

Summary Demographics

2020 Population	18,379
2020 Households	6,707
2020 Median Disposable Income	\$38,468
2020 Per Capita Income	\$20,986

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

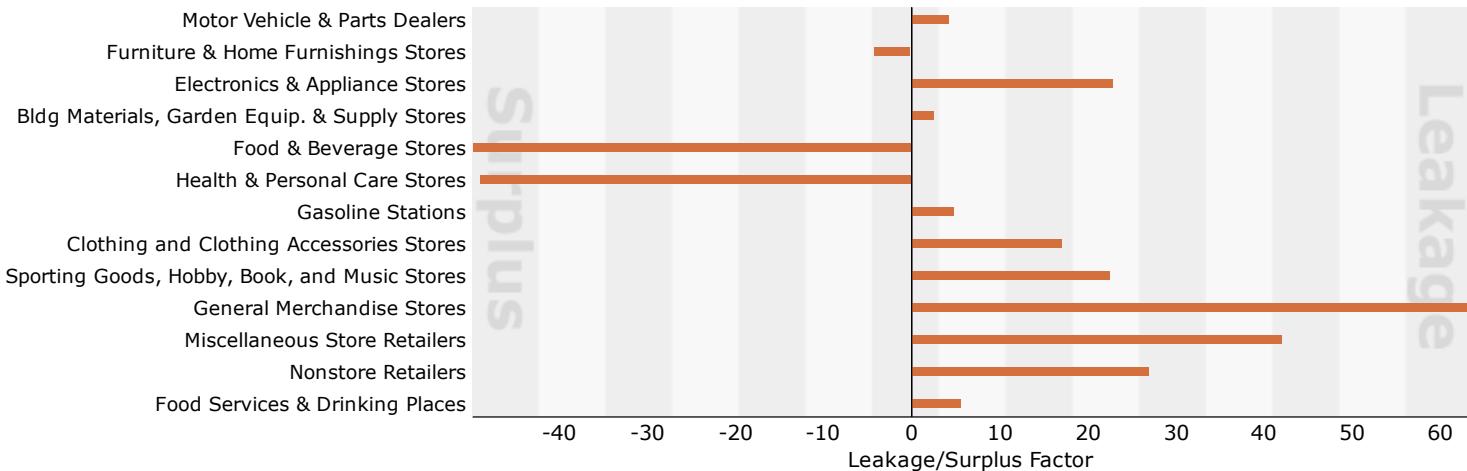
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$180,603,800	\$224,410,735	-\$43,806,935	-10.8	127
Total Retail Trade	44-45	\$165,195,078	\$210,642,135	-\$45,447,057	-12.1	96
Total Food & Drink	722	\$15,408,722	\$13,768,600	\$1,640,122	5.6	31
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$36,830,818	\$33,792,449	\$3,038,369	4.3	15
Automobile Dealers	4411	\$28,960,624	\$30,455,221	-\$1,494,597	-2.5	10
Other Motor Vehicle Dealers	4412	\$4,263,479	\$0	\$4,263,479	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,606,715	\$3,314,070	\$292,645	4.2	5
Furniture & Home Furnishings Stores	442	\$4,438,271	\$4,823,014	-\$384,743	-4.2	4
Furniture Stores	4421	\$2,884,189	\$4,531,064	-\$1,646,875	-22.2	2
Home Furnishings Stores	4422	\$1,554,082	\$291,950	\$1,262,132	68.4	2
Electronics & Appliance Stores	443	\$5,383,465	\$3,370,828	\$2,012,637	23.0	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,977,023	\$9,469,766	\$507,257	2.6	8
Bldg Material & Supplies Dealers	4441	\$8,929,344	\$8,421,748	\$507,596	2.9	6
Lawn & Garden Equip & Supply Stores	4442	\$1,047,679	\$1,048,018	-\$339	0.0	2
Food & Beverage Stores	445	\$32,035,736	\$95,934,972	-\$63,899,236	-49.9	14
Grocery Stores	4451	\$29,697,754	\$95,217,417	-\$65,519,663	-52.5	11
Specialty Food Stores	4452	\$1,393,794	\$298,229	\$1,095,565	64.7	2
Beer, Wine & Liquor Stores	4453	\$944,189	\$419,327	\$524,862	38.5	1
Health & Personal Care Stores	446,4461	\$10,046,714	\$29,341,696	-\$19,294,982	-49.0	10
Gasoline Stations	447,4471	\$17,876,146	\$16,193,228	\$1,682,918	4.9	7
