	4512	\$513,203	\$0	\$513,203	100.0	0
General Merchandise Stores	452	\$24,482,951	\$1,379,717	\$23,103,234	89.3	3
Department Stores Excluding Leased Depts.	4521	\$19,546,315	\$0	\$19,546,315	100.0	0
Other General Merchandise Stores	4529	\$4,936,636	\$1,379,717	\$3,556,919	56.3	3
Miscellaneous Store Retailers	453	\$7,995,127	\$14,413,367	-\$6,418,240	-28.6	7
Florists	4531	\$383,539	\$381,176	\$2,363	0.3	2
Office Supplies, Stationery & Gift Stores	4532	\$1,638,186	\$13,272,293	-\$11,634,107	-78.0	3
Used Merchandise Stores	4533	\$872,025	\$592,288	\$279,737	19.1	1
Other Miscellaneous Store Retailers	4539	\$5,101,377	\$167,610	\$4,933,767	93.6	1
Nonstore Retailers	454	\$3,183,514	\$0	\$3,183,514	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,771,141	\$0	\$1,771,141	100.0	0
Vending Machine Operators	4542	\$431,796	\$0	\$431,796	100.0	0
Direct Selling Establishments	4543	\$980,577	\$0	\$980,577	100.0	0
Food Services & Drinking Places	722	\$12,228,337	\$4,070,106	\$8,158,231	50.1	18
Special Food Services	7223	\$288,440	\$40,667	\$247,773	75.3	1
Drinking Places - Alcoholic Beverages	7224	\$698,127	\$144,816	\$553,311	65.6	2
Restaurants/Other Eating Places	7225	\$11,241,770	\$3,884,623	\$7,357,147	48.6	15

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

