



Retail MarketPlace Profile

Prepared by DPN for Bloomfield Main Street

Bloomfield, Iowa Market Study - Primary Trade Area

Latitude:	40.7513
Longitude:	-92.4168
Shape:	Custom

Site Type:	Hand-drawn Shape
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Summary Demographics

2005 Population	7,688
2005 Households	2,893
2005 Median Disposable Income	\$29,870
2005 Per Capita Income	\$18,108

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$50,790,130	\$63,728,259	11.3	74
Total Retail Trade (NAICS 44-45)	\$47,185,692	\$55,817,604	8.4	55
Total Food & Drink (NAICS 722)	\$3,604,438	\$7,910,655	37.4	19

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$20,911,547	\$19,860,195	-2.6	14
NAICS 4411: Automobile Dealers	\$17,195,799	\$14,909,130	-7.1	7
NAICS 4412: Other Motor Vehicle Dealers	\$547,589	\$1,383,095	43.3	1
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$3,168,159	\$3,567,970	5.9	6
NAICS 442: Furniture & Home Furnishings Stores	\$1,875,307	\$1,676,458	-5.6	6
NAICS 4421: Furniture Stores	\$1,467,957	\$1,334,894	-4.7	2
NAICS 4422: Home Furnishings Stores	\$407,350	\$341,564	-8.8	4
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$369,871	\$821,459	37.9	2
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$1,579,061	\$4,961,931	51.7	8
NAICS 4441: Building Material and Supplies Dealers	\$1,211,396	\$2,286,818	30.7	5
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$367,665	\$2,675,113	75.8	3
NAICS 445: Food & Beverage Stores	\$11,939,470	\$14,118,682	8.4	4
NAICS 4451: Grocery Stores	\$11,713,205	\$13,876,552	8.5	3
NAICS 4452: Specialty Food Stores	\$226,265	\$242,130	3.4	1
NAICS 4453: Beer, Wine, and Liquor Stores	\$0	\$0	0.0	0
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$3,970,950	\$3,135,031	-11.8	3
NAICS 447/NAICS 4471: Gasoline Stations	\$0	\$0	0.0	0
NAICS 448: Clothing and Clothing Accessories Stores	\$372,749	\$941,765	43.3	1
NAICS 4481: Clothing Stores	\$372,749	\$941,765	43.3	1
NAICS 4482: Shoe Stores	\$0	\$0	0.0	0
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$0	\$0	0.0	0
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$999,234	\$1,379,711	16.0	7
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$665,821	\$978,905	19.0	5
NAICS 4512: Book, Periodical, and Music Stores	\$333,413	\$400,806	9.2	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). 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.

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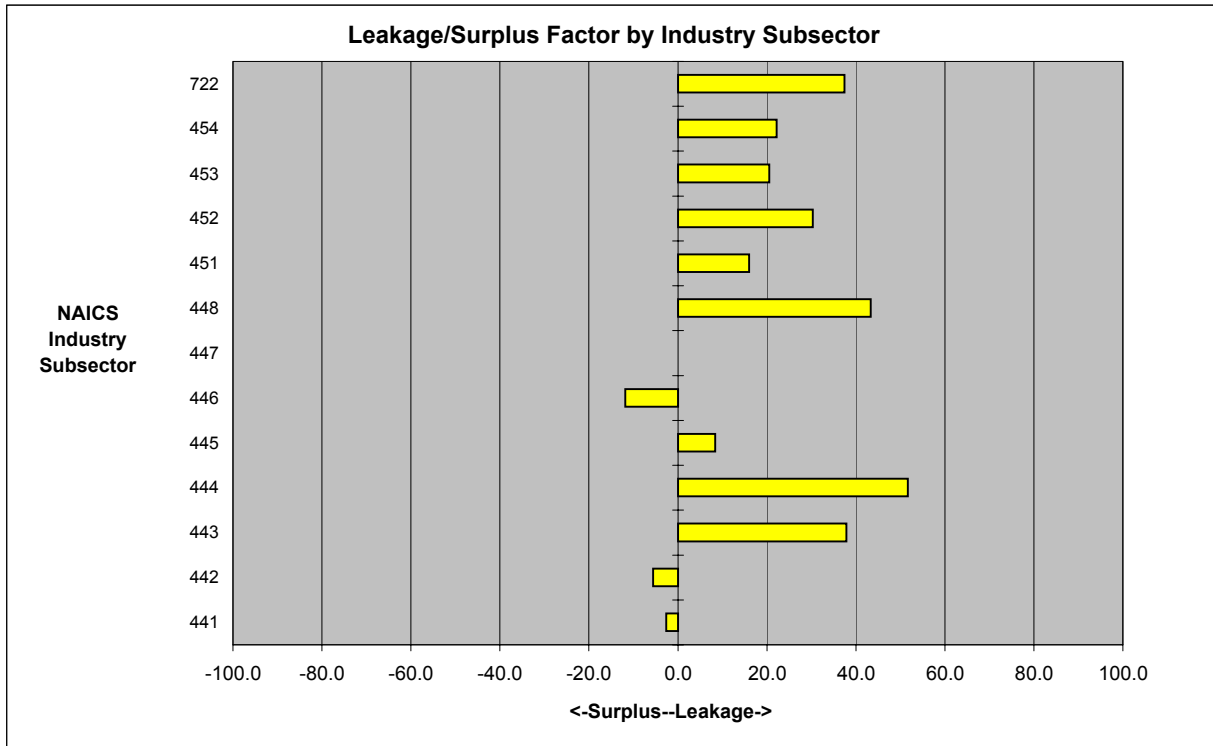
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NAICS 452: General Merchandise Stores	\$2,844,923	\$5,314,865	30.3	2
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$2,844,923	\$5,314,865	30.3	2
NAICS 4529: Other General Merchandise Stores	\$0	\$0	0.0	0
NAICS 453: Miscellaneous Store Retailers	\$752,079	\$1,141,081	20.5	6
NAICS 4531: Florists	\$315,183	\$233,822	-14.8	2
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$139,659	\$240,263	26.5	1
NAICS 4533: Used Merchandise Stores	\$182,945	\$461,405	43.2	2
NAICS 4539: Other Miscellaneous Store Retailers	\$114,292	\$205,591	28.5	1
NAICS 454: Nonstore Retailers	\$1,570,501	\$2,466,426	22.2	2
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$1,563,063	\$2,451,665	22.1	1
NAICS 4542: Vending Machine Operators	\$7,438	\$14,761	33.0	1
NAICS 4543: Direct Selling Establishments	\$0	\$0	0.0	0
NAICS 722: Food Services & Drinking Places	\$3,604,438	\$7,910,655	37.4	19
NAICS 7221: Full-Service Restaurants	\$2,689,774	\$5,980,460	38.0	1
NAICS 7222: Limited-Service Eating Places	\$879,907	\$1,850,807	35.6	17
NAICS 7223: Special Food Services	\$0	\$0	0.0	0
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$34,757	\$79,388	39.1	1