Clothing & Clothing Accessories Stores	448	\$5,454,312	\$3,864,457	\$1,589,855	17.1	8
Clothing Stores	4481	\$3,552,942	\$1,166,166	\$2,386,776	50.6	4
Shoe Stores	4482	\$723,502	\$412,281	\$311,221	27.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,177,868	\$2,286,010	-\$1,108,142	-32.0	3
Sporting Goods, Hobby, Book & Music Stores	451	\$3,985,562	\$2,518,263	\$1,467,299	22.6	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,306,208	\$1,960,289	\$1,345,919	25.6	4
Book, Periodical & Music Stores	4512	\$679,354	\$557,974	\$121,380	9.8	1
General Merchandise Stores	452	\$28,099,391	\$6,270,525	\$21,828,866	63.5	2
Department Stores Excluding Leased Depts.	4521	\$22,863,517	\$0	\$22,863,517	100.0	0
Other General Merchandise Stores	4529	\$5,235,873	\$1,835,254	\$3,400,619	48.1	2
Miscellaneous Store Retailers	453	\$7,704,785	\$3,131,515	\$4,573,270	42.2	15
Florists	4531	\$405,847	\$532,521	-\$126,674	-13.5	3
Office Supplies, Stationery & Gift Stores	4532	\$1,931,408	\$827,808	\$1,103,600	40.0	4
Used Merchandise Stores	4533	\$1,097,988	\$699,100	\$398,888	22.2	4
Other Miscellaneous Store Retailers	4539	\$4,269,542	\$1,072,086	\$3,197,456	59.9	4
Nonstore Retailers	454	\$3,362,855	\$1,931,420	\$1,431,435	27.0	1
Electronic Shopping & Mail-Order Houses	4541	\$2,114,093	\$0	\$2,114,093	100.0	0
Vending Machine Operators	4542	\$506,230	\$0	\$506,230	100.0	0
Direct Selling Establishments	4543	\$742,532	\$1,931,420	-\$1,188,888	-44.5	1
Food Services & Drinking Places	722	\$15,408,722	\$13,768,600	\$1,640,122	5.6	31
Special Food Services	7223	\$317,310	\$0	\$317,310	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,090,156	\$721,564	\$368,592	20.3	5
Restaurants/Other Eating Places	7225	\$14,001,256	\$13,047,036	\$954,220	3.5	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 click the link below to view the Methodology Statement.

