



Retail Marketplace Profile Report

49829 US 71, Bemidji, MN 56601
 Ring: 60 mile radius

Latitude: 47.38
 Longitude: -94.86

Summary Demographics

2016 Population	222,292
2016 Households	84,140
2016 Median Disposable Income	\$58,441
2016 Per Capita Income	\$38,743

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	\$4,391,646,745	\$3,798,671,992	\$592,974,753	7.2	1,594
Total Retail Trade	44-45	\$3,958,864,396	\$3,460,540,219	\$498,324,177	6.7	1,106
Total Food & Drink	722	\$432,782,349	\$338,131,773	\$94,650,576	12.3	488

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$988,043,216	\$420,706,003	\$567,337,213	40.3	94
Automobile Dealers	4411	\$719,635,777	\$347,838,842	\$371,796,935	34.8	39
Other Motor Vehicle Dealers	4412	\$208,321,686	\$48,415,896	\$159,905,790	62.3	18
Auto Parts, Accessories & Tire Stores	4413	\$60,085,753	\$24,451,265	\$35,634,488	42.2	37
Furniture & Home Furnishings Stores	442	\$115,566,452	\$101,989,209	\$13,577,243	6.2	60
Furniture Stores	4421	\$82,382,556	\$63,576,189	\$18,806,367	12.9	32
Home Furnishings Stores	4422	\$33,183,896	\$38,413,020	-\$5,229,124	-7.3	28
Electronics & Appliance Stores	443	\$170,257,666	\$180,001,164	-\$9,743,498	-2.8	86
Bldg Materials, Garden Equip. & Supply Stores	444	\$191,153,612	\$159,161,204	\$31,992,408	9.1	88
Bldg Material & Supplies Dealers	4441	\$163,458,770	\$117,531,197	\$45,927,573	16.3	67
Lawn & Garden Equip & Supply Stores	4442	\$27,694,842	\$41,630,007	-\$13,935,165	-20.1	21
Food & Beverage Stores	445	\$690,825,106	\$616,746,701	\$74,078,405	5.7	122
Grocery Stores	4451	\$610,773,900	\$559,644,918	\$51,128,982	4.4	57
Specialty Food Stores	4452	\$18,402,336	\$23,186,605	-\$4,784,269	-11.5	29
Beer, Wine & Liquor Stores	4453	\$61,648,870	\$33,915,178	\$27,733,692	29.0	36
Health & Personal Care Stores	446,4461	\$190,573,731	\$180,887,142	\$9,686,589	2.6	98
Gasoline Stations	447,4471	\$285,363,963	\$105,237,255	\$180,126,708	46.1	38
Clothing & Clothing Accessories Stores	448	\$130,641,875	\$219,847,976	-\$89,206,101	-25.5	191
Clothing Stores	4481	\$93,406,123	\$178,636,368	-\$85,230,245	-31.3	146
Shoe Stores	4482	\$19,039,320	\$14,020,273	\$5,019,047	15.2	16
Jewelry, Luggage & Leather Goods Stores	4483	\$18,196,432	\$27,191,335	-\$8,994,903	-19.8	29
Sporting Goods, Hobby, Book & Music Stores	451	\$99,371,375	\$182,083,335	-\$82,711,960	-29.4	85
Sporting Goods/Hobby/Musical Instr Stores	4511	\$71,336,083	\$173,030,112	-\$101,694,029	-41.6	69
Book, Periodical & Music Stores	4512	\$28,035,292	\$9,053,223	\$18,982,069	51.2	16
General Merchandise Stores	452	\$865,193,778	\$1,114,540,002	-\$249,346,224	-12.6	47
Department Stores Excluding Leased Depts.	4521	\$679,574,398	\$706,426,840	-\$26,852,442	-1.9	21
Other General Merchandise Stores	4529	\$185,619,380	\$408,113,162	-\$222,493,782	-37.5	26
Miscellaneous Store Retailers	453	\$163,097,668	\$163,718,239	-\$620,571	-0.2	181
Florists	4531	\$5,914,640	\$3,168,982	\$2,745,658	30.2	17
Office Supplies, Stationery & Gift Stores	4532	\$45,130,089	\$62,186,319	-\$17,056,230	-15.9	55
Used Merchandise Stores	4533	\$15,005,638	\$11,468,897	\$3,536,741	13.4	37
Other Miscellaneous Store Retailers	4539	\$97,047,301	\$86,894,041	\$10,153,260	5.5	72
Nonstore Retailers	454	\$68,775,954	\$15,621,989	\$53,153,965	63.0	16
Electronic Shopping & Mail-Order Houses	4541	\$41,858,411	\$12,898,579	\$28,959,832	52.9	7
Vending Machine Operators	4542	\$6,765,891	\$601,896	\$6,163,995	83.7	3
Direct Selling Establishments	4543	\$20,151,652	\$2,121,514	\$18,030,138	81.0	6
Food Services & Drinking Places	722	\$432,782,349	\$338,131,773	\$94,650,576	12.3	488
Full-Service Restaurants	7221	\$211,698,717	\$192,668,713	\$19,030,004	4.7	278
Limited-Service Eating Places	7222	\$186,977,573	\$137,640,016	\$49,337,557	15.2	182
Special Food Services	7223	\$4,578,682	\$3,983,141	\$595,541	7.0	12
Drinking Places - Alcoholic Beverages	7224	\$29,527,377	\$3,839,903	\$25,687,474	77.0	16