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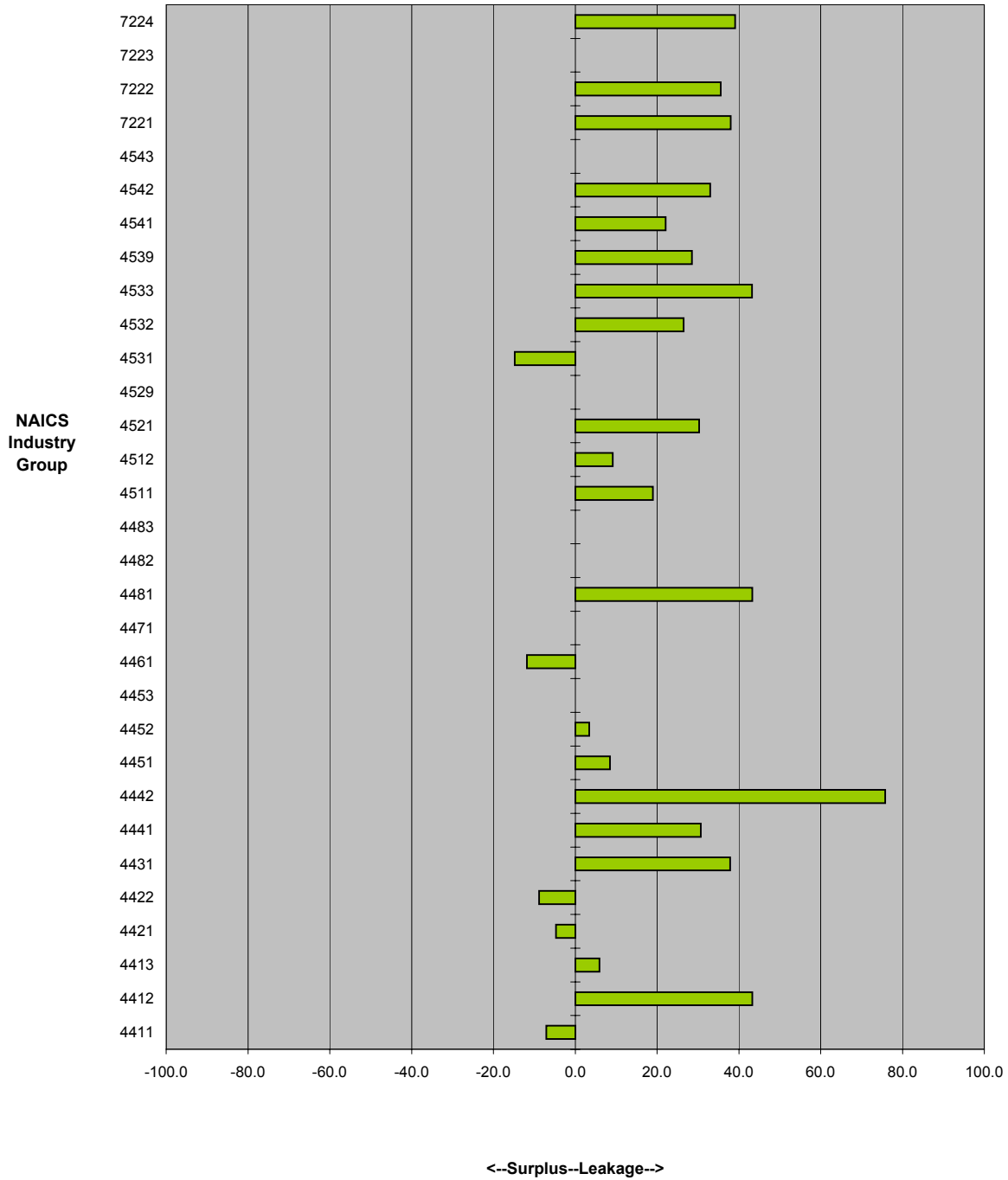
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Leakage/Surplus Factor by Industry Group



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