



# Retail MarketPlace Profile

Urbandale city, IA (1979950)

Geography: Place

## Summary Demographics

2015 Population	43,067
2015 Households	16,887
2015 Median Disposable Income	\$60,025
2015 Per Capita Income	\$41,413

## 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	\$696,166,429	\$579,294,183	\$116,872,246	9.2	352
Total Retail Trade	44-45	\$624,492,973	\$515,727,280	\$108,765,693	9.5	275
Total Food & Drink	722	\$71,673,456	\$63,566,903	\$8,106,553	6.0	77

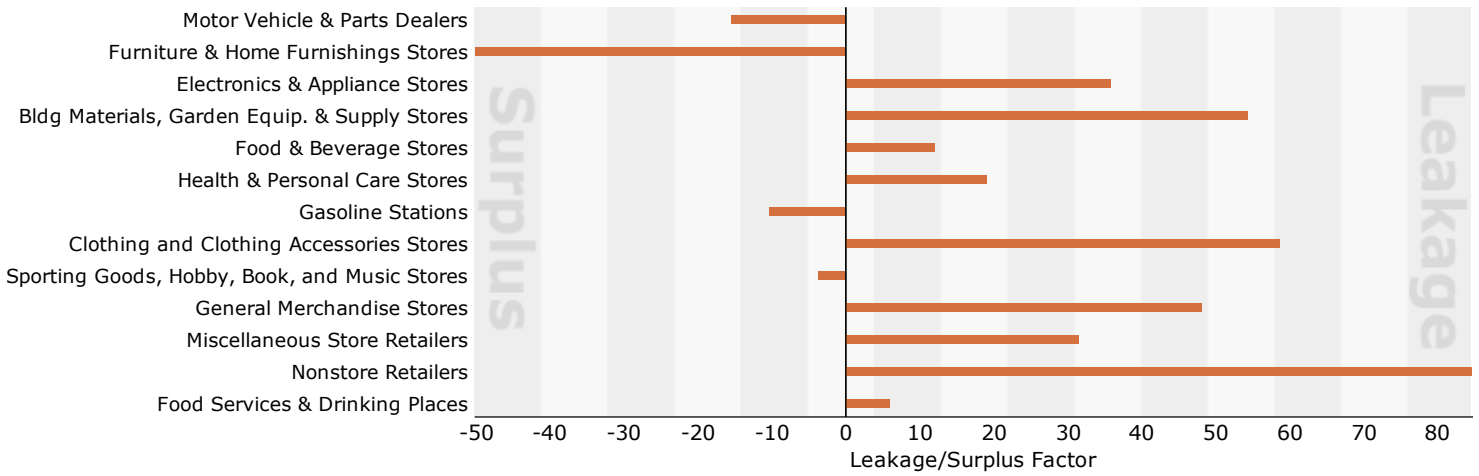
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$132,261,956	\$181,008,847	-\$48,746,891	-15.6	24
Automobile Dealers	4411	\$114,181,840	\$166,648,631	-\$52,466,791	-18.7	11
Other Motor Vehicle Dealers	4412	\$8,649,763	\$1,568,817	\$7,080,946	69.3	6
Auto Parts, Accessories & Tire Stores	4413	\$9,430,353	\$12,791,399	-\$3,361,046	-15.1	7
Furniture & Home Furnishings Stores	442	\$13,434,410	\$40,665,345	-\$27,230,935	-50.3	36
Furniture Stores	4421	\$8,273,304	\$33,483,020	-\$25,209,716	-60.4	16
Home Furnishings Stores	4422	\$5,161,106	\$7,182,325	-\$2,021,219	-16.4	20
Electronics & Appliance Stores	443	\$19,076,068	\$8,970,288	\$10,105,780	36.0	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,308,071	\$7,163,560	\$17,144,511	54.5	24
Bldg Material & Supplies Dealers	4441	\$18,841,710	\$4,778,132	\$14,063,578	59.5	21
Lawn & Garden Equip & Supply Stores	4442	\$5,466,361	\$2,385,428	\$3,080,933	39.2	3
Food & Beverage Stores	445	\$112,093,664	\$87,813,505	\$24,280,159	12.1	31
Grocery Stores	4451	\$108,483,515	\$85,398,511	\$23,085,004	11.9	21
Specialty Food Stores	4452	\$1,446,177	\$1,144,550	\$301,627	11.6	8
Beer, Wine & Liquor Stores	4453	\$2,163,972	\$1,270,444	\$893,528	26.0	2
Health & Personal Care Stores	446,4461	\$46,374,652	\$31,462,127	\$14,912,525	19.2	21
Gasoline Stations	447,4471	\$65,170,847	\$80,434,288	-\$15,263,441	-10.5	6
Clothing & Clothing Accessories Stores	448	\$36,052,940	\$9,349,648	\$26,703,292	58.8	27
Clothing Stores	4481	\$23,919,489	\$3,784,857	\$20,134,632	72.7	18
Shoe Stores	4482	\$5,388,919	\$5,564,791	-\$175,872	-1.6	9
Jewelry, Luggage & Leather Goods Stores	4483	\$6,744,532	\$0	\$6,744,532	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$14,866,683	\$16,033,746	-\$1,167,063	-3.8	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,308,956	\$13,570,931	-\$2,261,975	-9.1	29
Book, Periodical & Music Stores	4512	\$3,557,727	\$2,462,815	\$1,094,912	18.2	3
General Merchandise Stores	452	\$115,944,054	\$40,383,881	\$75,560,173	48.3	4
Department Stores Excluding Leased Depts.	4521	\$47,072,293	\$2,180,528	\$44,891,765	91.1	1
Other General Merchandise Stores	4529	\$68,871,761	\$38,203,353	\$30,668,408	28.6	3
Miscellaneous Store Retailers	453	\$20,022,460	\$10,398,745	\$9,623,715	31.6	41
Florists	4531	\$440,423	\$374,662	\$65,761	8.1	3
Office Supplies, Stationery & Gift Stores	4532	\$5,579,765	\$266,662	\$5,313,103	90.9	8
Used Merchandise Stores	4533	\$2,960,943	\$1,437,435	\$1,523,508	34.6	9
Other Miscellaneous Store Retailers	4539	\$11,041,329	\$8,319,986	\$2,721,343	14.1	21
Nonstore Retailers	454	\$24,887,168	\$2,043,300	\$22,843,868	84.8	11
Electronic Shopping & Mail-Order Houses	4541	\$19,029,667	\$1,382,789	\$17,646,878	86.5	1
Vending Machine Operators	4542	\$1,470,921	\$309,761	\$1,161,160	65.2	3
Direct Selling Establishments	4543	\$4,386,580	\$350,750	\$4,035,830	85.2	7
Food Services & Drinking Places	722	\$71,673,456	\$63,566,903	\$8,106,553	6.0	77
Full-Service Restaurants	7221	\$23,093,438	\$20,990,054	\$2,103,384	4.8	24
Limited-Service Eating Places	7222	\$37,017,219	\$40,647,845	-\$3,630,626	-4.7	39
Special Food Services	7223	\$3,477,633	\$91,232	\$3,386,401	94.9	2
Drinking Places - Alcoholic Beverages	7224	\$8,085,166	\$1,837,772	\$6,247,394	63.0	12