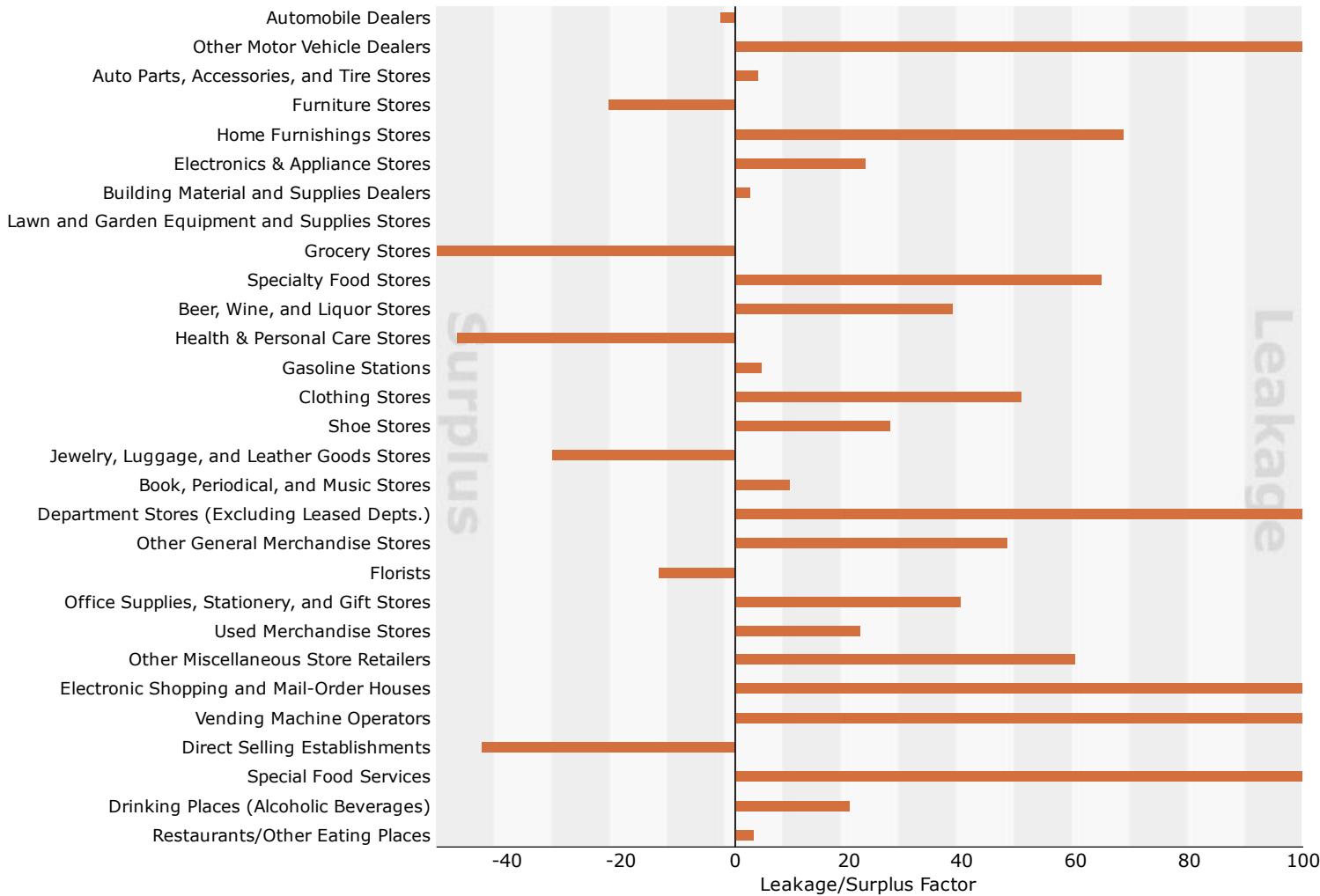
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 10 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Summary Demographics

