



Retail MarketPlace Profile

Chariton, Iowa
 100-198 N Grand St, Chariton, Iowa, 50049
 Drive Time: 5 minute radius

Iowa Downtown Resource Center
 Latitude: 41.01466
 Longitude: -93.30687

Summary Demographics

2020 Population	3,825
2020 Households	1,669
2020 Median Disposable Income	\$37,859
2020 Per Capita Income	\$24,940

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	\$45,653,864	\$61,585,678	-\$15,931,814	-14.9	48
Total Retail Trade	44-45	\$42,096,325	\$58,332,354	-\$16,236,029	-16.2	33
Total Food & Drink	722	\$3,557,539	\$3,253,323	\$304,216	4.5	15

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,888,805	\$4,691,298	\$5,197,507	35.6	3
Automobile Dealers	4411	\$7,802,580	\$2,949,755	\$4,852,825	45.1	1
Other Motor Vehicle Dealers	4412	\$1,174,586	\$0	\$1,174,586	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$911,640	\$1,329,742	-\$418,102	-18.7	2
Furniture & Home Furnishings Stores	442	\$1,001,472	\$0	\$1,001,472	100.0	0
Furniture Stores	4421	\$653,366	\$0	\$653,366	100.0	0
Home Furnishings Stores	4422	\$348,106	\$0	\$348,106	100.0	0
Electronics & Appliance Stores	443	\$1,268,379	\$2,008,638	-\$740,259	-22.6	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,673,403	\$2,072,683	\$600,720	12.7	4
Bldg Material & Supplies Dealers	4441	\$2,378,311	\$2,072,683	\$305,628	6.9	4
Lawn & Garden Equip & Supply Stores	4442	\$295,092	\$0	\$295,092	100.0	0
Food & Beverage Stores	445	\$8,083,706	\$33,139,278	-\$25,055,572	-60.8	5
Grocery Stores	4451	\$7,496,080	\$33,091,439	-\$25,595,359	-63.1	5
Specialty Food Stores	4452	\$349,184	\$0	\$349,184	100.0	0
Beer, Wine & Liquor Stores	4453	\$238,442	\$0	\$238,442	100.0	0
Health & Personal Care Stores	446,4461	\$2,618,939	\$3,754,402	-\$1,135,463	-17.8	2
Gasoline Stations	447,4471	\$4,701,987	\$3,906,170	\$795,817	9.2	1
Clothing & Clothing Accessories Stores	448	\$1,215,540	\$1,472,875	-\$257,335	-9.6	4
Clothing Stores	4481	\$803,979	\$1,085,657	-\$281,678	-14.9	3
Shoe Stores	4482	\$165,799	\$387,218	-\$221,419	-40.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$245,762	\$0	\$245,762	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$947,472	\$633,296	\$314,176	19.9	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$793,481	\$633,296	\$160,185	11.2	3
Book, Periodical & Music Stores	4512	\$153,991	\$0	\$153,991	100.0	0
General Merchandise Stores	452	\$6,790,167	\$6,005,106	\$785,061	6.1	4
Department Stores Excluding Leased Depts.	4521	\$5,466,572	\$3,038,416	\$2,428,156	28.5	1
Other General Merchandise Stores	4529	\$1,323,595	\$2,966,690	-\$1,643,095	-38.3	3
Miscellaneous Store Retailers	453	\$2,050,198	\$648,609	\$1,401,589	51.9	5
Florists	4531	\$97,809	\$190,169	-\$92,360	-32.1	2
Office Supplies, Stationery & Gift Stores	4532	\$459,368	\$109,731	\$349,637	61.4	1
Used Merchandise Stores	4533	\$252,233	\$148,072	\$104,161	26.0	1
Other Miscellaneous Store Retailers	4539	\$1,240,789	\$200,637	\$1,040,152	72.2	1
Nonstore Retailers	454	\$856,255	\$0	\$856,255	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$503,858	\$0	\$503,858	100.0	0
Vending Machine Operators	4542	\$122,242	\$0	\$122,242	100.0	0
Direct Selling Establishments	4543	\$230,155	\$0	\$230,155	100.0	0
Food Services & Drinking Places	722	\$3,557,539	\$3,253,323	\$304,216	4.5	15
Special Food Services	7223	\$75,590	\$0	\$75,590	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$224,695	\$98,400	\$126,295	39.1	2
Restaurants/Other Eating Places	7225	\$3,257,254	\$3,154,923	\$102,331	1.6	13

