



Retail MarketPlace Profile I MarketPlace Profile

MO Springfield Broadbent 51015

Latitude: 37.212467

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Longitude: -93.359045

Longitude: -93.359045

Drive Time: 5 minutes

Summary Demographics			
2010 Population			16,849
2010 Households			6,853
2010 Median Disposable Income			\$29,797
2010 Per Capita Income			\$17,911

Industry Group	Demand	Supply	Total Retail Gap	Retail Gap Per Person	Retail Gap Per Household	Factor	# of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$113,522,886	\$144,690,801	-\$31,167,915	-\$4,548	-\$1,850	-12.1	151
Total Retail Trade (NAICS 44-45)	\$96,959,676	\$125,861,524	-\$28,901,848	-\$4,217	-\$1,715	-13.0	125
Total Food & Drink (NAICS 722)	\$16,563,210	\$18,829,277	-\$2,266,067	-\$331	-\$134	-6.4	26

Industry Group	Demand	Supply	Retail Gap	Factor	# of Businesses	Factor	# of Businesses
Automobile Dealers (NAICS 4411)	\$19,663,600	\$14,175,939	\$5,487,661	\$801	\$326	16.2	19
Food & Beverage Stores (NAICS 445)	\$11,267,750	\$6,701,172	\$4,566,578	\$666	\$271	25.4	6
Grocery Stores (NAICS 4451)	\$10,650,577	\$6,301,365	\$4,349,212	\$635	\$258	25.7	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,588,579	\$635,399	\$2,953,180	\$431	\$175	69.9	3
Clothing Stores (NAICS 4481)	\$2,863,719	\$608,592	\$2,255,127	\$329	\$134	64.9	3
Other General Merchandise Stores (NAICS 4529)	\$13,362,527	\$11,348,056	\$2,014,471	\$294	\$120	8.2	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,420,424	\$2,627,804	\$1,792,620	\$262	\$106	25.4	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,619,437	\$230,571	\$1,388,866	\$203	\$82	75.1	7
Furniture Stores (NAICS 4421)	\$1,564,564	\$264,296	\$1,300,268	\$190	\$77	71.1	1
Special Food Services (NAICS 7223)	\$1,591,423	\$383,348	\$1,208,075	\$176	\$72	61.2	1



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Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,934,547	\$1,860,562	\$1,073,985	\$157	\$64	22.4	8
Direct Selling Establishments (NAICS 4543)	\$836,912	\$0	\$836,912	\$122	\$50	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$2,401,946	\$1,852,160	\$549,786	\$80	\$33	12.9	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$596,761	\$158,378	\$438,383	\$64	\$26	58.1	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$435,330	\$26,807	\$408,523	\$60	\$24	88.4	1
Full-Service Restaurants (NAICS 7221)	\$5,578,559	\$5,251,603	\$326,956	\$48	\$19	3.0	10
Shoe Stores (NAICS 4482)	\$289,530	\$0	\$289,530	\$42	\$17	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$661,968	\$406,812	\$255,156	\$37	\$15	23.9	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$534,339	\$360,705	\$173,634	\$25	\$10	19.4	1
Specialty Food Stores (NAICS 4452)	\$82,834	\$39,102	\$43,732	\$6	\$3	35.9	1



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Industry Group	Demand	Supply	Retail Gap	Factor	# of Businesses	Factor	# of Businesses
Used Merchandise Stores (NAICS 4533)	\$105,509	\$145,677	-\$40,168	-\$6	-\$2	-16.0	7
Florists (NAICS 4531)	\$234,042	\$302,602	-\$68,560	-\$10	-\$4	-12.8	3
Vending Machine Operators (NAICS 4542)	\$631,966	\$774,875	-\$142,909	-\$21	-\$8	-10.2	3
Miscellaneous Store Retailers (NAICS 453)	\$1,696,924	\$2,112,910	-\$415,986	-\$61	-\$25	-10.9	25
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$403,424	\$841,327	-\$437,903	-\$64	-\$26	-35.2	4
Other Miscellaneous Store Retailers (NAICS 4539)	\$760,612	\$1,506,253	-\$745,641	-\$109	-\$44	-32.9	13
Home Furnishings Stores (NAICS 4422)	\$837,382	\$1,587,864	-\$750,482	-\$110	-\$45	-30.9	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,607,563	\$2,817,983	-\$1,210,420	-\$177	-\$72	-27.4	5
Building Material and Supplies Dealers (NAICS 4441)	\$3,122,632	\$4,857,457	-\$1,734,825	-\$253	-\$103	-21.7	12
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,491,868	\$4,326,421	-\$1,834,553	-\$268	-\$109	-26.9	8



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Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,526,056	\$5,698,784	-\$2,172,728	-\$317	-\$129	-23.6	16
Food Services & Drinking Places (NAICS 722)	\$16,563,210	\$18,829,277	-\$2,266,067	-\$331	-\$134	-6.4	26
Nonstore Retailers (NAICS 454)	\$1,943,810	\$5,125,611	-\$3,181,801	-\$464	-\$189	-45.0	5
Book, Periodical, and Music Stores (NAICS 4512)	\$872,431	\$4,095,850	-\$3,223,419	-\$470	-\$191	-64.9	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$474,932	\$4,350,736	-\$3,875,804	-\$566	-\$230	-80.3	2
Limited-Service Eating Places (NAICS 7222)	\$8,731,260	\$12,787,514	-\$4,056,254	-\$592	-\$241	-18.8	12
Motor Vehicle & Parts Dealers (NAICS 441)	\$23,063,723	\$27,619,861	-\$4,556,138	-\$665	-\$270	-9.0	30
Other Motor Vehicle Dealers (NAICS 4412)	\$1,792,560	\$10,625,939	-\$8,833,379	-\$1,289	-\$524	-71.1	6
General Merchandise Stores (NAICS 452)	\$21,075,188	\$30,901,943	-\$9,826,755	-\$1,434	-\$583	-18.9	5
Department Stores Excluding Leased Depts. (NAICS 4521)	\$7,712,661	\$19,553,887	-\$11,841,226	-\$1,728	-\$703	-43.4	1



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Gasoline Stations (NAICS 447/NAICS 4471)	\$18,548,861	\$36,398,897	-\$17,850,036	-\$2,605	-\$1,059	-32.5	8