

Retail MarketPlace Profile

Independence City, MO 2 Independence City, MO (2935000)

Geography: Place

Data provided by ESRI

2017 Propulation 2017 Processholds 2017	Summary Demographics						
2017 Median Disposable Income NAICS Demand Supply Retail Gap Leakinge/Surpliss S75,936	2017 Population						120,865
Section Sect	2017 Households						50,166
Industry Summary	2017 Median Disposable Income						\$39,926
Total Retail Trade and From Metal Spring	2017 Per Capita Income						\$25,691
Total Retail Trade and Food & Drink		NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Total Retail Trade and Food & Drink	Industry Summary		(Retail Potential)		•	Factor	Businesses
Total Retail Trade 44-45 \$1,352,783,251 \$1,769,184,438 \$-9416,401,187 \$-1.3 \$6.43 \$-1.5 \$-1.	-	44-45,722	\$1,494,224,117		-\$510,518,463	-14.6	875
Total Food & Drink	Total Retail Trade					-13.3	643
Industry Group	Total Food & Drink						
Motor Vehicle & Parts Dealers							Number of
Motor Wehlicle & Parts Dealers 441 \$232,538,576 \$326,200,640 +\$33,662,064 -\$.4 99 Automobile Dealers 4411 \$235,981,382 \$227,587,778 39,00,396 -7,7 50 Other Motor Vehicle Dealers 4412 \$30,822,210 \$15,520,100 \$15,302,110 33.0 12 Auto Farts, Accessories & Tire Stores 4413 \$25,734,984 \$35,192,762 *\$9,457,778 -15.5 37 Furniture Stores 4421 \$25,389,622 \$9,518,518 \$15,671,104 45.5 12 Home Furnishings Stores 4421 \$25,389,622 \$9,518,518 \$15,871,104 45.5 12 Electronics & Appliance Stores 443 \$39,928,510 \$40,865,973 *\$93,7463 -1.2 18 Bldg Materials, Sardne Equip & Supply Stores 444 \$39,806,929 \$12,255,612 49,218,125,861 4,7 2,70 8 Lawn & Garden Equip & Supply Stores 4441 \$87,471,790 \$79,659,272 \$7,812,518 4,7 33 4,7 1,790 \$7,826,639	Industry Group					= -	Businesses
Automobile Dealers 4411 \$235,981,382 \$275,487,778 -439,506,396 -7.7 \$50 Other Motor Vehicle Dealers 4412 \$30,822,210 \$15,520,110 33.0 \$12 Auto Parts, Accessories & Tire Stores 4413 \$25,734,984 \$35,192,762 \$9,457,778 -15.5 \$37 Furniture & Home Furnishings Stores 442 \$42,205,443 \$22,545,231 \$19,660,212 \$30.4 \$22 \$15,839,622 \$9,518,518 \$15,671,104 \$45.5 \$12 Home Furnishings Stores 4421 \$25,389,622 \$9,518,518 \$15,571,104 \$45.5 \$12 \$10,660,212 \$30.4 \$22,545,231 \$13,060,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$22,545,231 \$10,660,212 \$30.4 \$45.5 \$12,51,248 \$7.2 \$18 Bldg Materials, Garden Equip, & Supply Stores 4442 \$93,806,929 \$81,255,681 \$12,551,248 \$7.2 \$41 Bldg Material & Supplies Dealers 4441 \$87,471,790 \$79,659,272 \$7,812,518 \$47,33,30 \$59.7 \$8 Food & Beverage Stores 445 \$223,576,924 \$249,281,872 \$25,704,948 \$4,738,730 \$59.7 \$8 Food & Beverage Stores 445 \$223,576,924 \$249,281,872 \$25,704,948 \$4,54,445,218 \$10,444 \$1,445,445,445,445,445,445,445,445,445,44	-	441		` '	-\$33,662,064		
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Drinking Places - Alcoholic Beverages 7224 \$4,407,454 \$2,732,547 \$1,674,907 23.5 11				\$235,558,142			
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Restaurants/Other Eating Places 7225 \$133,263,456 \$231,566,984 - \$98,303,528 -26.9 216	3						
	Restaurants/Other Eating Places	7225	\$133,263,456	\$231,566,984	-\$98,303,528	-26.9	216

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. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

January 11, 2018

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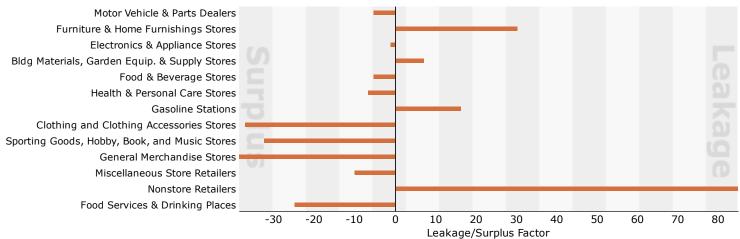
Retail MarketPlace Profile

Independence City, MO 2 Independence City, MO (2935000)

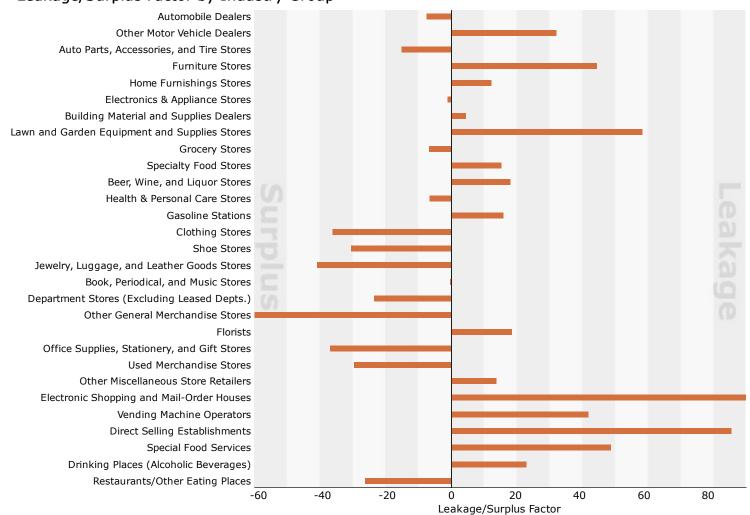
Geography: Place

Data provided by ESRI

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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January 11, 2018