



Retail MarketPlace Profile

MO Springfield Broadbent 51015

Latitude: 37.212467

Longitude: -93.359045

Drive Time: 5 minutes

Summary Demographics				
Column1	Column2	Column3	Column4	Column5
2010 Population				16,849
2010 Households				6,853
2010 Median Disposable Income				\$29,797
2010 Per Capita Income				\$17,911

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

Industry Group	Demand	Supply	Retail Gap	Factor	# of Businesses
Automobile Dealers (NAICS 4411)	\$19,663,600	\$14,175,939	\$5,487,661	16.2	19
Food & Beverage Stores (NAICS 445)	\$11,267,750	\$6,701,172	\$4,566,578	25.4	6
Grocery Stores (NAICS 4451)	\$10,650,577	\$6,301,365	\$4,349,212	25.7	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,588,579	\$635,399	\$2,953,180	69.9	3
Clothing Stores (NAICS 4481)	\$2,863,719	\$608,592	\$2,255,127	64.9	3

Other General Merchandise Stores (NAICS 4529)		\$13,362,527	\$11,348,056	\$2,014,471	8.2	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)		\$4,420,424	\$2,627,804	\$1,792,620	25.4	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)		\$1,619,437	\$230,571	\$1,388,866	75.1	7
Furniture Stores (NAICS 4421)		\$1,564,564	\$264,296	\$1,300,268	71.1	1
Special Food Services (NAICS 7223)		\$1,591,423	\$383,348	\$1,208,075	61.2	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)		\$2,934,547	\$1,860,562	\$1,073,985	22.4	8
Direct Selling Establishments (NAICS 4543)		\$836,912	\$0	\$836,912	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)		\$2,401,946	\$1,852,160	\$549,786	12.9	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)		\$596,761	\$158,378	\$438,383	58.1	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)		\$435,330	\$26,807	\$408,523	88.4	1
Full-Service Restaurants (NAICS 7221)		\$5,578,559	\$5,251,603	\$326,956	3.0	10
Shoe Stores (NAICS 4482)		\$289,530	\$0	\$289,530	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)		\$661,968	\$406,812	\$255,156	23.9	3
Beer, Wine, and Liquor Stores (NAICS 4453)		\$534,339	\$360,705	\$173,634	19.4	1
Specialty Food Stores (NAICS 4452)		\$82,834	\$39,102	\$43,732	35.9	1
Used Merchandise Stores (NAICS 4533)		\$105,509	\$145,677	-\$40,168	-16.0	7
Florists (NAICS 4531)		\$234,042	\$302,602	-\$68,560	-12.8	3
Vending Machine Operators (NAICS 4542)		\$631,966	\$774,875	-\$142,909	-10.2	3
Miscellaneous Store Retailers (NAICS 453)		\$1,696,924	\$2,112,910	-\$415,986	-10.9	25
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)		\$403,424	\$841,327	-\$437,903	-35.2	4
Other Miscellaneous Store Retailers (NAICS 4539)		\$760,612	\$1,506,253	-\$745,641	-32.9	13
Home Furnishings Stores (NAICS 4422)		\$837,382	\$1,587,864	-\$750,482	-30.9	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)		\$1,607,563	\$2,817,983	-\$1,210,420	-27.4	5
Building Material and Supplies Dealers (NAICS 4441)		\$3,122,632	\$4,857,457	-\$1,734,825	-21.7	12
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)		\$2,491,868	\$4,326,421	-\$1,834,553	-26.9	8
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)		\$3,526,056	\$5,698,784	-\$2,172,728	-23.6	16

Food Services & Drinking Places (NAICS 722)		\$16,563,210	\$18,829,277	-\$2,266,067	-6.4	26
Nonstore Retailers (NAICS 454)		\$1,943,810	\$5,125,611	-\$3,181,801	-45.0	5
Book, Periodical, and Music Stores (NAICS 4512)		\$872,431	\$4,095,850	-\$3,223,419	-64.9	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)		\$474,932	\$4,350,736	-\$3,875,804	-80.3	2
Limited-Service Eating Places (NAICS 7222)		\$8,731,260	\$12,787,514	-\$4,056,254	-18.8	12
Motor Vehicle & Parts Dealers (NAICS 441)		\$23,063,723	\$27,619,861	-\$4,556,138	-9.0	30
Other Motor Vehicle Dealers (NAICS 4412)		\$1,792,560	\$10,625,939	-\$8,833,379	-71.1	6
General Merchandise Stores (NAICS 452)		\$21,075,188	\$30,901,943	-\$9,826,755	-18.9	5
Department Stores Excluding Leased Depts. (NAICS 4521)		\$7,712,661	\$19,553,887	-\$11,841,226	-43.4	1
Gasoline Stations (NAICS 447/NAICS 4471)		\$18,548,861	\$36,398,897	-\$17,850,036	-32.5	8