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>

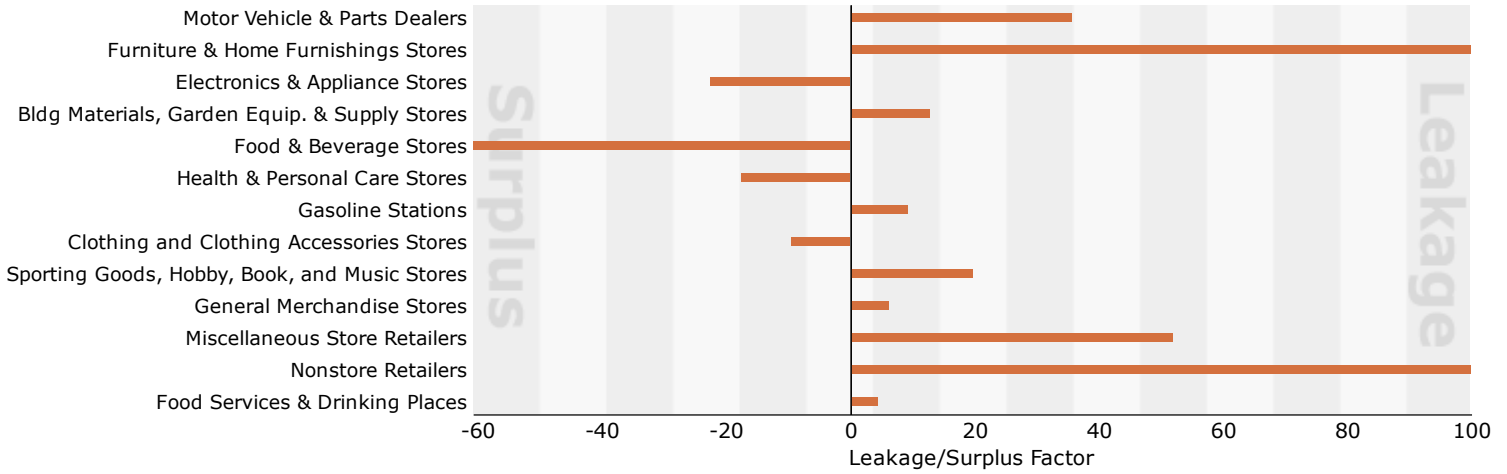
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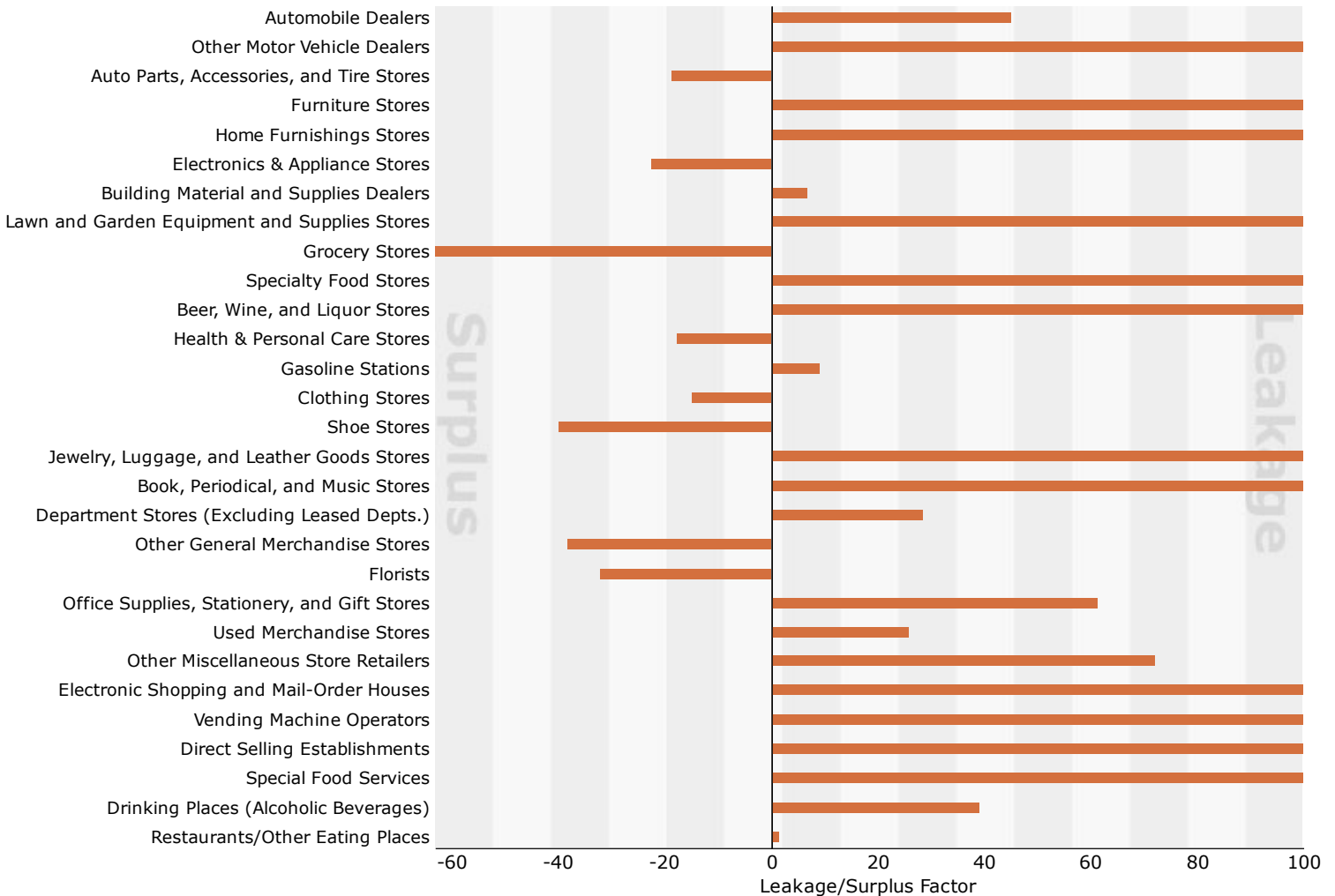
Chariton, Iowa
 100-198 N Grand St, Chariton, Iowa, 50049
 Drive Time: 5 minute radius

