



Retail Marketplace Profile Report

Norfolk city, NE (3134615)

Geography: Place

Summary Demographics

2018 Population	24,360
2018 Households	10,030
2018 Median Disposable Income	\$38,673
2018 Per Capita Income	\$26,804

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	\$313,646,529	\$597,590,429	-\$283,943,900	-31.2	278
Total Retail Trade	44-45	\$283,360,576	\$557,426,222	-\$274,065,646	-32.6	214
Total Food & Drink	722	\$30,285,953	\$40,164,207	-\$9,878,254	-14.0	64

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$58,707,553	\$120,850,344	-\$62,142,791	-34.6	31
Automobile Dealers	4411	\$49,373,747	\$87,696,187	-\$38,322,440	-28.0	20
Other Motor Vehicle Dealers	4412	\$3,871,043	\$15,942,246	-\$12,071,203	-60.9	2
Auto Parts, Accessories & Tire Stores	4413	\$5,462,763	\$17,211,911	-\$11,749,148	-51.8	9
Furniture & Home Furnishings Stores	442	\$7,853,918	\$14,728,817	-\$6,874,899	-30.4	13
Furniture Stores	4421	\$5,942,313	\$8,741,655	-\$2,799,342	-19.1	6
Home Furnishings Stores	4422	\$1,911,605	\$5,987,162	-\$4,075,557	-51.6	7
Electronics & Appliance Stores	443	\$10,827,217	\$31,680,771	-\$20,853,554	-49.1	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,054,519	\$41,220,174	-\$22,165,655	-36.8	16
Bldg Material & Supplies Dealers	4441	\$17,069,892	\$38,464,528	-\$21,394,636	-38.5	13
Lawn & Garden Equip & Supply Stores	4442	\$1,984,627	\$2,755,646	-\$771,019	-16.3	3
Food & Beverage Stores	445	\$52,243,057	\$86,968,336	-\$34,725,279	-24.9	21
Grocery Stores	4451	\$46,865,129	\$75,879,399	-\$29,014,270	-23.6	10
Specialty Food Stores	4452	\$2,607,851	\$932,716	\$1,675,135	47.3	4
Beer, Wine & Liquor Stores	4453	\$2,770,077	\$10,156,221	-\$7,386,144	-57.1	7
Health & Personal Care Stores	446,4461	\$17,450,710	\$38,420,527	-\$20,969,817	-37.5	26
Gasoline Stations	447,4471	\$30,919,377	\$69,558,753	-\$38,639,376	-38.5	11
Clothing & Clothing Accessories Stores	448	\$10,985,799	\$21,317,910	-\$10,332,111	-32.0	29
Clothing Stores	4481	\$7,205,866	\$14,105,095	-\$6,899,229	-32.4	20
Shoe Stores	4482	\$1,433,548	\$4,233,037	-\$2,799,489	-49.4	5
Jewelry, Luggage & Leather Goods Stores	4483	\$2,346,385	\$2,979,778	-\$633,393	-11.9	4
Sporting Goods, Hobby, Book & Music Stores	451	\$11,131,560	\$6,606,511	\$4,525,049	25.5	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,002,066	\$6,318,301	\$3,683,765	22.6	11
Book, Periodical & Music Stores	4512	\$1,129,494	\$288,210	\$841,284	59.3	1
General Merchandise Stores	452	\$46,933,623	\$117,121,818	-\$70,188,195	-42.8	11
Department Stores Excluding Leased Depts.	4521	\$38,654,121	\$113,180,339	-\$74,526,218	-49.1	5
Other General Merchandise Stores	4529	\$8,279,502	\$3,941,479	\$4,338,023	35.5	6
Miscellaneous Store Retailers	453	\$14,143,041	\$8,824,249	\$5,318,792	23.2	30
Florists	4531	\$477,779	\$576,569	-\$98,790	-9.4	2
Office Supplies, Stationery & Gift Stores	4532	\$3,532,699	\$2,581,542	\$951,157	15.6	6
Used Merchandise Stores	4533	\$1,612,257	\$1,574,398	\$37,859	1.2	4
Other Miscellaneous Store Retailers	4539	\$8,520,306	\$4,091,740	\$4,428,566	35.1	18
Nonstore Retailers	454	\$3,110,202	\$128,012	\$2,982,190	92.1	1
Electronic Shopping & Mail-Order Houses	4541	\$2,333,324	\$0	\$2,333,324	100.0	0
Vending Machine Operators	4542	\$112,976	\$128,012	-\$15,036	-6.2	1
Direct Selling Establishments	4543	\$663,902	\$0	\$663,902	100.0	0
Food Services & Drinking Places	722	\$30,285,953	\$40,164,207	-\$9,878,254	-14.0	64
Special Food Services	7223	\$790,963	\$0	\$790,963	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$3,174,431	\$793,262	\$2,381,169	60.0	5
Restaurants/Other Eating Places	7225	\$26,320,559	\$39,370,945	-\$13,050,386	-19.9	59

