



# Retail MarketPlace Profile

Prepared by DPN for Bloomfield Main Street

## Bloomfield, Iowa Market Study - Secondary Trade Area

Latitude: 40.7513  
Longitude: -92.4168  
Shape: Custom

Site Type: Hand-drawn Shape

### Summary Demographics

2005 Population	19,469
2005 Households	8,155
2005 Median Disposable Income	\$27,050
2005 Per Capita Income	\$18,281

### Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$150,750,587	\$163,296,502	4.0	176
Total Retail Trade (NAICS 44-45)	\$141,073,505	\$142,737,723	0.6	141
Total Food & Drink (NAICS 722)	\$9,677,082	\$20,558,779	36.0	35

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$22,030,343	\$41,332,302	30.5	29
NAICS 4411: Automobile Dealers	\$17,550,371	\$34,619,543	32.7	18
NAICS 4412: Other Motor Vehicle Dealers	\$2,067,165	\$2,828,747	15.6	4
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$2,412,807	\$3,884,012	23.4	7
NAICS 442: Furniture & Home Furnishings Stores	\$2,003,430	\$2,901,352	18.3	6
NAICS 4421: Furniture Stores	\$1,438,298	\$1,941,929	14.9	4
NAICS 4422: Home Furnishings Stores	\$565,132	\$959,423	25.9	2
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$1,307,570	\$2,239,276	26.3	9
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$6,686,198	\$8,484,304	11.9	20
NAICS 4441: Building Material and Supplies Dealers	\$5,512,394	\$6,563,403	8.7	15
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$1,173,804	\$1,920,901	24.1	5
NAICS 445: Food & Beverage Stores	\$62,140,793	\$36,292,434	-26.3	27
NAICS 4451: Grocery Stores	\$59,935,494	\$34,738,734	-26.6	23
NAICS 4452: Specialty Food Stores	\$215,013	\$662,210	51.0	1
NAICS 4453: Beer, Wine, and Liquor Stores	\$1,990,286	\$891,490	-38.1	3
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$4,210,187	\$4,462,626	2.9	3
NAICS 447/NAICS 4471: Gasoline Stations	\$13,890,666	\$12,915,569	-3.6	4
NAICS 448: Clothing and Clothing Accessories Stores	\$5,521,864	\$3,945,538	-16.7	10
NAICS 4481: Clothing Stores	\$1,882,261	\$2,082,729	5.1	5
NAICS 4482: Shoe Stores	\$1,045,275	\$1,026,808	-0.9	3
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$2,594,328	\$836,001	-51.3	2
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$1,896,556	\$2,731,688	18.0	6
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$1,896,556	\$2,556,338	14.8	6
NAICS 4512: Book, Periodical, and Music Stores	\$0	\$175,350	100.0	0

**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.

**Source:** Business data provided by InfoUSA, Omaha NE Copyright 2004, all rights reserved. ESRI forecasts for 2005.



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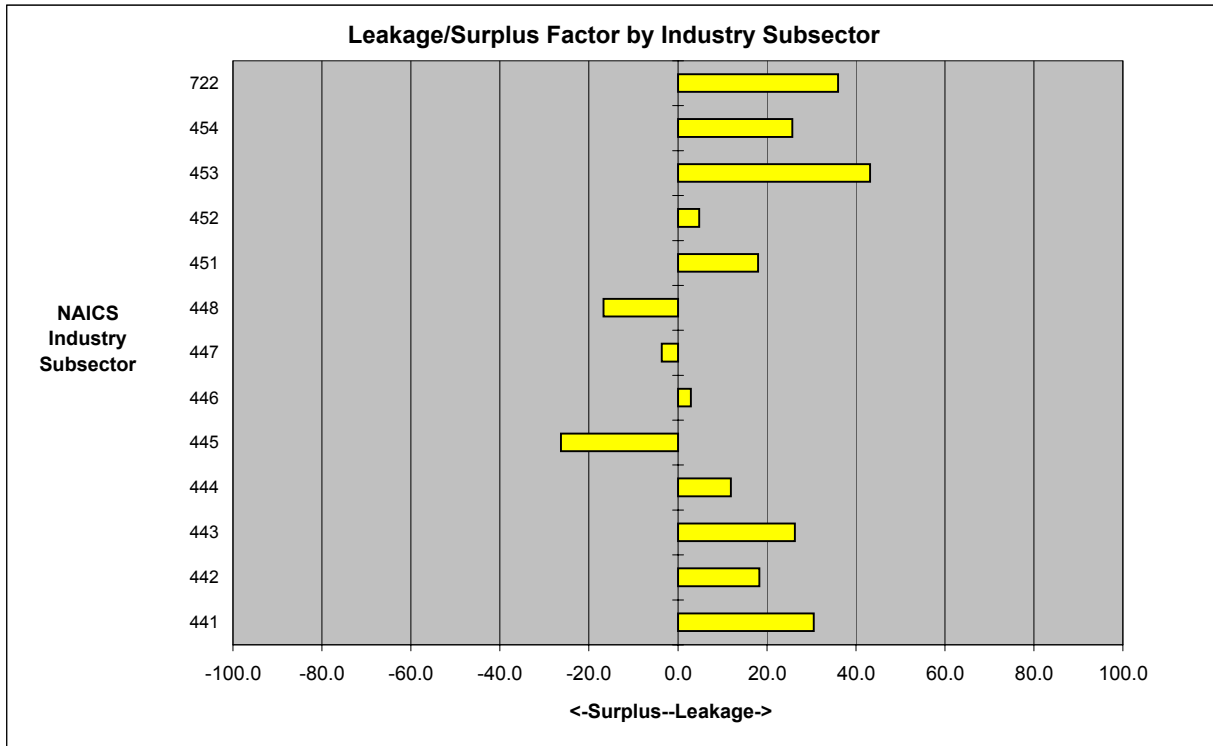
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NAICS 452: General Merchandise Stores	\$17,210,345	\$18,941,725	4.8	4
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$6,592,498	\$7,571,550	6.9	3
NAICS 4529: Other General Merchandise Stores	\$10,617,847	\$11,370,175	3.4	1
NAICS 453: Miscellaneous Store Retailers	\$1,715,073	\$4,325,511	43.2	20
NAICS 4531: Florists	\$473,711	\$407,121	-7.6	5
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$100,768	\$886,518	79.6	2
NAICS 4533: Used Merchandise Stores	\$585,064	\$2,385,078	60.6	8
NAICS 4539: Other Miscellaneous Store Retailers	\$555,530	\$646,794	7.6	5
NAICS 454: Nonstore Retailers	\$2,460,480	\$4,165,398	25.7	3
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$0	\$242,755	100.0	0
NAICS 4542: Vending Machine Operators	\$317	\$18,957	96.7	0
NAICS 4543: Direct Selling Establishments	\$2,460,163	\$3,903,686	22.7	3
NAICS 722: Food Services & Drinking Places	\$9,677,082	\$20,558,779	36.0	35
NAICS 7221: Full-Service Restaurants	\$4,945,781	\$9,833,891	33.1	1
NAICS 7222: Limited-Service Eating Places	\$4,112,912	\$7,844,865	31.2	27
NAICS 7223: Special Food Services	\$0	\$1,432,482	100.0	0
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$618,389	\$1,447,541	40.1	7