Iowa Downtown Resource Center
 Latitude: 41.01466
 Longitude: -93.30687

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

Chariton, Iowa
 100-198 N Grand St, Chariton, Iowa, 50049
 Drive Time: 10 minute radius

Iowa Downtown Resource Center
 Latitude: 41.01466
 Longitude: -93.30687

Summary Demographics

2020 Population	4,667
2020 Households	2,002
2020 Median Disposable Income	\$38,910
2020 Per Capita Income	\$25,571

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.

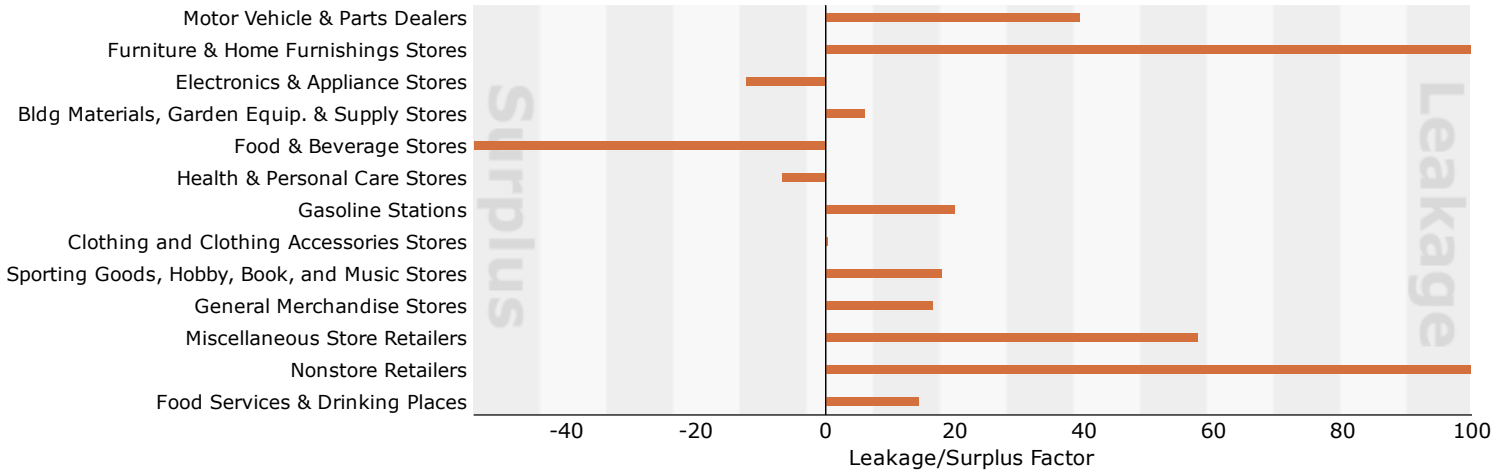
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$56,995,316	\$64,453,412	-\$7,458,096	-6.1	52
Total Retail Trade	44-45	\$52,609,810	\$61,193,302	-\$8,583,492	-7.5	37
Total Food & Drink	722	\$4,385,506	\$3,260,109	\$1,125,397	14.7	15
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,451,571	\$5,395,717	\$7,055,854	39.5	4
Automobile Dealers	4411	\$9,821,847	\$3,211,044	\$6,610,803	50.7	2
Other Motor Vehicle Dealers	4412	\$1,493,966	\$0	\$1,493,966	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,135,758	\$1,361,075	-\$225,317	-9.0	2
Furniture & Home Furnishings Stores	442	\$1,232,088	\$0	\$1,232,088	100.0	0
Furniture Stores	4421	\$799,765	\$0	\$799,765	100.0	0
Home Furnishings Stores	4422	\$432,323	\$0	\$432,323	100.0	0
Electronics & Appliance Stores	443	\$1,567,179	\$2,008,638	-\$441,459	-12.3	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,401,276	\$2,992,041	\$409,235	6.4	5
Bldg Material & Supplies Dealers	4441	\$3,022,202	\$2,992,041	\$30,161	0.5	5
Lawn & Garden Equip & Supply Stores	4442	\$379,074	\$0	\$379,074	100.0	0
Food & Beverage Stores	445	\$10,063,116	\$34,152,393	-\$24,089,277	-54.5	6
Grocery Stores	4451	\$9,332,388	\$34,056,716	-\$24,724,328	-57.0	6
Specialty Food Stores	4452	\$434,648	\$0	\$434,648	100.0	0
Beer, Wine & Liquor Stores	4453	\$296,080	\$0	\$296,080	100.0	0