2020 Population	27,859
2020 Households	10,365
2020 Median Disposable Income	\$41,507
2020 Per Capita Income	\$24,174

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 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	\$313,677,467	\$367,500,795	-\$53,823,328	-7.9	211
Total Retail Trade	44-45	\$286,711,075	\$336,268,396	-\$49,557,321	-8.0	158
Total Food & Drink	722	\$26,966,392	\$31,232,399	-\$4,266,007	-7.3	54
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$63,818,102	\$60,659,504	\$3,158,598	2.5	26
Automobile Dealers	4411	\$50,119,973	\$51,537,194	-\$1,417,221	-1.4	16
Other Motor Vehicle Dealers	4412	\$7,419,586	\$304,922	\$7,114,664	92.1	1
Auto Parts, Accessories & Tire Stores	4413	\$6,278,543	\$8,817,388	-\$2,538,845	-16.8	9
Furniture & Home Furnishings Stores	442	\$7,806,706	\$7,242,241	\$564,465	3.8	8
Furniture Stores	4421	\$5,011,798	\$5,875,174	-\$863,376	-7.9	4
Home Furnishings Stores	4422	\$2,794,908	\$1,367,067	\$1,427,841	34.3	4
Electronics & Appliance Stores	443	\$9,388,669	\$4,559,117	\$4,829,552	34.6	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,752,786	\$21,274,808	-\$3,522,022	-9.0	15
Bldg Material & Supplies Dealers	4441	\$15,903,423	\$18,993,849	-\$3,090,426	-8.9	12
Lawn & Garden Equip & Supply Stores	4442	\$1,849,363	\$2,280,958	-\$431,595	-10.4	3
Food & Beverage Stores	445	\$55,177,582	\$102,700,716	-\$47,523,134	-30.1	20
Grocery Stores	4451	\$51,151,961	\$101,335,496	-\$50,183,535	-32.9	15
Specialty Food Stores	4452	\$2,398,631	\$370,359	\$2,028,272	73.2	3
Beer, Wine & Liquor Stores	4453	\$1,626,990	\$994,861	\$632,129	24.1	2
Health & Personal Care Stores	446,4461	\$17,514,534	\$33,255,292	-\$15,740,758	-31.0	16
Gasoline Stations	447,4471	\$30,694,755	\$23,639,978	\$7,054,777	13.0	10
Clothing & Clothing Accessories Stores	448	\$9,572,476	\$8,616,961	\$955,515	5.3	16
Clothing Stores	4481	\$6,202,571	\$3,050,494	\$3,152,077	34.1	7
Shoe Stores	4482	\$1,261,674	\$1,197,379	\$64,295	2.6	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,108,232	\$4,369,088	-\$2,260,856	-34.9	6
Sporting Goods, Hobby, Book & Music Stores	451	\$6,947,918	\$8,167,629	-\$1,219,711	-8.1	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,779,902	\$7,609,655	-\$1,829,753	-13.7	8
Book, Periodical & Music Stores	4512	\$1,168,016	\$557,974	\$610,042	35.3	1
General Merchandise Stores	452	\$48,858,348	\$58,479,230	-\$9,620,882	-9.0	8
Department Stores Excluding Leased Depts.	4521	\$39,802,034	\$54,332,500	-\$14,530,466	-15.4	4
Other General Merchandise Stores	4529	\$9,056,314	\$4,146,730	\$4,909,584	37.2	4
Miscellaneous Store Retailers	453	\$13,331,285	\$5,720,755	\$7,610,530	39.9	23
Florists	4531	\$728,073	\$532,521	\$195,552	15.5	3
Office Supplies, Stationery & Gift Stores	4532	\$3,391,430	\$922,064	\$2,469,366	57.2	5
Used Merchandise Stores	4533	\$1,899,396	\$1,554,756	\$344,640	10.0	6
Other Miscellaneous Store Retailers	4539	\$7,312,385	\$2,711,414	\$4,600,971	45.9	8
Nonstore Retailers	454	\$5,847,914	\$1,952,166	\$3,895,748	49.9	1
Electronic Shopping & Mail-Order Houses	4541	\$3,683,547	\$0	\$3,683,547	100.0	0
Vending Machine Operators	4542	\$877,746	\$0	\$877,746	100.0	0
Direct Selling Establishments	4543	\$1,286,621	\$1,931,420	-\$644,799	-20.0	1
Food Services & Drinking Places	722	\$26,966,392	\$31,232,399	-\$4,266,007	-7.3	54
Special Food Services	7223	\$551,630	\$0	\$551,630	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,947,239	\$721,564	\$1,225,675	45.9	5
Restaurants/Other Eating Places	7225	\$24,467,522	\$30,510,835	-\$6,043,313	-11.0	49