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>

Source: Esri and Infogroup. Retail Marketplace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

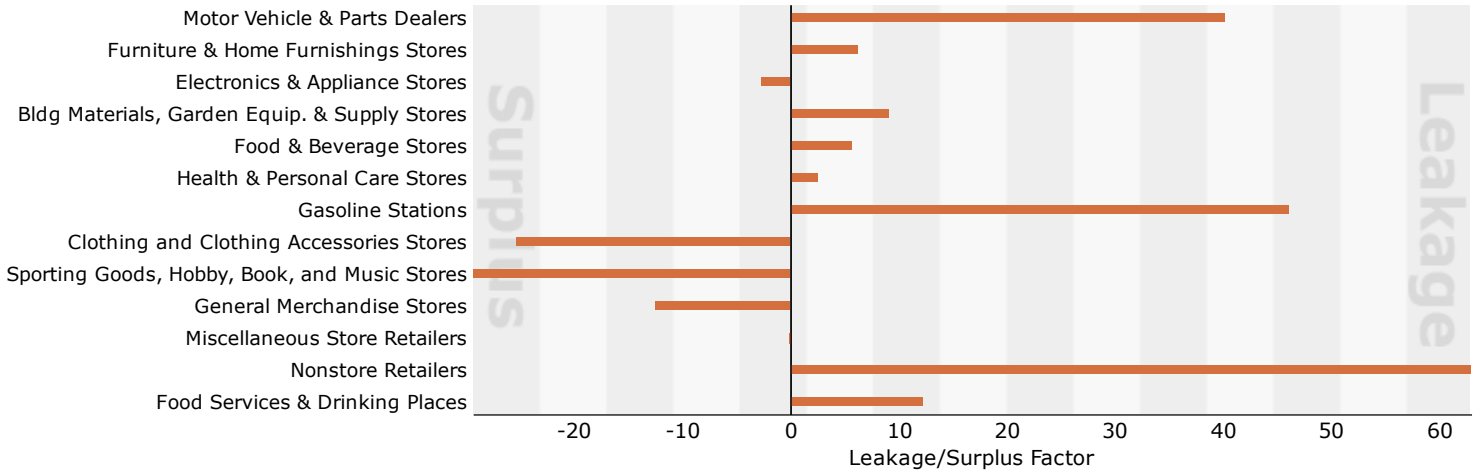