Health & Personal Care Stores	446,4461	\$3,275,027	\$3,754,402	-\$479,375	-6.8	2
Gasoline Stations	447,4471	\$5,867,030	\$3,906,170	\$1,960,860	20.1	1
Clothing & Clothing Accessories Stores	448	\$1,489,738	\$1,472,875	\$16,863	0.6	4
Clothing Stores	4481	\$986,292	\$1,085,657	-\$99,365	-4.8	3
Shoe Stores	4482	\$203,517	\$387,218	-\$183,701	-31.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$299,928	\$0	\$299,928	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,178,829	\$817,338	\$361,491	18.1	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$989,918	\$817,338	\$172,580	9.5	4
Book, Periodical & Music Stores	4512	\$188,911	\$0	\$188,911	100.0	0
General Merchandise Stores	452	\$8,434,349	\$6,005,106	\$2,429,243	16.8	4
Department Stores Excluding Leased Depts.	4521	\$6,781,227	\$3,038,416	\$3,742,811	38.1	1
Other General Merchandise Stores	4529	\$1,653,121	\$2,966,690	-\$1,313,569	-28.4	3
Miscellaneous Store Retailers	453	\$2,580,325	\$688,623	\$1,891,702	57.9	5
Florists	4531	\$123,493	\$190,169	-\$66,676	-21.3	2
Office Supplies, Stationery & Gift Stores	4532	\$569,679	\$129,682	\$439,997	62.9	1
Used Merchandise Stores	4533	\$311,258	\$148,072	\$163,186	35.5	1
Other Miscellaneous Store Retailers	4539	\$1,575,895	\$220,700	\$1,355,195	75.4	1
Nonstore Retailers	454	\$1,069,282	\$0	\$1,069,282	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$623,162	\$0	\$623,162	100.0	0
Vending Machine Operators	4542	\$151,299	\$0	\$151,299	100.0	0
Direct Selling Establishments	4543	\$294,822	\$0	\$294,822	100.0	0
Food Services & Drinking Places	722	\$4,385,506	\$3,260,109	\$1,125,397	14.7	15
Special Food Services	7223	\$94,887	\$0	\$94,887	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$273,023	\$105,186	\$167,837	44.4	2
Restaurants/Other Eating Places	7225	\$4,017,596	\$3,154,923	\$862,673	12.0	13

