



Retail MarketPlace Profile

Faribault city, MN (2720546)

Geography: Place

Summary Demographics

2015 Population	24,090
2015 Households	8,609
2015 Median Disposable Income	\$40,535
2015 Per Capita Income	\$23,028

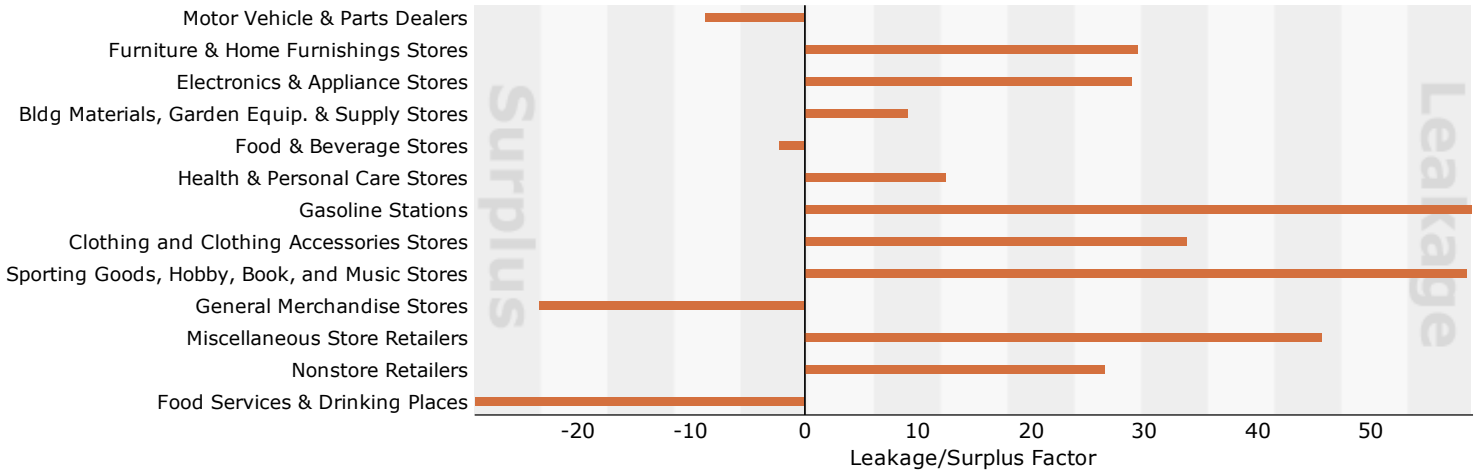
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$219,594,036	\$225,036,346	-\$5,442,310	-1.2	207
Total Retail Trade	44-45	\$197,369,853	\$184,594,230	\$12,775,623	3.3	168
Total Food & Drink	722	\$22,224,183	\$40,442,116	-\$18,217,933	-29.1	39

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$40,964,566	\$48,873,572	-\$7,909,006	-8.8	17
Automobile Dealers	4411	\$35,858,278	\$44,693,866	-\$8,835,588	-11.0	8
Other Motor Vehicle Dealers	4412	\$2,525,252	\$2,587,760	-\$62,508	-1.2	4
Auto Parts, Accessories & Tire Stores	4413	\$2,581,036	\$1,591,946	\$989,090	23.7	5
Furniture & Home Furnishings Stores	442	\$4,169,993	\$2,270,466	\$1,899,527	29.5	8
Furniture Stores	4421	\$2,503,794	\$1,932,012	\$571,782	12.9	4
Home Furnishings Stores	4422	\$1,666,199	\$338,454	\$1,327,745	66.2	4
Electronics & Appliance Stores	443	\$4,977,487	\$2,742,620	\$2,234,867	28.9	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,041,339	\$5,850,207	\$1,191,132	9.2	13
Bldg Material & Supplies Dealers	4441	\$5,655,364	\$5,850,207	-\$194,843	-1.7	13
Lawn & Garden Equip & Supply Stores	4442	\$1,385,975	\$0	\$1,385,975	100.0	0
Food & Beverage Stores	445	\$30,347,703	\$31,740,078	-\$1,392,375	-2.2	18
Grocery Stores	4451	\$26,215,164	\$29,745,143	-\$3,529,979	-6.3	11
Specialty Food Stores	4452	\$823,326	\$189,165	\$634,161	62.6	3
Beer, Wine & Liquor Stores	4453	\$3,309,213	\$1,805,770	\$1,503,443	29.4	4
Health & Personal Care Stores	446,4461	\$14,585,956	\$11,318,360	\$3,267,596	12.6	11
Gasoline Stations	447,4471	\$22,076,402	\$5,696,283	\$16,380,119	59.0	5
Clothing & Clothing Accessories Stores	448	\$10,012,861	\$4,951,734	\$5,061,127	33.8	17
Clothing Stores	4481	\$7,751,555	\$3,041,031	\$4,710,524	43.6	12
Shoe Stores	4482	\$1,768,044	\$1,225,321	\$542,723	18.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$493,262	\$685,382	-\$192,120	-16.3	3
Sporting Goods, Hobby, Book & Music Stores	451	\$4,689,410	\$1,227,214	\$3,462,196	58.5	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,658,498	\$1,155,324	\$2,503,174	52.0	11
Book, Periodical & Music Stores	4512	\$1,030,912	\$71,890	\$959,022	87.0	1
General Merchandise Stores	452	\$35,956,401	\$57,873,723	-\$21,917,322	-23.4	3
Department Stores Excluding Leased Depts.	4521	\$14,877,590	\$1,517,370	\$13,360,220	81.5	2
Other General Merchandise Stores	4529	\$21,078,811	\$56,356,353	-\$35,277,542	-45.6	1
Miscellaneous Store Retailers	453	\$4,924,156	\$1,832,058	\$3,092,098	45.8	37
Florists	4531	\$243,624	\$212,837	\$30,787	6.7	4
Office Supplies, Stationery & Gift Stores	4532	\$993,756	\$397,905	\$595,851	42.8	12
Used Merchandise Stores	4533	\$790,072	\$529,397	\$260,675	19.8	9
Other Miscellaneous Store Retailers	4539	\$2,896,704	\$691,919	\$2,204,785	61.4	12
Nonstore Retailers	454	\$17,623,579	\$10,217,915	\$7,405,664	26.6	17
Electronic Shopping & Mail-Order Houses	4541	\$15,450,420	\$328,329	\$15,122,091	95.8	1
Vending Machine Operators	4542	\$560,928	\$6,442,850	-\$5,881,922	-84.0	6
Direct Selling Establishments	4543	\$1,612,231	\$3,446,736	-\$1,834,505	-36.3	10
Food Services & Drinking Places	722	\$22,224,183	\$40,442,116	-\$18,217,933	-29.1	39
Full-Service Restaurants	7221	\$9,033,638	\$10,714,039	-\$1,680,401	-8.5	9
Limited-Service Eating Places	7222	\$11,542,219	\$24,436,911	-\$12,894,692	-35.8	21
Special Food Services	7223	\$714,753	\$2,122,438	-\$1,407,685	-49.6	2
Drinking Places - Alcoholic Beverages	7224	\$933,573	\$3,168,728	-\$2,235,155	-54.5	7