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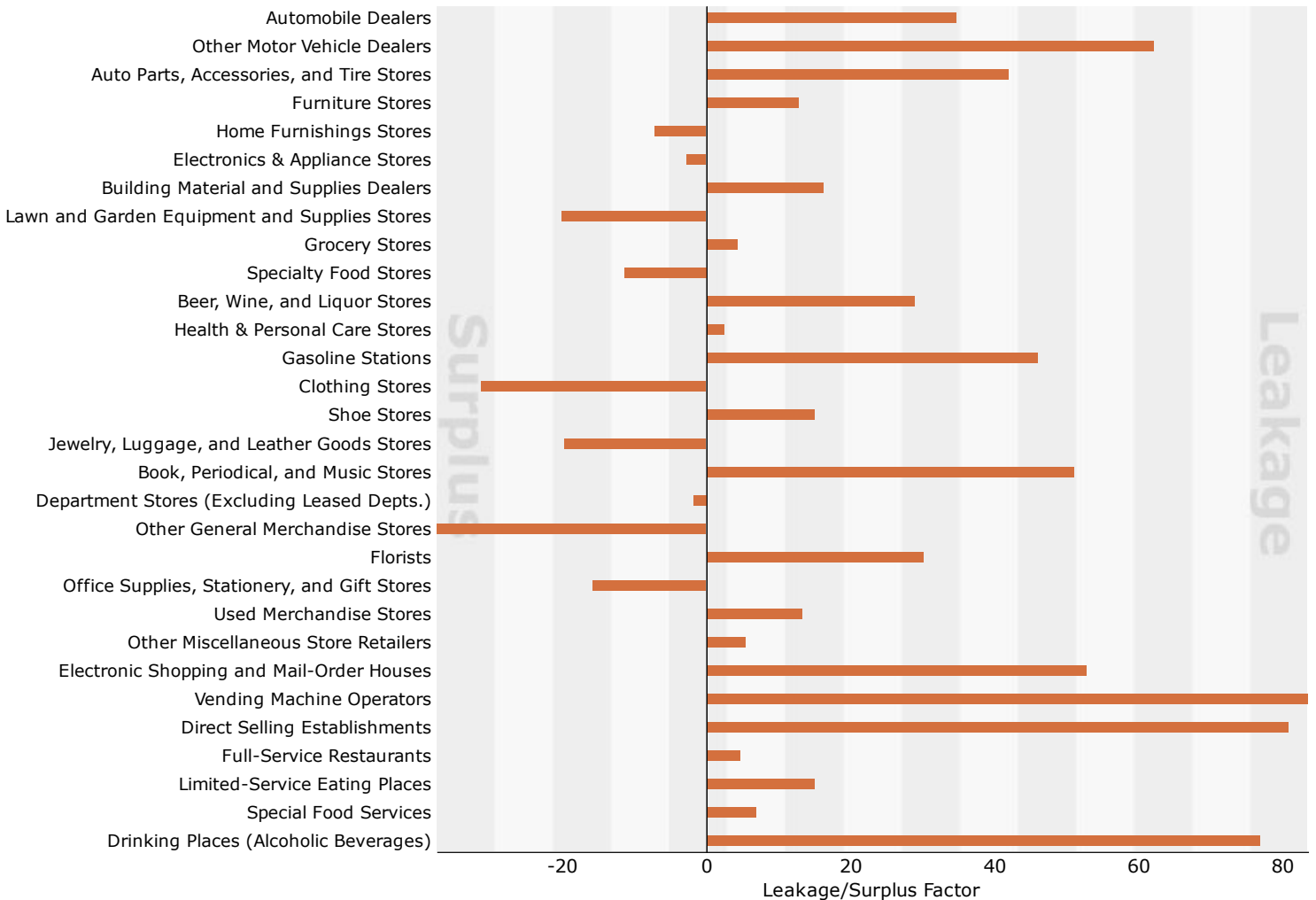
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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