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.

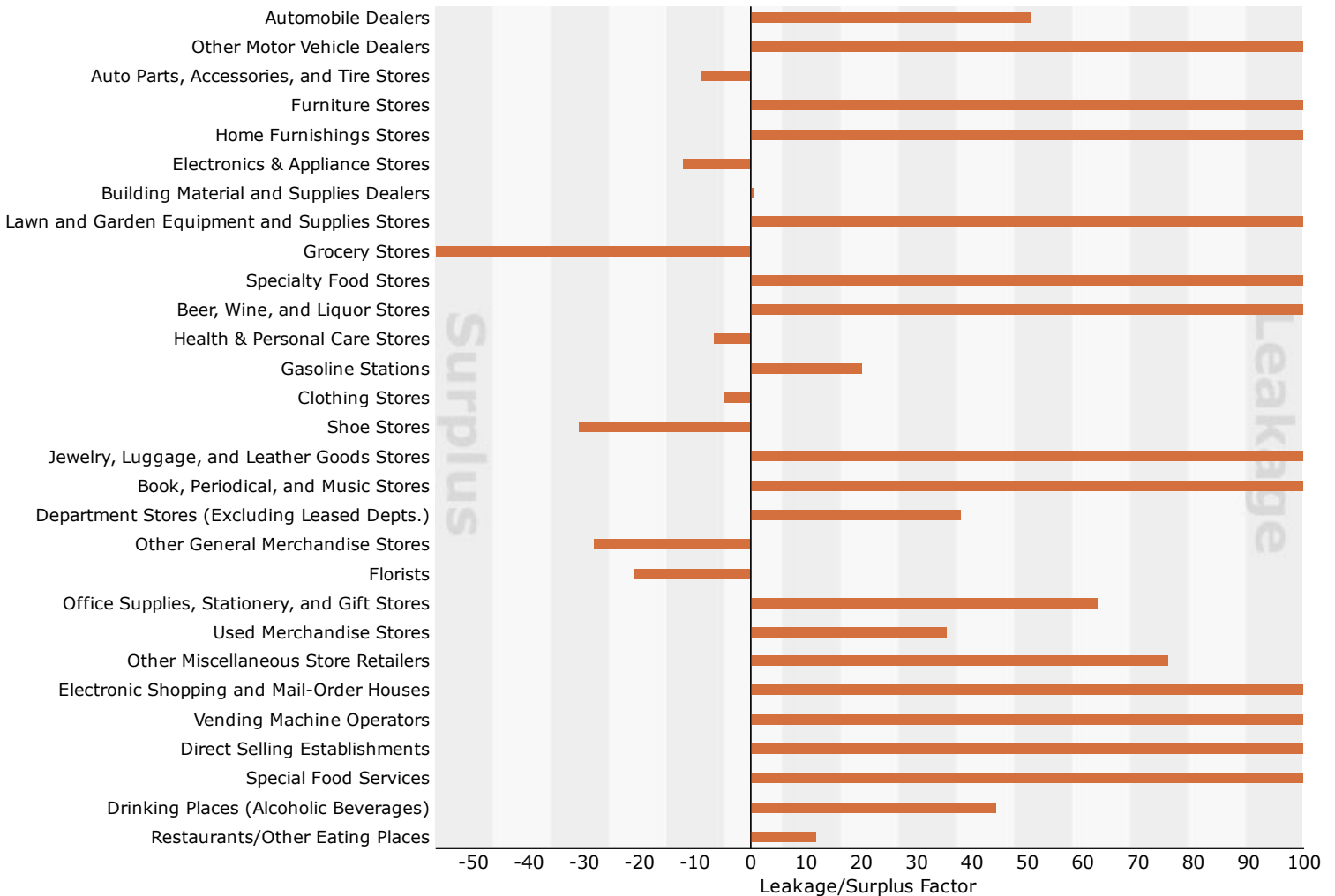
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Chariton, Iowa
 100-198 N Grand St, Chariton, Iowa, 50049
 Drive Time: 20 minute radius

