



Retail MarketPlace Profile

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Latitude: 37.214037

Longitude: -93.360005

Drive Time: 5 minutes

Summary Demographics

2010 Population	16,377
2010 Households	6,654
2010 Median Disposable Income	\$29,976
2010 Per Capita Income	\$17,998

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)	\$119,281,962	\$159,947,602	-\$40,665,640	-14.6	135
Total Retail Trade (NAICS 44-45)	\$101,283,455	\$141,367,874	-\$40,084,419	-16.5	109
Total Food & Drink (NAICS 722)	\$17,998,507	\$18,579,728	-\$581,221	-1.6	26

Industry Group			Retail Demand	Retail Sales/Supply	Retail Gap	Surplus / Leakage Factor	Number of Businesses
Automobile Dealer			\$21,591,629	\$13,038,191	\$8,553,438	24.7	21
Food & Beverage			\$15,955,213	\$8,600,333	\$7,354,880	30.0	8
Clothing & Accessories			\$4,100,225	\$529,321	\$3,570,904	77.1	3
Health & Personal Care			\$4,339,632	\$1,279,475	\$3,060,157	54.5	3
Furniture & Home Furnishings			\$3,152,806	\$1,128,371	\$2,024,435	47.3	2
Sports/Hobbies/Music			\$1,748,853	\$246,400	\$1,502,453	75.3	5
Drinking Places			\$1,466,701	\$693,293	\$773,408	35.8	3

Industry Group			Retail Demand	Retail Sales/Supply	Retail Gap	Surplus / Leakage Factor	Number of Businesses
Special Food Service			\$1,021,897	\$340,786	\$681,111	50.0	1
Jewelry, Luggage & Leather			\$547,652	\$19,684	\$527,968	93.1	1
Beer, Wine & Liquor			\$609,230	\$229,599	\$379,631	45.3	1
Shoe Stores (NAICS 4482)			\$332,400	\$0	\$332,400	100.0	0
Specialty Food Stores (NAICS 4452)			\$178,613	\$0	\$178,613	100.0	0
Home Furnishings Stores (NAICS 4422)			\$1,102,199	\$944,935	\$157,264	7.7	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)			\$634,815	\$577,660	\$57,155	4.7	2
Used Merchandise Stores (NAICS 4533)			\$154,069	\$105,384	\$48,685	18.8	4
Florists (NAICS 4531)			\$230,406	\$267,732	-\$37,326	-7.5	2
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)			\$483,131	\$544,429	-\$61,298	-6.0	3
Full-Service Restaurants (NAICS 7221)			\$5,616,521	\$5,694,282	-\$77,761	-0.7	12
Food Services & Drinking Places (NAICS 722)			\$17,998,507	\$18,579,728	-\$581,221	-1.6	26
Auto Parts, Accessories, and Tire Stores (NAICS 4413)			\$1,630,241	\$2,237,854	-\$607,613	-15.7	4

Industry Group		Retail Demand	Retail Sales/Supply	Retail Gap	Surplus / Leakage Factor	Number of Businesses
Miscellaneous Store Retailers (NAICS 453)		\$2,063,021	\$2,778,639	-\$715,618	-14.8	17
Other Miscellaneous Store Retailers (NAICS 4539)		\$1,043,731	\$1,827,863	-\$784,132	-27.3	9
Nonstore Retailers (NAICS 454)		\$2,427,331	\$3,444,438	-\$1,017,107	-17.3	5
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)		\$2,715,248	\$4,624,649	-\$1,909,401	-26.0	6
Limited-Service Eating Places (NAICS 7222)		\$9,893,388	\$11,851,367	-\$1,957,979	-9.0	10
Other General Merchandise Stores (NAICS 4529)		\$7,084,289	\$9,465,804	-\$2,381,515	-14.4	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)		\$324,274	\$2,812,746	-\$2,488,472	-79.3	2
Book, Periodical, and Music Stores (NAICS 4512)		\$966,395	\$4,378,249	-\$3,411,854	-63.8	1
Motor Vehicle & Parts Dealers (NAICS 441)		\$25,165,603	\$30,206,038	-\$5,040,435	-9.1	32
Building Material and Supplies Dealers (NAICS 4441)		\$3,570,203	\$9,032,324	-\$5,462,121	-43.3	11
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)		\$4,053,334	\$9,576,753	-\$5,523,419	-40.5	14
Department Stores Excluding Leased Depts. (NAICS 4521)		\$8,412,617	\$15,292,924	-\$6,880,307	-29.0	1
Gasoline Stations (NAICS 447/NAICS 4471)		\$18,461,262	\$25,653,242	-\$7,191,980	-16.3	8

Industry Group	Retail Demand	Retail Sales/Supply	Retail Gap	Surplus / Leakage Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$15,496,906	\$24,758,728	-\$9,261,822	-23.0	4
Other Motor Vehicle Dealers (NAICS 4412)	\$1,943,733	\$14,929,993	-\$12,986,260	-77.0	7
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,352,874	\$28,787,887	-\$25,435,013	-79.1	7