### Summary Demographics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Population</td>
<td>6,568</td>
</tr>
<tr>
<td>2010 Households</td>
<td>2,426</td>
</tr>
<tr>
<td>2010 Median Disposable Income</td>
<td>$40,659</td>
</tr>
<tr>
<td>2010 Per Capita Income</td>
<td>$21,871</td>
</tr>
</tbody>
</table>

### Industry Summary

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

### Industry Group Details

#### Motor Vehicle & Parts Dealers (NAICS 441)

- **Retail Potential**: $13,462,065
- **Retail Sales**: $3,169,472
- **Leakage/Surplus Factor**: 61.9
- **Number of Businesses**: 6

#### Automobile Dealers (NAICS 4411)

- **Retail Potential**: $11,462,671
- **Retail Sales**: $597,549
- **Leakage/Surplus Factor**: 90.1
- **Number of Businesses**: 1

#### Other Motor Vehicle Dealers (NAICS 4412)

- **Retail Potential**: $1,376,369
- **Retail Sales**: $2,345,841
- **Leakage/Surplus Factor**: -26.0
- **Number of Businesses**: 3

#### Auto Parts, Accessories, and Tire Stores (NAICS 4413)

- **Retail Potential**: $623,025
- **Retail Sales**: $226,082
- **Leakage/Surplus Factor**: 46.7
- **Number of Businesses**: 2

#### Furniture & Home Furnishings Stores (NAICS 442)

- **Retail Potential**: $1,636,278
- **Retail Sales**: $676,311
- **Leakage/Surplus Factor**: 41.5
- **Number of Businesses**: 3

#### Furniture Stores (NAICS 4421)

- **Retail Potential**: $1,189,264
- **Retail Sales**: $0
- **Leakage/Surplus Factor**: 100.0
- **Number of Businesses**: 0

#### Home Furnishings Stores (NAICS 4422)

- **Retail Potential**: $447,014
- **Retail Sales**: $676,311
- **Leakage/Surplus Factor**: -20.4
- **Number of Businesses**: 3

#### Electronics & Appliance Stores (NAICS 443/4431)

- **Retail Potential**: $1,037,986
- **Retail Sales**: $380,840
- **Leakage/Surplus Factor**: 46.3
- **Number of Businesses**: 2

#### Building Material and Supplies Dealers (NAICS 4441)

- **Retail Potential**: $2,404,930
- **Retail Sales**: $2,032,631
- **Leakage/Surplus Factor**: 8.4
- **Number of Businesses**: 7

#### Lawn and Garden Equipment and Supplies Stores (NAICS 4442)

- **Retail Potential**: $474,080
- **Retail Sales**: $1,066,154
- **Leakage/Surplus Factor**: -38.4
- **Number of Businesses**: 2

#### Food & Beverage Stores (NAICS 445)

- **Retail Potential**: $11,807,395
- **Retail Sales**: $10,478,741
- **Leakage/Surplus Factor**: 6.0
- **Number of Businesses**: 8

#### Grocery Stores (NAICS 4451)

- **Retail Potential**: $10,932,239
- **Retail Sales**: $9,535,986
- **Leakage/Surplus Factor**: 6.8
- **Number of Businesses**: 4

#### Specialty Food Stores (NAICS 4452)

- **Retail Potential**: $170,618
- **Retail Sales**: $132,357
- **Leakage/Surplus Factor**: 12.6
- **Number of Businesses**: 2

#### Beer, Wine, and Liquor Stores (NAICS 4453)

- **Retail Potential**: $704,538
- **Retail Sales**: $810,398
- **Leakage/Surplus Factor**: -7.0
- **Number of Businesses**: 2

#### Health & Personal Care Stores (NAICS 446/4461)

- **Retail Potential**: $1,567,112
- **Retail Sales**: $505,917
- **Leakage/Surplus Factor**: 51.2
- **Number of Businesses**: 2

#### Gasoline Stations (NAICS 447/4471)

- **Retail Potential**: $9,376,610
- **Retail Sales**: $1,795,527
- **Leakage/Surplus Factor**: 67.9
- **Number of Businesses**: 1

#### Clothing and Clothing Accessories Stores (NAICS 448)

- **Retail Potential**: $1,737,234
- **Retail Sales**: $302,681
- **Leakage/Surplus Factor**: 90.3
- **Number of Businesses**: 3

#### Clothing Stores (NAICS 4481)

- **Retail Potential**: $1,216,555
- **Retail Sales**: $112,240
- **Leakage/Surplus Factor**: 83.1
- **Number of Businesses**: 2

#### Shoe Stores (NAICS 4482)

- **Retail Potential**: $247,808
- **Retail Sales**: $0
- **Leakage/Surplus Factor**: 100.0
- **Number of Businesses**: 2

#### Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)

- **Retail Potential**: $272,871
- **Retail Sales**: $190,441
- **Leakage/Surplus Factor**: 17.8
- **Number of Businesses**: 1

#### Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)

- **Retail Potential**: $485,328
- **Retail Sales**: $99,796
- **Leakage/Surplus Factor**: 65.9
- **Number of Businesses**: 2

#### Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)

- **Retail Potential**: $242,858
- **Retail Sales**: $143,062
- **Leakage/Surplus Factor**: 41.8
- **Number of Businesses**: 2

#### Book, Periodical, and Music Stores (NAICS 4512)

- **Retail Potential**: $242,470
- **Retail Sales**: $0
- **Leakage/Surplus Factor**: 100.0
- **Number of Businesses**: 0

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**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

#### Demand vs. Supply

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Merchandise Stores (NAICS 452)</td>
<td>$7,416,266</td>
<td>$1,784,013</td>
<td>$5,632,253</td>
<td>61.2</td>
<td>2</td>
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<tr>
<td>Department Stores Excluding Leased Depts. (NAICS 4521)</td>
<td>$5,424,057</td>
<td>0</td>
<td>$5,424,057</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Other General Merchandise Stores (NAICS 4529)</td>
<td>$1,992,209</td>
<td>$1,784,013</td>
<td>$208,196</td>
<td>5.5</td>
<td>2</td>
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<tr>
<td>Miscellaneous Store Retailers (NAICS 453)</td>
<td>$880,083</td>
<td>$389,595</td>
<td>$490,488</td>
<td>38.6</td>
<td>8</td>
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<tr>
<td>Florists (NAICS 4531)</td>
<td>$79,551</td>
<td>$97,657</td>
<td>$-18,106</td>
<td>-10.2</td>
<td>3</td>
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<tr>
<td>Office Supplies, Stationery, and Gift Stores (NAICS 4532)</td>
<td>$189,702</td>
<td>$86,971</td>
<td>$102,731</td>
<td>37.1</td>
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<tr>
<td>Used Merchandise Stores (NAICS 4533)</td>
<td>$39,612</td>
<td>$61,508</td>
<td>$-21,896</td>
<td>-21.7</td>
<td>2</td>
</tr>
<tr>
<td>Other Miscellaneous Store Retailers (NAICS 4539)</td>
<td>$571,218</td>
<td>$143,459</td>
<td>$427,759</td>
<td>59.9</td>
<td>1</td>
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<tr>
<td>Nonstore Retailers (NAICS 454)</td>
<td>$2,312,768</td>
<td>$2,551,985</td>
<td>$-239,217</td>
<td>-4.9</td>
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</tr>
<tr>
<td>Electronic Shopping and Mail-Order Houses (NAICS 4541)</td>
<td>$868,494</td>
<td>$796,699</td>
<td>$71,795</td>
<td>4.3</td>
<td>1</td>
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<tr>
<td>Vending Machine Operators (NAICS 4542)</td>
<td>$1,020,640</td>
<td>0</td>
<td>$1,020,640</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Direct Selling Establishments (NAICS 4543)</td>
<td>$423,634</td>
<td>$1,755,286</td>
<td>$-1,331,652</td>
<td>-61.1</td>
<td>1</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places (NAICS 722)</td>
<td>$8,125,625</td>
<td>$3,121,058</td>
<td>$5,004,567</td>
<td>44.5</td>
<td>13</td>
</tr>
<tr>
<td>Full-Service Restaurants (NAICS 7221)</td>
<td>$2,460,840</td>
<td>$1,222,724</td>
<td>$1,238,116</td>
<td>33.6</td>
<td>7</td>
</tr>
<tr>
<td>Limited-Service Eating Places (NAICS 7222)</td>
<td>$4,101,861</td>
<td>$1,304,719</td>
<td>$2,797,142</td>
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<tr>
<td>Special Food Services (NAICS 7223)</td>
<td>$1,048,621</td>
<td>0</td>
<td>$1,048,621</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Drinking Places - Alcoholic Beverages (NAICS 7224)</td>
<td>$514,303</td>
<td>$593,615</td>
<td>$-79,312</td>
<td>-12.6</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Leakage/Surplus Factor by Industry Subsector

<table>
<thead>
<tr>
<th>NAICS Industry Subsector</th>
<th>Leakage/Surplus Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle &amp; Parts Dealers</td>
<td>61.2</td>
</tr>
<tr>
<td>Furniture &amp; Home Furnishings Stores</td>
<td>44.5</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores</td>
<td>33.6</td>
</tr>
<tr>
<td>Bldg Materials, Garden Equip. &amp; Supply Stores</td>
<td>21.7</td>
</tr>
<tr>
<td>Food &amp; Beverage Stores</td>
<td>100.0</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores</td>
<td>51.7</td>
</tr>
<tr>
<td>Gasoline Stations</td>
<td>79.1</td>
</tr>
<tr>
<td>Clothing and Clothing Accessories Stores</td>
<td>46.2</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Book, and Music Stores</td>
<td>30.3</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>61.2</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers</td>
<td>100.0</td>
</tr>
<tr>
<td>Nonstore Retailers</td>
<td>92.0</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places</td>
<td>13.4</td>
</tr>
</tbody>
</table>

Sources: Esri and Infogroup
St. Charles, Mn Trade Area

Leakage/Surplus Factor by Industry Group

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