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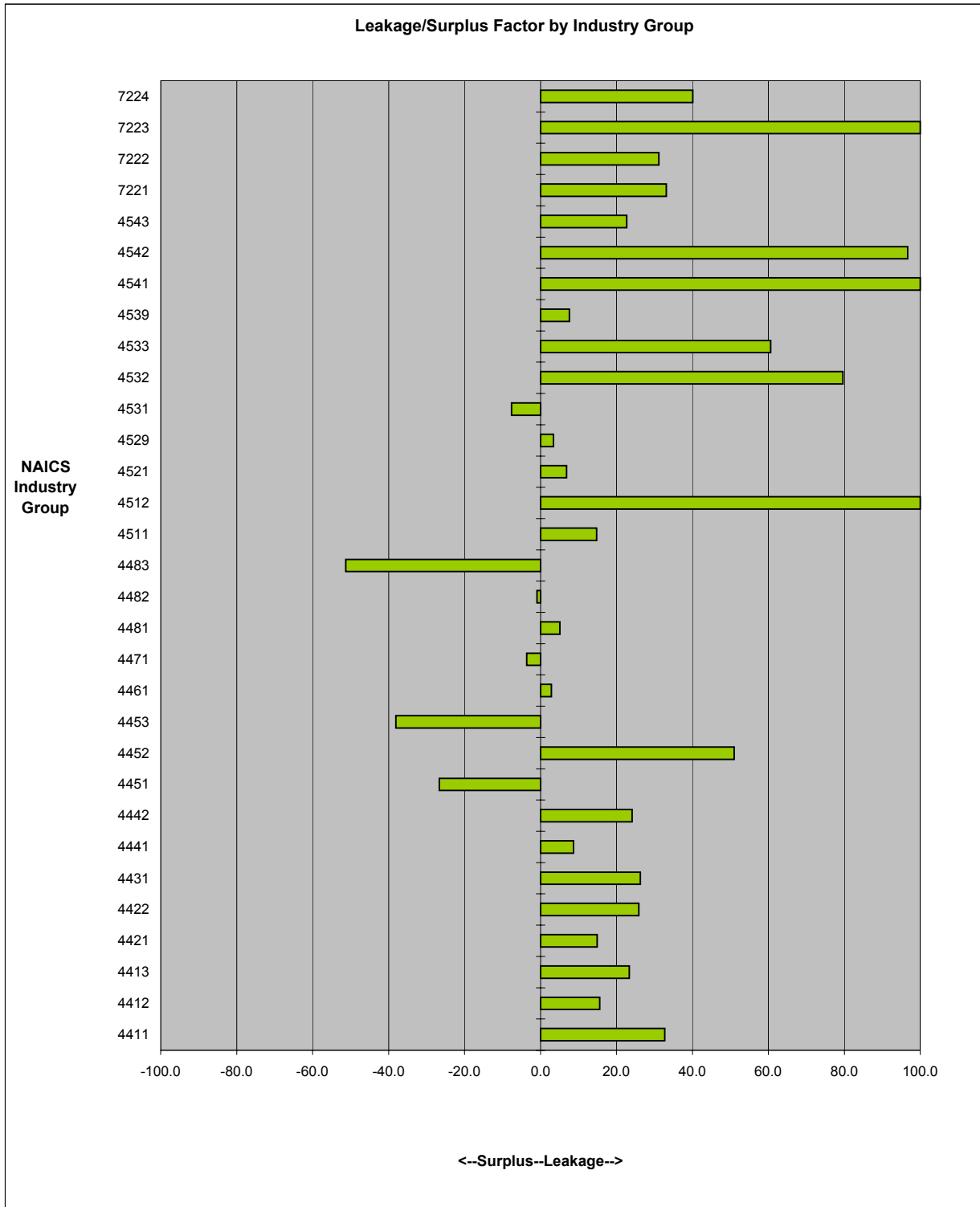
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