Iowa Downtown Resource Center
 Latitude: 41.01466
 Longitude: -93.30687

Summary Demographics

2020 Population	7,965
2020 Households	3,301
2020 Median Disposable Income	\$42,912
2020 Per Capita Income	\$28,966

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	\$103,388,210	\$76,553,137	\$26,835,073	14.9	68
Total Retail Trade	44-45	\$95,580,140	\$73,159,121	\$22,421,019	13.3	51
Total Food & Drink	722	\$7,808,071	\$3,394,016	\$4,414,055	39.4	17

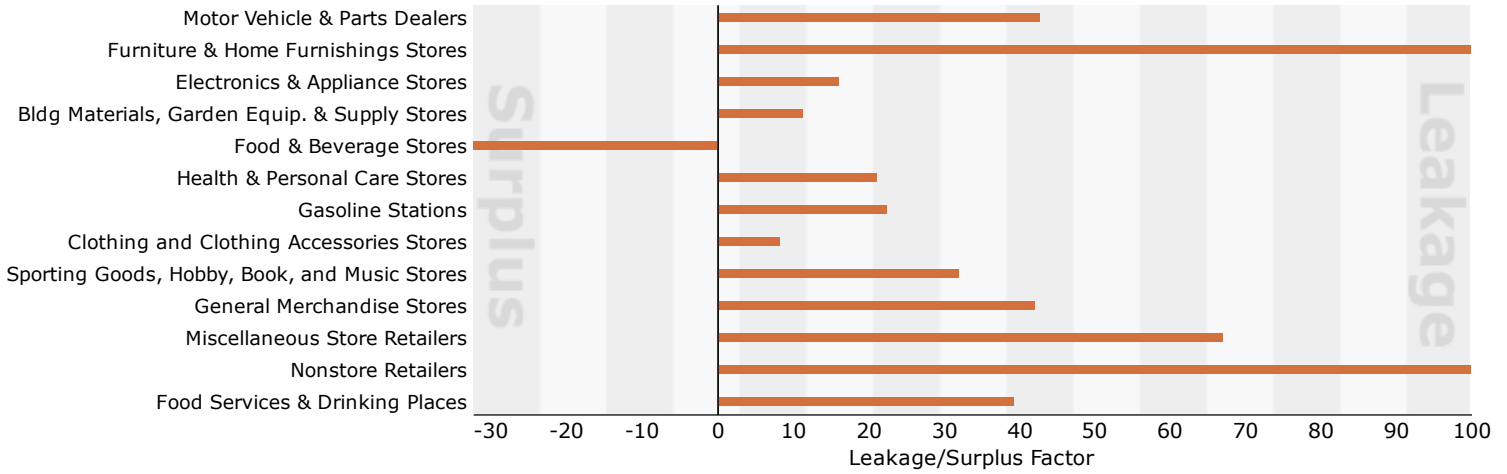
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$22,873,849	\$9,169,673	\$13,704,176	42.8	9
Automobile Dealers	4411	\$18,029,143	\$4,116,894	\$13,912,249	62.8	3
Other Motor Vehicle Dealers	4412	\$2,791,982	\$3,389,396	-\$597,414	-9.7	2
Auto Parts, Accessories & Tire Stores	4413	\$2,052,724	\$1,663,383	\$389,341	10.5	4
Furniture & Home Furnishings Stores	442	\$2,187,856	\$0	\$2,187,856	100.0	0
Furniture Stores	4421	\$1,405,125	\$0	\$1,405,125	100.0	0
Home Furnishings Stores	4422	\$782,731	\$0	\$782,731	100.0	0
Electronics & Appliance Stores	443	\$2,796,484	\$2,020,569	\$775,915	16.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,376,314	\$5,071,881	\$1,304,433	11.4	7
Bldg Material & Supplies Dealers	4441	\$5,655,189	\$4,541,993	\$1,113,196	10.9	6
Lawn & Garden Equip & Supply Stores	4442	\$721,125	\$529,888	\$191,237	15.3	1
Food & Beverage Stores	445	\$18,153,184	\$35,580,492	-\$17,427,308	-32.4	7
Grocery Stores	4451	\$16,837,276	\$35,194,669	-\$18,357,393	-35.3	6
Specialty Food Stores	4452	\$784,112	\$382,712	\$401,400	34.4	1
Beer, Wine & Liquor Stores	4453	\$531,796	\$0	\$531,796	100.0	0
Health & Personal Care Stores	446,4461	\$5,954,253	\$3,871,727	\$2,082,526	21.2	2
Gasoline Stations	447,4471	\$10,608,877	\$6,704,578	\$3,904,299	22.6	2
