

2015 Retail MarketPlace Forecast

MOBroadbent51015
Drive Time: 15 minutes

Prepared by George Alexander
Latitude: 37.213688
Longitude: -93.359565

Summary Demographics						
2015 Population						201,323
2015 Households						72,620
2015 Per Capita Income						\$47,628
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	\$3,402,360,190	\$1,966,727,141	1,435,633,049	26.7	1,243
Total Retail Trade	44-45	\$2,896,040,360	\$1,705,827,156	1,190,213,204	25.9	936
Total Food & Drink	722	\$506,319,830	\$260,899,985	245,419,845	32.0	307
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$679,672,242	\$263,034,754	416,637,488	44.2	74
Automobile Dealers	4411	\$595,726,659	\$238,912,298	356,814,361	42.8	36
Other Motor Vehicle Dealers	4412	\$44,988,325	\$8,150,996	36,837,329	69.3	8
Auto Parts, Accessories & Tire Stores	4413	\$38,957,258	\$15,971,460	22,985,799	41.8	31
Furniture & Home Furnishings Stores	442	\$122,036,640	\$50,070,779	71,965,862	41.8	64
Furniture Stores	4421	\$82,372,891	\$29,559,406	52,813,485	47.2	25
Home Furnishings Stores	4422	\$39,663,749	\$20,511,372	19,152,377	31.8	39
Electronics & Appliance Stores	4431	\$120,321,124	\$48,883,785	71,437,339	42.2	58
Bldg Materials, Garden Equip. & Supply Stores	444	\$143,595,301	\$70,619,821	72,975,481	34.1	67
Bldg Material & Supplies Dealers	4441	\$132,451,751	\$63,698,280	68,753,471	35.1	52
Lawn & Garden Equip & Supply Stores	4442	\$11,143,551	\$6,921,541	4,222,010	23.4	15
Food & Beverage Stores	445	\$679,632,608	\$442,205,321	237,427,287	21.2	108
Grocery Stores	4451	\$634,466,136	\$414,548,245	219,917,892	21.0	65
Specialty Food Stores	4452	\$11,906,794	\$7,801,221	4,105,572	20.8	21
Beer, Wine & Liquor Stores	4453	\$33,259,678	\$19,855,855	13,403,823	25.2	22
Health & Personal Care Stores	446,4461	\$90,655,123	\$64,367,097	26,288,026	17.0	89
Gasoline Stations	447,4471	\$440,224,638	\$280,205,070	160,019,568	22.2	57
Clothing & Clothing Accessories Stores	448	\$147,540,413	\$105,246,499	42,293,915	16.7	167
Clothing Stores	4481	\$114,313,787	\$82,711,519	31,602,268	16.0	109
Shoe Stores	4482	\$15,306,985	\$15,033,026	273,959	0.9	31
Jewelry, Luggage & Leather Goods Stores	4483	\$17,919,642	\$7,501,954	10,417,688	41.0	27
Sporting Goods, Hobby, Book & Music Stores	451	\$45,997,986	\$24,826,760	21,171,226	29.9	62
Sporting Goods/Hobby/Musical Instr Stores	4511	\$24,341,545	\$16,700,693	7,640,852	18.6	43
Book, Periodical & Music Stores	4512	\$21,656,441	\$8,126,067	13,530,374	45.4	19
General Merchandise Stores	452	\$272,842,525	\$272,256,911	585,614	0.1	32
Department Stores Excluding Leased Depts.	4521	\$135,123,565	\$177,583,643	-42,460,079	-13.6	15
Other General Merchandise Stores	4529	\$137,718,961	\$94,673,268	43,045,692	18.5	17
Miscellaneous Store Retailers	453	\$62,499,783	\$26,807,042	35,692,741	40.0	142
Florists	4531	\$5,153,549	\$2,606,585	2,546,964	32.8	19
Office Supplies, Stationery & Gift Stores	4532	\$27,898,512	\$15,140,020	12,758,492	29.6	37
Used Merchandise Stores	4533	\$2,003,785	\$1,629,997	373,788	10.3	45
Other Miscellaneous Store Retailers	4539	\$27,443,937	\$7,430,440	20,013,497	57.4	41
Nonstore Retailers	454	\$91,021,974	\$57,303,316	33,718,658	22.7	18
Electronic Shopping & Mail-Order Houses	4541	\$12,196,213	\$6,490,374	5,705,838	30.5	4
Vending Machine Operators	4542	\$12,828,743	\$1,789,580	11,039,163	75.5	5
Direct Selling Establishments	4543	\$65,997,019	\$49,023,362	16,973,657	14.8	8
Food Services & Drinking Places	722	\$506,319,830	\$260,899,985	245,419,845	32.0	307
Full-Service Restaurants	7221	\$250,941,818	\$118,289,736	132,652,083	35.9	165
Limited-Service Eating Places	7222	\$207,138,223	\$109,138,594	97,999,629	31.0	103
Special Food Services	7223	\$45,789,538	\$30,020,978	15,768,560	20.8	26
Drinking Places - Alcoholic Beverages	7224	\$2,450,251	\$3,450,677	-1,000,426	-17.0	12

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. The vintage of the Retail MarketPlace data on this report is 2015.

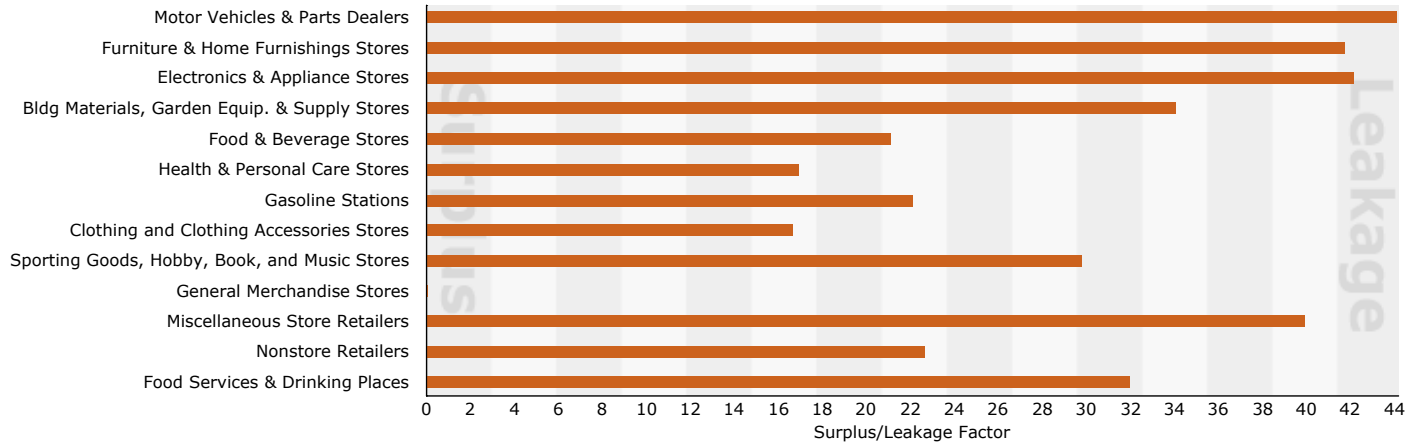
Source: Esri and Infogroup

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

