



## St. Charles, Mn Trade Area

### Summary Demographics

2010 Population	6,568
2010 Households	2,426
2010 Median Disposable Income	\$40,659
2010 Per Capita Income	\$21,871

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$62,249,680	\$27,288,567	\$34,961,113	39.0	58
Total Retail Trade (NAICS 44-45)	\$54,124,055	\$24,167,509	\$29,956,546	38.3	45
Total Food & Drink (NAICS 722)	\$8,125,625	\$3,121,058	\$5,004,567	44.5	13

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$13,462,065	\$3,169,472	\$10,292,593	61.9	6
Automobile Dealers (NAICS 4411)	\$11,462,671	\$597,549	\$10,865,122	90.1	1
Other Motor Vehicle Dealers (NAICS 4412)	\$1,376,369	\$2,345,841	\$-969,472	-26.0	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$623,025	\$226,082	\$396,943	46.7	2
Furniture & Home Furnishings Stores (NAICS 442)	\$1,636,278	\$676,311	\$959,967	41.5	3
Furniture Stores (NAICS 4421)	\$1,189,264	\$0	\$1,189,264	100.0	0
Home Furnishings Stores (NAICS 4422)	\$447,014	\$676,311	\$-229,297	-20.4	3
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,037,986	\$380,840	\$657,146	46.3	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,404,930	\$2,032,631	\$372,299	8.4	7
Building Material and Supplies Dealers (NAICS 4441)	\$1,930,850	\$966,477	\$964,373	33.3	5
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$474,080	\$1,066,154	\$-592,074	-38.4	2
Food & Beverage Stores (NAICS 445)	\$11,807,395	\$10,478,741	\$1,328,654	6.0	8
Grocery Stores (NAICS 4451)	\$10,932,239	\$9,535,986	\$1,396,253	6.8	4
Specialty Food Stores (NAICS 4452)	\$170,618	\$132,357	\$38,261	12.6	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$704,538	\$810,398	\$-105,860	-7.0	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,567,112	\$505,917	\$1,061,195	51.2	2
Gasoline Stations (NAICS 447/4471)	\$9,376,610	\$1,795,527	\$7,581,083	67.9	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,737,234	\$302,681	\$1,434,553	70.3	3
Clothing Stores (NAICS 4481)	\$1,216,555	\$112,240	\$1,104,315	83.1	2
Shoe Stores (NAICS 4482)	\$247,808	\$0	\$247,808	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$272,871	\$190,441	\$82,430	17.8	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$485,328	\$99,796	\$385,532	65.9	2
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$242,858	\$99,796	\$143,062	41.8	2
Book, Periodical, and Music Stores (NAICS 4512)	\$242,470	\$0	\$242,470	100.0	0