Clothing & Clothing Accessories Stores	448	\$2,628,296	\$2,226,583	\$401,713	8.3	5
Clothing Stores	4481	\$1,742,132	\$1,116,248	\$625,884	21.9	3
Shoe Stores	4482	\$359,486	\$1,110,335	-\$750,849	-51.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$526,677	\$0	\$526,677	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,131,074	\$1,094,385	\$1,036,689	32.1	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,797,992	\$1,026,143	\$771,849	27.3	5
Book, Periodical & Music Stores	4512	\$333,082	\$0	\$333,082	100.0	0
General Merchandise Stores	452	\$15,190,960	\$6,195,442	\$8,995,518	42.1	4
Department Stores Excluding Leased Depts.	4521	\$12,190,467	\$3,133,366	\$9,057,101	59.1	1
Other General Merchandise Stores	4529	\$3,000,494	\$3,062,076	-\$61,582	-1.0	3
Miscellaneous Store Retailers	453	\$4,737,725	\$931,116	\$3,806,609	67.1	7
Florists	4531	\$229,716	\$191,636	\$38,080	9.0	2
Office Supplies, Stationery & Gift Stores	4532	\$1,024,025	\$249,388	\$774,637	60.8	2
Used Merchandise Stores	4533	\$554,723	\$149,009	\$405,714	57.7	1
Other Miscellaneous Store Retailers	4539	\$2,929,260	\$341,083	\$2,588,177	79.1	2
Nonstore Retailers	454	\$1,941,266	\$0	\$1,941,266	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,114,035	\$0	\$1,114,035	100.0	0
Vending Machine Operators	4542	\$270,651	\$0	\$270,651	100.0	0
Direct Selling Establishments	4543	\$556,580	\$0	\$556,580	100.0	0
Food Services & Drinking Places	722	\$7,808,071	\$3,394,016	\$4,414,055	39.4	17
Special Food Services	7223	\$174,459	\$0	\$174,459	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$476,499	\$174,331	\$302,168	46.4	4
Restaurants/Other Eating Places	7225	\$7,157,113	\$3,219,685	\$3,937,428	37.9	13

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.