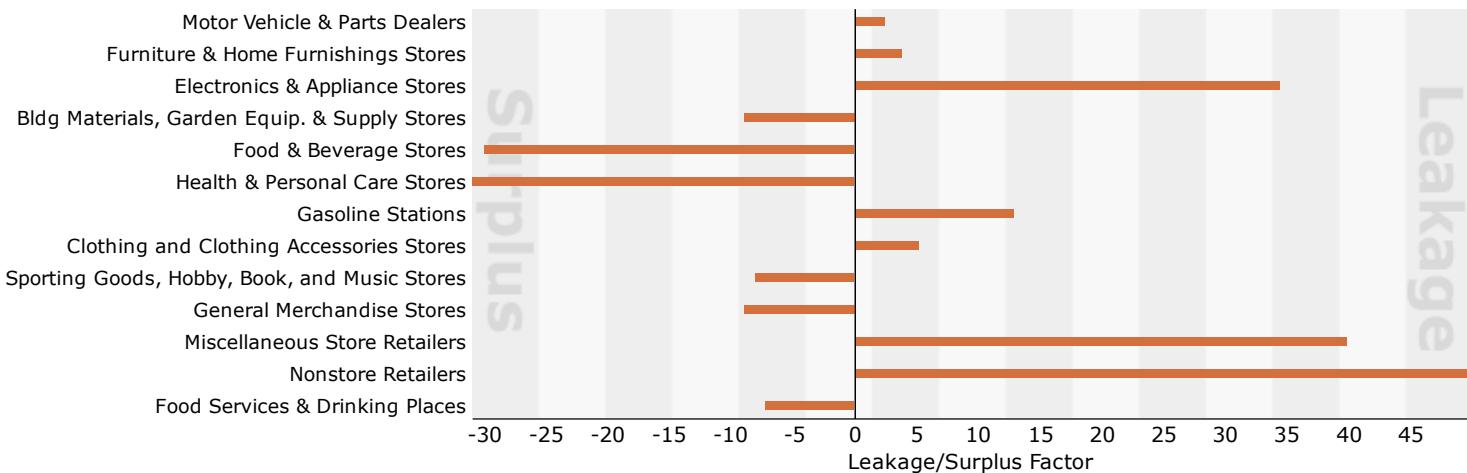
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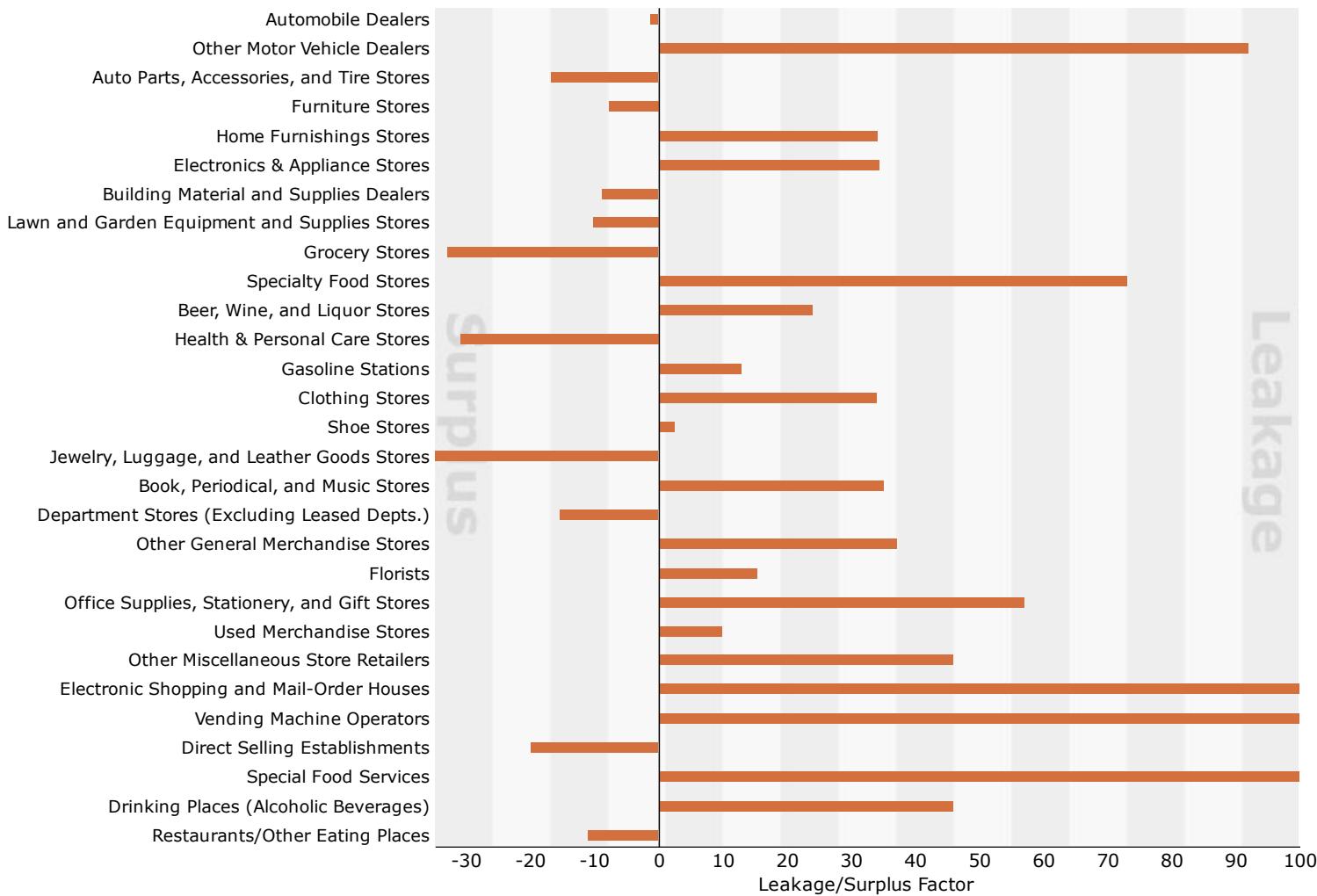
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February 12, 2021