**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.

**Sources:** Esri and Infogroup



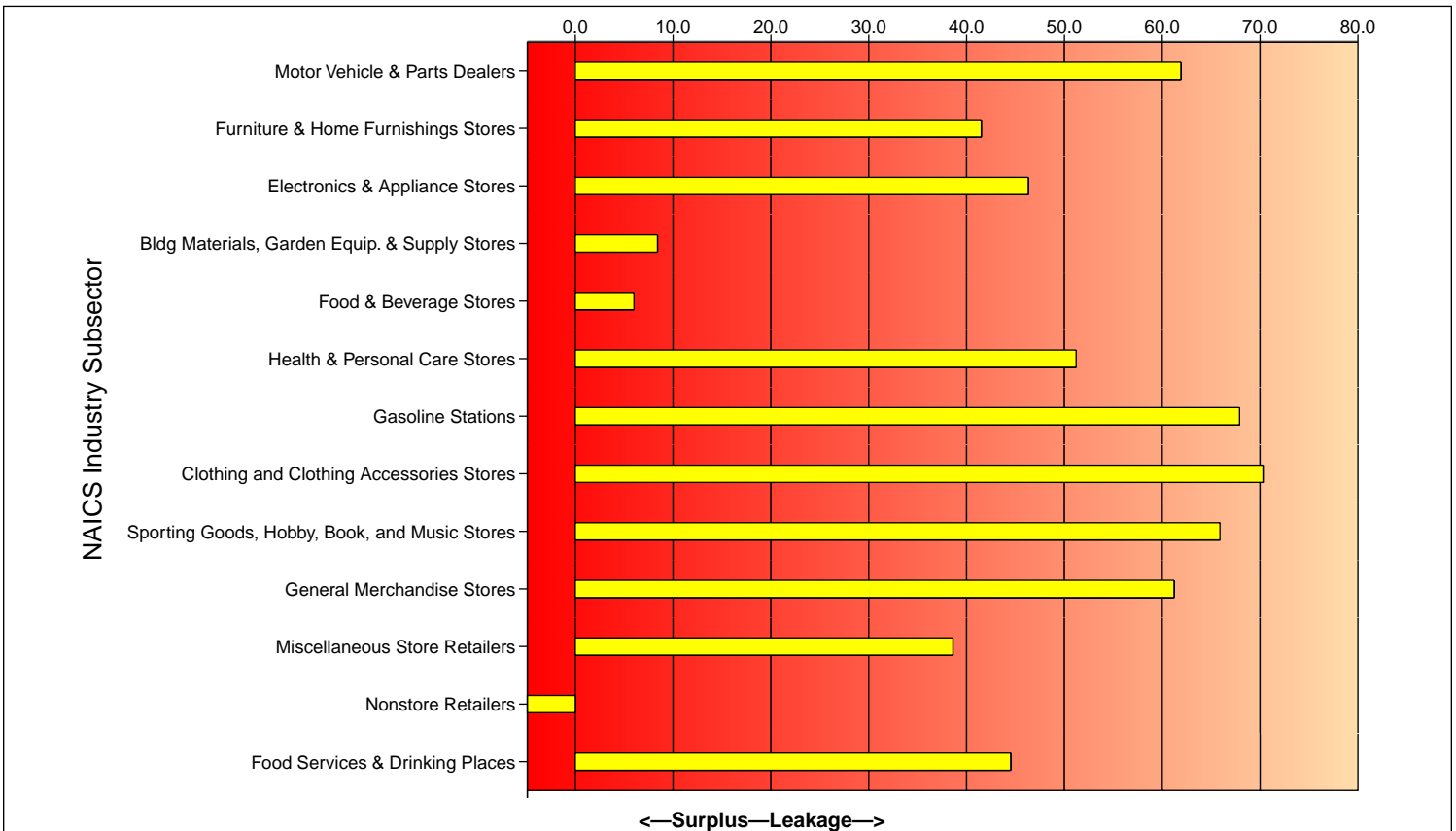
St. Charles, Mn Trade Area

# 2010 Retail MarketPlace Profile

Prepared by Joel WestWest Consulting

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$7,416,266	\$1,784,013	\$5,632,253	61.2	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$5,424,057	\$0	\$5,424,057	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$1,992,209	\$1,784,013	\$208,196	5.5	2
Miscellaneous Store Retailers (NAICS 453)	\$880,083	\$389,595	\$490,488	38.6	8
Florists (NAICS 4531)	\$79,551	\$97,657	\$-18,106	-10.2	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$189,702	\$86,971	\$102,731	37.1	2
Used Merchandise Stores (NAICS 4533)	\$39,612	\$61,508	\$-21,896	-21.7	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$571,218	\$143,459	\$427,759	59.9	1
Nonstore Retailers (NAICS 454)	\$2,312,768	\$2,551,985	\$-239,217	-4.9	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$868,494	\$796,699	\$71,795	4.3	1
Vending Machine Operators (NAICS 4542)	\$1,020,640	\$0	\$1,020,640	100.0	0
Direct Selling Establishments (NAICS 4543)	\$423,634	\$1,755,286	\$-1,331,652	-61.1	1
Food Services & Drinking Places (NAICS 722)	\$8,125,625	\$3,121,058	\$5,004,567	44.5	13
Full-Service Restaurants (NAICS 7221)	\$2,460,840	\$1,222,724	\$1,238,116	33.6	7
Limited-Service Eating Places (NAICS 7222)	\$4,101,861	\$1,304,719	\$2,797,142	51.7	4
Special Food Services (NAICS 7223)	\$1,048,621	\$0	\$1,048,621	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$514,303	\$593,615	\$-79,312	-7.2	2