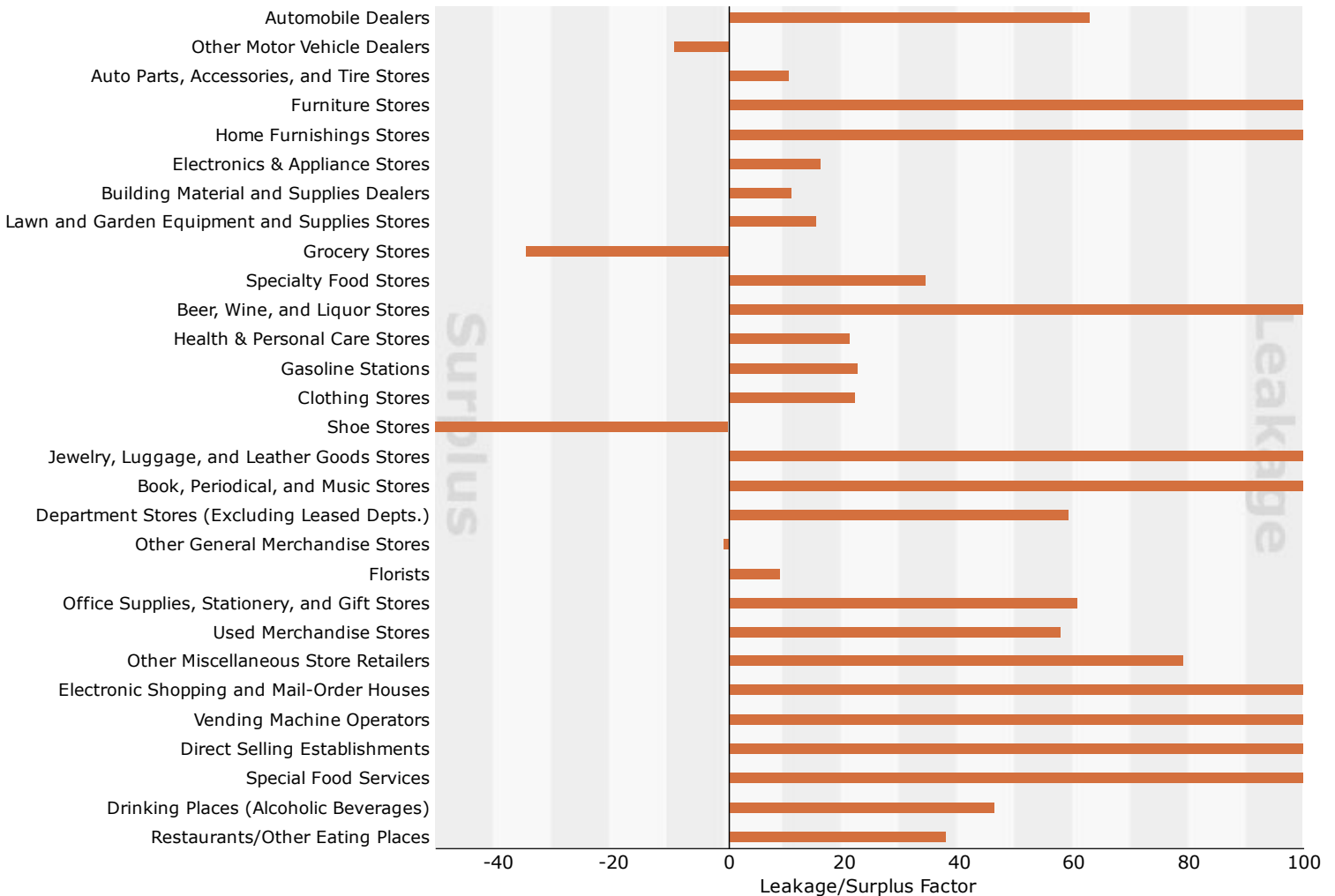
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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