



MOJamesRiverCommons51015
 4833 S Campbell Ave, Springfield, MO 65810-1727
 Drive Time: 5 minutes

Latitude: 37.126781
 Longitude: -93.298012

Summary Demographics

2010 Population	21,715
2010 Households	9,401
2010 Median Disposable Income	\$48,012
2010 Per Capita Income	\$32,677

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / Leakage Factor	Number of Businesses
Total Retail Trade (NAICS 44-45)	\$239,058,500	\$525,620,826	-\$286,562,326	-37.5	218
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$283,642,360	\$632,475,850	-\$348,833,490	-38.1	331

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / Leakage Factor	Number of Businesses
Gasoline Stations (NAICS 447/NAICS 4471)	\$41,087,258	\$29,387,267	\$11,699,991	16.6	7
Nonstore Retailers (NAICS 454)	\$5,463,569	\$783,129	\$4,680,440	74.9	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$10,118,178	\$6,382,291	\$3,735,887	22.6	28
Vending Machine Operators (NAICS 4542)	\$2,816,519	\$11,544	\$2,804,975	99.2	1
Food & Beverage Stores (NAICS 445)	\$36,928,551	\$34,339,722	\$2,588,829	3.6	17
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$4,311,423	\$2,009,990	\$2,301,433	36.4	18
Clothing Stores (NAICS 4481)	\$7,908,764	\$5,616,253	\$2,292,511	17.0	24
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,682,174	\$4,448,730	\$2,233,444	20.1	22
Grocery Stores (NAICS 4451)	\$35,001,068	\$33,207,312	\$1,793,756	2.6	8
Direct Selling Establishments (NAICS 4543)	\$1,835,531	\$661,438	\$1,174,093	47.0	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,425,042	\$324,444	\$1,100,598	62.9	3
Other Motor Vehicle Dealers (NAICS 4412)	\$4,327,437	\$3,258,496	\$1,068,941	14.1	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,507,501	\$630,037	\$877,464	41.1	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$811,519	\$110,147	\$701,372	76.1	1
Building Material and Supplies Dealers (NAICS 4441)	\$9,411,367	\$8,949,873	\$461,494	2.5	8



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Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$10,473,746	\$10,033,858	\$439,888	2.1	12
Shoe Stores (NAICS 4482)	\$784,372	\$441,594	\$342,778	28.0	1
Used Merchandise Stores (NAICS 4533)	\$403,964	\$101,070	\$302,894	60.0	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,290,536	\$2,026,496	\$264,040	6.1	9
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,062,379	\$1,083,985	-\$21,606	-1.0	4
Book, Periodical, and Music Stores (NAICS 4512)	\$2,370,751	\$2,438,740	-\$67,989	-1.4	4
Specialty Food Stores (NAICS 4452)	\$419,982	\$502,373	-\$82,391	-8.9	6
Furniture Stores (NAICS 4421)	\$5,447,770	\$5,801,777	-\$354,007	-3.1	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$3,968,052	\$4,345,901	-\$377,849	-4.5	7
Florists (NAICS 4531)	\$505,717	\$991,115	-\$485,398	-32.4	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$8,271,138	\$8,919,306	-\$648,168	-3.8	18
Miscellaneous Store Retailers (NAICS 453)	\$4,776,932	\$5,813,015	-\$1,036,083	-9.8	27
Home Furnishings Stores (NAICS 4422)	\$2,951,213	\$4,007,379	-\$1,056,166	-15.2	11
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,576,715	\$2,694,334	-\$1,117,619	-26.2	12
Furniture & Home Furnishings Stores (NAICS 442)	\$8,398,983	\$9,809,156	-\$1,410,173	-7.7	18



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Special Food Services (NAICS 7223)	\$2,488,071	\$4,041,453	-\$1,553,382	-23.8	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$3,874,170	\$5,583,969	-\$1,709,799	-18.1	7
Other General Merchandise Stores (NAICS 4529)	\$16,595,013	\$21,485,458	-\$4,890,445	-12.8	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$9,709,845	\$17,525,499	-\$7,815,654	-28.7	26
Department Stores Excluding Leased Depts. (NAICS 4521)	\$20,456,089	\$42,741,141	-\$22,285,052	-35.3	5
Full-Service Restaurants (NAICS 7221)	\$14,104,797	\$40,698,600	-\$26,593,803	-48.5	55
General Merchandise Stores (NAICS 452)	\$37,051,102	\$64,226,599	-\$27,175,497	-26.8	9
Limited-Service Eating Places (NAICS 7222)	\$24,116,822	\$56,531,002	-\$32,414,180	-40.2	46
Total Food & Drink (NAICS 722)	\$44,583,860	\$106,855,024	-\$62,271,164	-41.1	113
Food Services & Drinking Places (NAICS 722)	\$44,583,860	\$106,855,024	-\$62,271,164	-41.1	113
Motor Vehicle & Parts Dealers (NAICS 441)	\$60,097,024	\$333,952,254	-\$273,855,230	-69.5	33
Automobile Dealers (NAICS 4411)	\$51,801,535	\$326,347,857	-\$274,546,322	-72.6	24