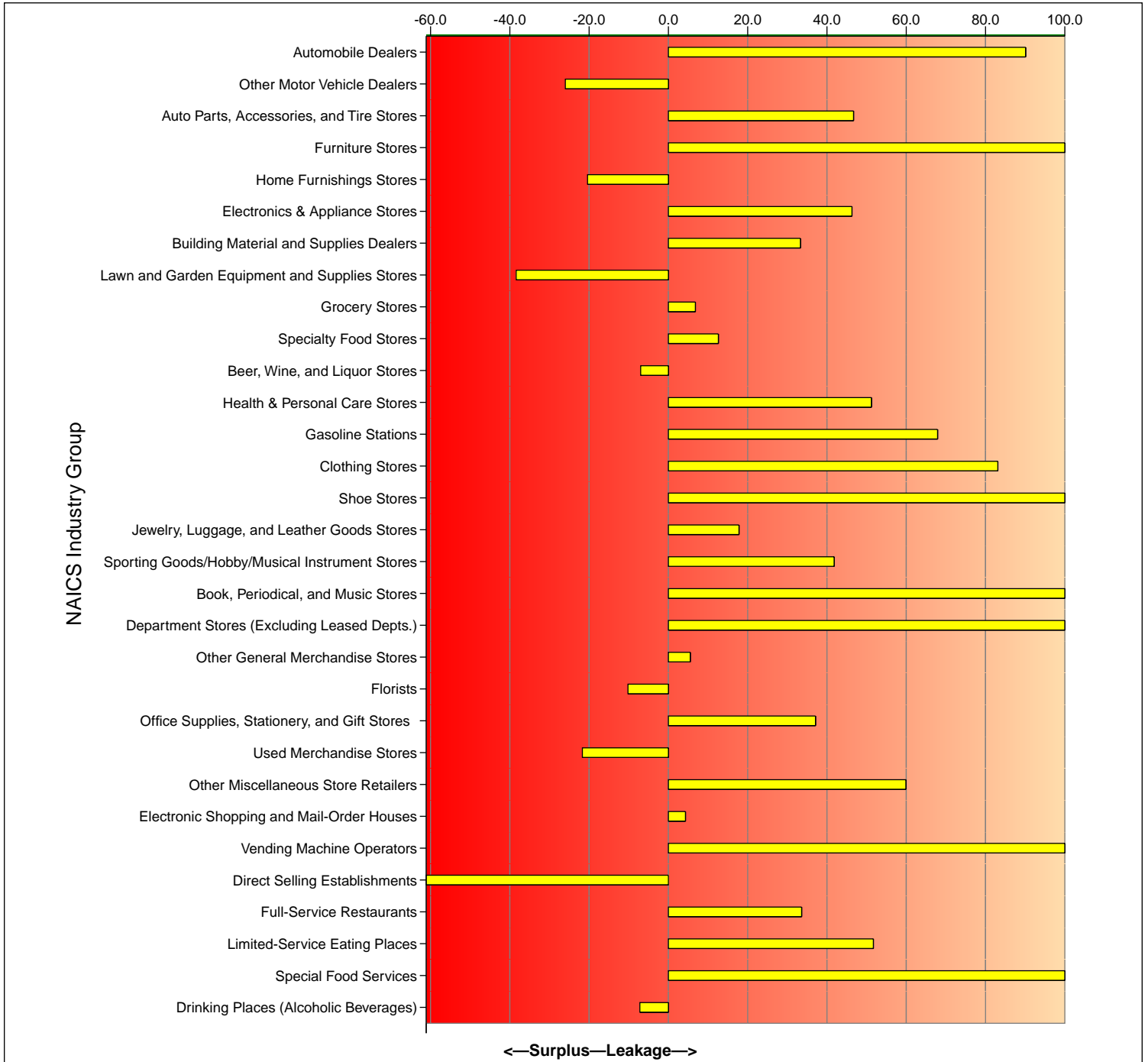
Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup