



Retail MarketPlace Profile

Kennett city, MO (2938306)

Geography: Place

Summary Demographics

2010 Population	10,880
2010 Households	4,420
2010 Median Disposable Income	\$27,705
2010 Per Capita Income	\$17,735

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$74,180,590	\$112,368,521	\$-38,187,931	-20.5	135
Total Retail Trade	44-45	\$64,080,553	\$96,149,349	\$-32,068,796	-20.0	106
Total Food & Drink	722	\$10,100,037	\$16,219,172	\$-6,119,135	-23.2	29

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,848,704	\$25,759,318	\$-10,910,614	-26.9	23
Automobile Dealers	4411	\$13,114,096	\$23,300,171	\$-10,186,075	-28.0	15
Other Motor Vehicle Dealers	4412	\$672,062	\$127,664	\$544,398	68.1	1
Auto Parts, Accessories & Tire Stores	4413	\$1,062,546	\$2,331,483	\$-1,268,937	-37.4	7
Furniture & Home Furnishings Stores	442	\$1,306,124	\$1,928,650	\$-622,526	-19.2	7
Furniture Stores	4421	\$994,306	\$1,794,271	\$-799,965	-28.7	6
Home Furnishings Stores	4422	\$311,818	\$134,379	\$177,439	39.8	1
Electronics & Appliance Stores	4431	\$1,004,037	\$659,366	\$344,671	20.7	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,182,315	\$984,773	\$1,197,542	37.8	9
Bldg Material & Supplies Dealers	4441	\$1,838,455	\$507,701	\$1,330,754	56.7	6
Lawn & Garden Equip & Supply Stores	4442	\$343,860	\$477,072	\$-133,212	-16.2	3
Food & Beverage Stores	445	\$13,084,470	\$10,748,620	\$2,335,850	9.8	15
Grocery Stores	4451	\$11,776,384	\$10,501,525	\$1,274,859	5.7	12
Specialty Food Stores	4452	\$108,606	\$40,201	\$68,405	46.0	1
Beer, Wine & Liquor Stores	4453	\$1,199,480	\$206,894	\$992,586	70.6	2
Health & Personal Care Stores	446,4461	\$2,400,218	\$4,010,999	\$-1,610,781	-25.1	7
Gasoline Stations	447,4471	\$12,400,523	\$7,005,753	\$5,394,770	27.8	2
Clothing & Clothing Accessories Stores	448	\$574,020	\$606,007	\$-31,987	-2.7	5
Clothing Stores	4481	\$373,328	\$501,182	\$-127,854	-14.6	4
Shoe Stores	4482	\$111,258	\$0	\$111,258	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$89,434	\$104,825	\$-15,391	-7.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$459,898	\$989,256	\$-529,358	-36.5	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$458,821	\$989,256	\$-530,435	-36.6	9
Book, Periodical & Music Stores	4512	\$1,077	\$0	\$1,077	100.0	0
General Merchandise Stores	452	\$13,855,970	\$40,106,939	\$-26,250,969	-48.6	6
Department Stores Excluding Leased Depts.	4521	\$9,818,371	\$32,805,943	\$-22,987,572	-53.9	3
Other General Merchandise Stores	4529	\$4,037,599	\$7,300,996	\$-3,263,397	-28.8	3
Miscellaneous Store Retailers	453	\$799,006	\$929,997	\$-130,991	-7.6	15
Florists	4531	\$139,103	\$149,797	\$-10,694	-3.7	4
Office Supplies, Stationery & Gift Stores	4532	\$150,640	\$130,850	\$19,790	7.0	3
Used Merchandise Stores	4533	\$59,671	\$52,509	\$7,162	6.4	2
Other Miscellaneous Store Retailers	4539	\$449,592	\$596,841	\$-147,249	-14.1	6
Nonstore Retailers	454	\$1,165,268	\$2,419,671	\$-1,254,403	-35.0	2
Electronic Shopping & Mail-Order Houses	4541	\$824,166	\$2,221,140	\$-1,396,974	-45.9	1
Vending Machine Operators	4542	\$160,103	\$0	\$160,103	100.0	0
Direct Selling Establishments	4543	\$180,999	\$198,531	\$-17,532	-4.6	1
Food Services & Drinking Places	722	\$10,100,037	\$16,219,172	\$-6,119,135	-23.2	29
Full-Service Restaurants	7221	\$4,353,177	\$5,075,530	\$-722,353	-7.7	18
Limited-Service Eating Places	7222	\$5,434,613	\$11,068,367	\$-5,633,754	-34.1	10
Special Food Services	7223	\$87,145	\$0	\$87,145	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$225,102	\$75,275	\$149,827	49.9	1

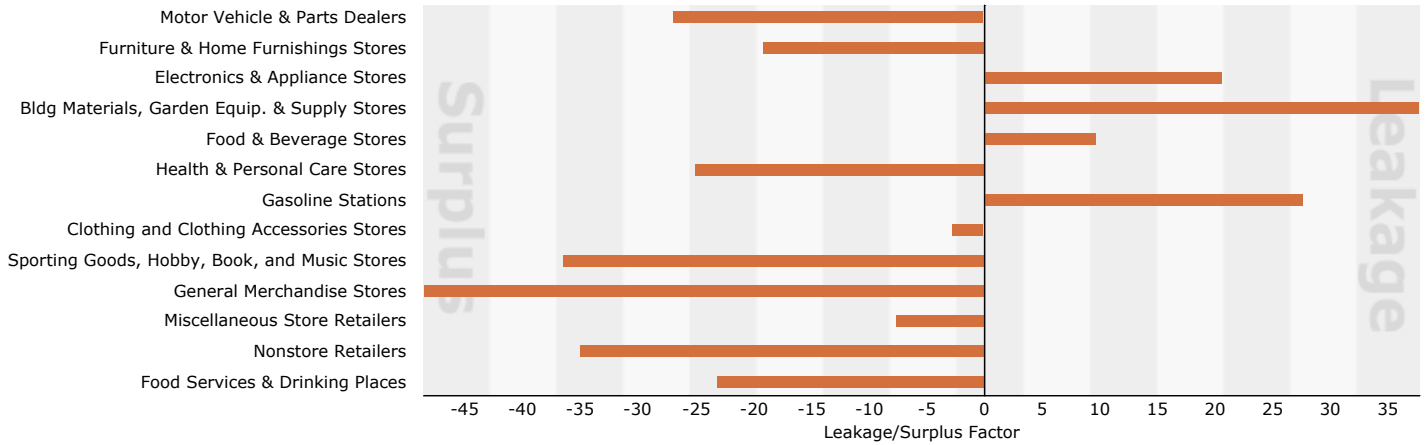
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