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 20 minute radius

Iowa Downtown Resource Center

Latitude: 42.04920
Longitude: -92.91293

Summary Demographics

2020 Population	37,956
2020 Households	14,385
2020 Median Disposable Income	\$43,906
2020 Per Capita Income	\$25,676

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 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	\$466,781,294	\$405,525,872	\$61,255,422	7.0	262
Total Retail Trade	44-45	\$427,415,812	\$370,949,780	\$56,466,032	7.1	198
Total Food & Drink	722	\$39,365,482	\$34,576,092	\$4,789,390	6.5	64
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$96,397,844	\$63,173,328	\$33,224,516	20.8	34
Automobile Dealers	4411	\$75,712,326	\$52,158,253	\$23,554,073	18.4	17
Other Motor Vehicle Dealers	4412	\$11,358,454	\$723,699	\$10,634,755	88.0	2
Auto Parts, Accessories & Tire Stores	4413	\$9,327,064	\$10,291,375	-\$964,311	-4.9	14
Furniture & Home Furnishings Stores	442	\$11,358,456	\$7,577,712	\$3,780,744	20.0	9
Furniture Stores	4421	\$7,255,899	\$5,984,365	\$1,271,534	9.6	4
Home Furnishings Stores	4422	\$4,102,558	\$1,593,347	\$2,509,211	44.1	5
Electronics & Appliance Stores	443	\$13,739,016	\$5,083,296	\$8,655,720	46.0	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$27,140,293	\$24,817,985	\$2,322,308	4.5	19
Bldg Material & Supplies Dealers	4441	\$24,268,833	\$20,725,443	\$3,543,390	7.9	13
Lawn & Garden Equip & Supply Stores	4442	\$2,871,460	\$4,092,541	-\$1,221,081	-17.5	5
Food & Beverage Stores	445	\$81,807,935	\$114,680,916	-\$32,872,981	-16.7	26
Grocery Stores	4451	\$75,846,807	\$112,872,929	-\$37,026,122	-19.6	20
Specialty Food Stores	4452	\$3,552,607	\$813,126	\$2,739,481	62.7	4
Beer, Wine & Liquor Stores	4453	\$2,408,520	\$994,861	\$1,413,659	41.5	2
Health & Personal Care Stores	446,4461	\$26,192,856	\$34,747,077	-\$8,554,221	-14.0	19
Gasoline Stations	447,4471	\$45,837,935	\$35,411,052	\$10,426,883	12.8	14
Clothing & Clothing Accessories Stores	448	\$13,858,431	\$8,817,303	\$5,041,128	22.2	17
Clothing Stores	4481	\$8,998,444	\$3,250,836	\$5,747,608	46.9	8
Shoe Stores	4482	\$1,833,952	\$1,197,379	\$636,573	21.0	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,026,036	\$4,369,088	-\$1,343,052	-18.2	6
Sporting Goods, Hobby, Book & Music Stores	451	\$10,239,077	\$9,550,084	\$688,993	3.5	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,547,672	\$8,992,110	-\$444,438	-2.5	12
Book, Periodical & Music Stores	4512	\$1,691,406	\$557,974	\$1,133,432	50.4	1
General Merchandise Stores	452	\$72,031,108	\$58,535,833	\$13,495,275	10.3	8
Department Stores Excluding Leased Depts.	4521	\$58,556,029	\$54,375,400	\$4,180,629	3.7	4
Other General Merchandise Stores	4529	\$13,475,079	\$4,160,433	\$9,314,646	52.8	4
Miscellaneous Store Retailers	453	\$20,097,594	\$6,499,298	\$13,598,296	51.1	29
Florists	4531	\$1,091,672	\$653,276	\$438,396	25.1	5
Office Supplies, Stationery & Gift Stores	4532	\$4,987,510	\$1,153,556	\$3,833,954	62.4	7
Used Merchandise Stores	4533	\$2,768,769	\$1,651,306	\$1,117,463	25.3	7
Other Miscellaneous Store Retailers	4539	\$11,249,643	\$3,041,160	\$8,208,483	57.4	10
Nonstore Retailers	454	\$8,715,266	\$2,055,895	\$6,659,371	61.8	2
Electronic Shopping & Mail-Order Houses	4541	\$5,402,895	\$0	\$5,402,895	100.0	0
Vending Machine Operators	4542	\$1,289,702	\$124,475	\$1,165,227	82.4	1
Direct Selling Establishments	4543	\$2,022,669	\$1,931,420	\$91,249	2.3	1
Food Services & Drinking Places	722	\$39,365,482	\$34,576,092	\$4,789,390	6.5	64
Special Food Services	7223	\$820,881	\$0	\$820,881	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,789,814	\$1,054,674	\$1,735,140	45.1	10
Restaurants/Other Eating Places	7225	\$35,754,787	\$33,521,419	\$2,233,368	3.2	55

