

CBC SOUTHWEST RETAIL GAP DETAILED TABLE

Retail MarketPlace Profile



Prepared by George Alexander

APS57510

Latitude: 37.09598

Longitude: -93.512408

Ring: 5 miles radius

Summary Demographics

2010 Population	19,928
2010 Households	7,724
2010 Median Disposable Income	\$38,878
2010 Per Capita Income	\$21,282

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / Leakage Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$153,296,282	\$144,866,824	\$8,429,458	2.8	127
Total Retail Trade (NAICS 44-45)	\$130,418,581	\$121,909,418	\$8,509,163	3.4	96
Total Food & Drink (NAICS 722)	\$22,877,701	\$22,957,406	-\$79,705	-0.2	31

Industry Group	Demand	Supply	Retail Gap	Surplus / LeakageFactor	Number of Businesses	Retail Gap per Household	Retail Gap per Person
Food & Beverage Stores (NAICS 445)	\$18,115,552	\$1,108,713	\$17,006,839	88.5	2	\$2,202	\$853
Grocery Stores (NAICS 4451)	\$17,208,593	\$1,099,551	\$16,109,042	88.0	2	\$2,086	\$808
Other General Merchandise Stores (NAICS 4529)	\$11,050,922	\$4,482,549	\$6,568,373	42.3	2	\$850	\$330
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,864,227	\$79,588	\$3,784,639	96.0	1	\$490	\$190
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,266,373	\$705,176	\$3,561,197	71.6	4	\$461	\$179
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$5,191,346	\$1,864,398	\$3,326,948	47.2	5	\$431	\$167
Nonstore Retailers (NAICS 454)	\$3,645,808	\$669,836	\$2,975,972	69.0	1	\$385	\$149
Clothing Stores (NAICS 4481)	\$3,310,060	\$705,176	\$2,604,884	64.9	4	\$337	\$131
Other Motor Vehicle Dealers (NAICS 4412)	\$2,795,009	\$247,845	\$2,547,164	83.7	1	\$330	\$128
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,626,466	\$303,085	\$2,323,381	79.3	7	\$301	\$117
Furniture Stores (NAICS 4421)	\$2,427,003	\$605,336	\$1,821,667	60.1	2	\$236	\$91
Furniture & Home Furnishings Stores (NAICS 442)	\$3,844,882	\$2,024,443	\$1,820,439	31.0	9	\$236	\$91
Direct Selling Establishments (NAICS 4543)	\$1,803,222	\$353,382	\$1,449,840	67.2	1	\$188	\$73
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,728,422	\$303,085	\$1,425,337	70.2	7	\$185	\$72
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,617,534	\$293,169	\$1,324,365	69.3	2	\$171	\$66
Full-Service Restaurants (NAICS 7221)	\$8,608,089	\$7,299,356	\$1,308,733	8.2	16	\$169	\$66
Special Food Services (NAICS 7223)	\$1,096,328	\$0	\$1,096,328	100.0	0	\$142	\$55
Vending Machine Operators (NAICS 4542)	\$1,299,604	\$316,454	\$983,150	60.8	1	\$127	\$49
Miscellaneous Store Retailers (NAICS 453)	\$2,713,912	\$1,772,757	\$941,155	21.0	21	\$122	\$47

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Industry Group	Demand	Supply	Retail Gap	Surplus / LeakageFactor	Number of Businesses	Retail Gap per Household	Retail Gap per Person
Book, Periodical, and Music Stores (NAICS 4512)	\$898,044	\$0	\$898,044	100.0	0	\$116	\$45
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$643,559	\$0	\$643,559	100.0	0	\$83	\$32
Beer, Wine, and Liquor Stores (NAICS 4453)	\$612,957	\$0	\$612,957	100.0	0	\$79	\$31
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$542,982	\$0	\$542,982	100.0	0	\$70	\$27
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$731,864	\$204,541	\$527,323	56.3	6	\$68	\$26
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$648,323	\$173,841	\$474,482	57.7	2	\$61	\$24
Shoe Stores (NAICS 4482)	\$312,754	\$0	\$312,754	100.0	0	\$40	\$16
Specialty Food Stores (NAICS 4452)	\$294,002	\$9,162	\$284,840	94.0	1	\$37	\$14
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,077,300	\$1,839,949	\$237,351	6.1	9	\$31	\$12
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,362,198	\$1,169,122	\$193,076	7.6	7	\$25	\$10
Used Merchandise Stores (NAICS 4533)	\$325,755	\$198,531	\$127,224	24.3	7	\$16	\$6
Florists (NAICS 4531)	\$294,095	\$200,563	\$93,532	18.9	1	\$12	\$5
Home Furnishings Stores (NAICS 4422)	\$1,417,879	\$1,419,107	-\$1,228	0.0	7	\$0	\$0
Food Services & Drinking Places (NAICS 722)	\$22,877,701	\$22,957,406	-\$79,705	-0.2	31	-\$10	-\$4
General Merchandise Stores (NAICS 452)	\$24,072,296	\$27,181,224	-\$3,108,928	-6.1	4	-\$403	-\$156
Limited-Service Eating Places (NAICS 7222)	\$11,555,750	\$15,364,881	-\$3,809,131	-14.1	13	-\$493	-\$191
Motor Vehicle & Parts Dealers (NAICS 441)	\$32,697,614	\$39,527,711	-\$6,830,097	-9.5	23	-\$884	-\$343
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,446,884	\$12,893,967	-\$7,447,083	-40.6	10	-\$964	-\$374
Building Material and Supplies Dealers (NAICS 4441)	\$4,798,561	\$12,720,126	-\$7,921,565	-45.2	8	-\$1,026	-\$398

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Industry Group		Demand	Supply	Retail Gap	Surplus / LeakageFactor	Number of Businesses	Retail Gap per Household	Retail Gap per Person
Automobile Dealers (NAICS 4411)		\$27,825,305	\$37,439,917	-\$9,614,612	-14.7	13	-\$1,245	-\$482
Department Stores Excluding Leased Depts. (NAICS 4521)		\$13,021,374	\$22,698,675	-\$9,677,301	-27.1	2	-\$1,253	-\$486
Gasoline Stations (NAICS 447/NAICS 4471)		\$23,933,221	\$33,778,520	-\$9,845,299	-17.1	9	-\$1,275	-\$494