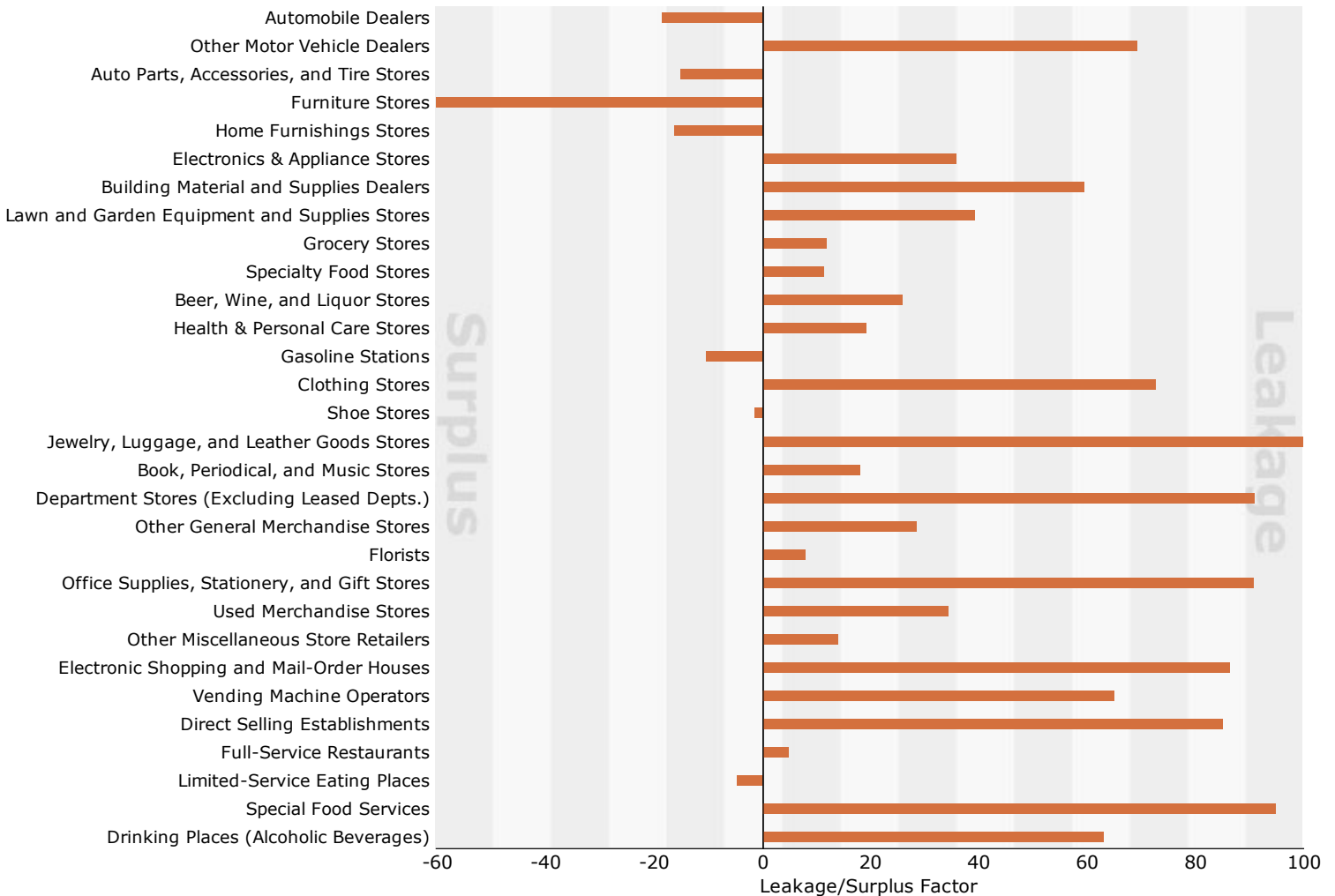
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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