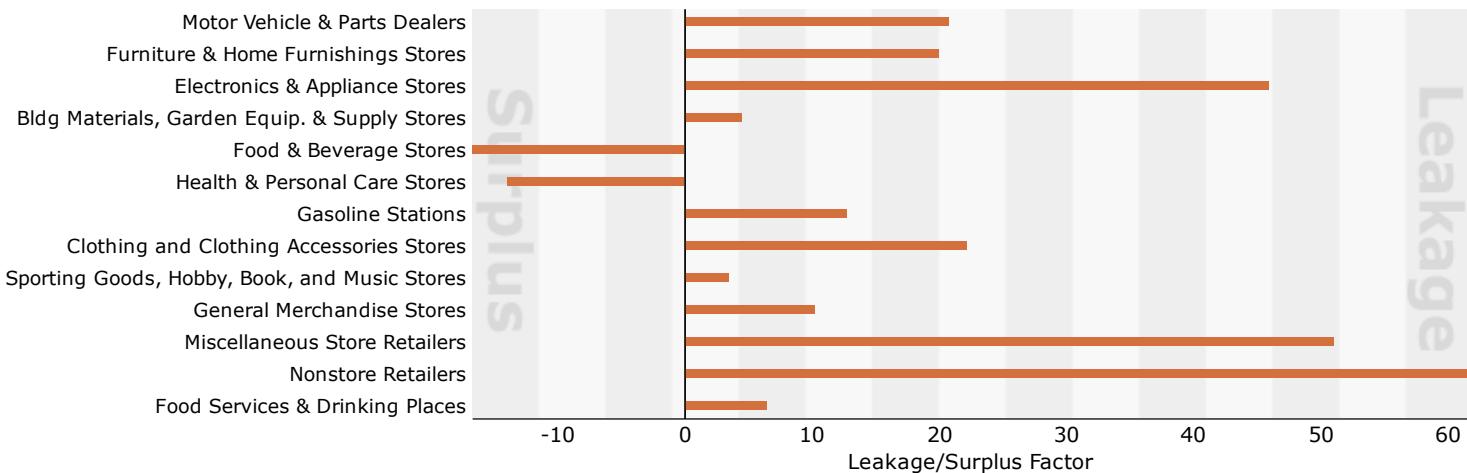
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