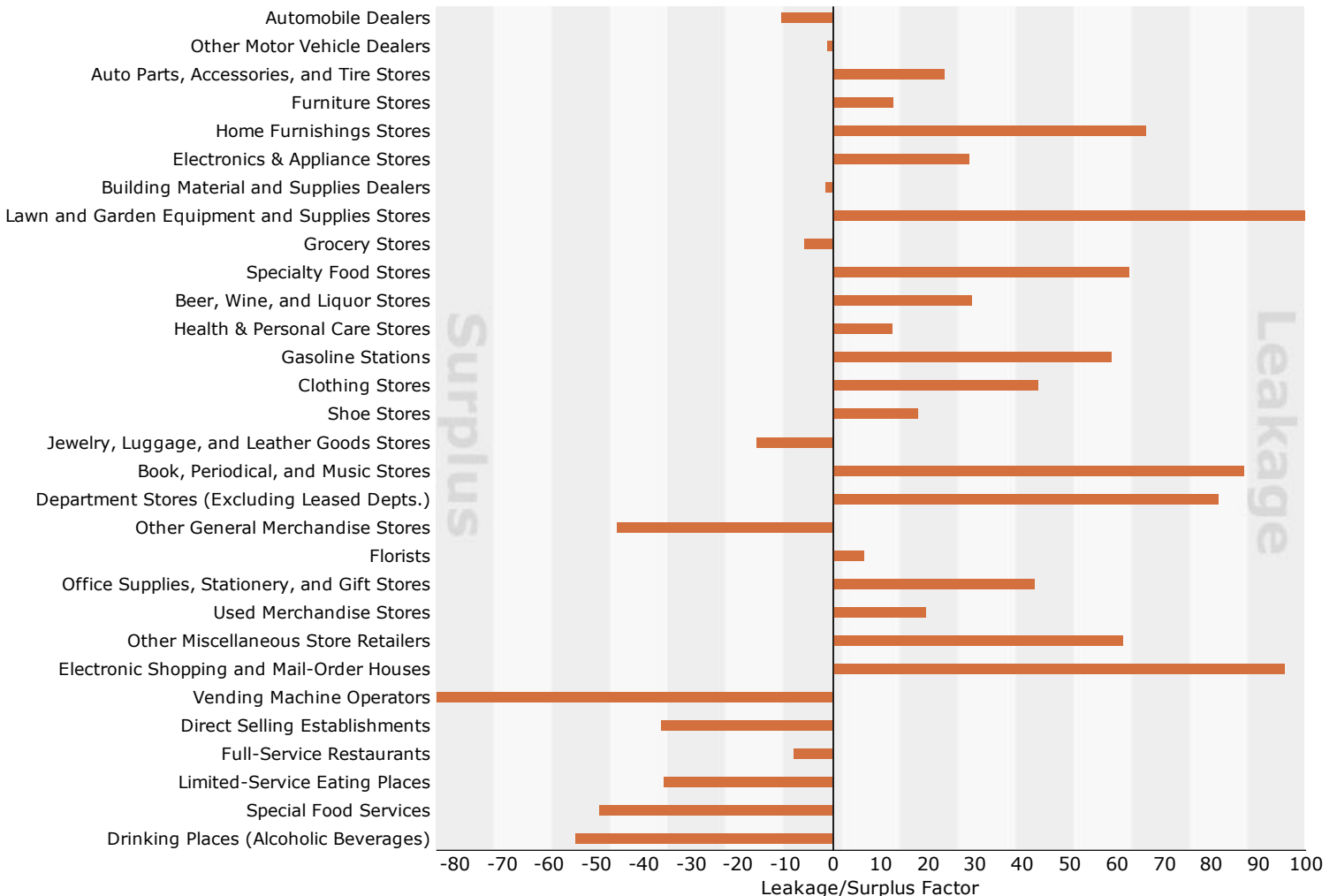
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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