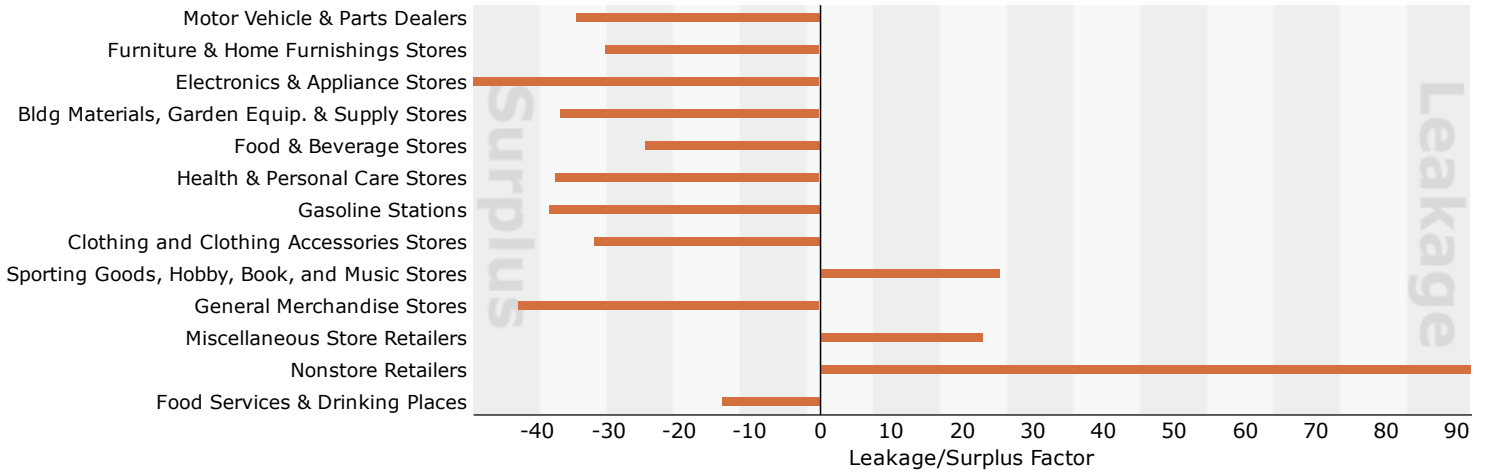
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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. Esri 2018 Updated Demographics. Esri 2017 Retail Marketplace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

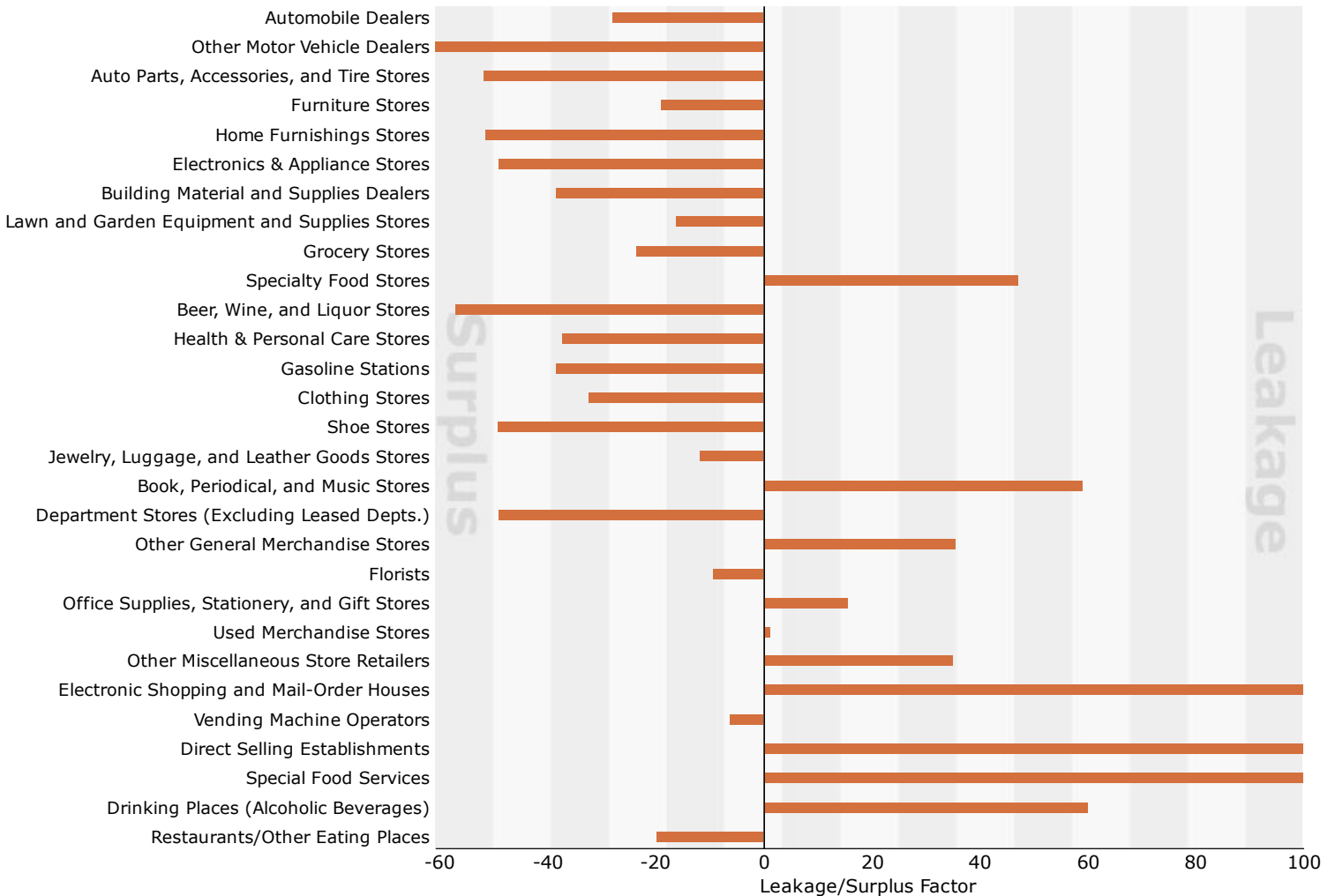
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Norfolk city, NE (3134615)
 Geography: Place

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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