



101 W Kansas Ave, Liberty, MO, 64068
 Ring: 1 mile radius

Latitude: 39.24623
 Longitude: -94.42144

Summary Demographics

2010 Population	9,796
2010 Households	3,824
2010 Median Disposable Income	\$45,849
2010 Per Capita Income	\$26,433

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$96,277,463	\$65,984,427	\$30,293,036	18.7	101
Total Retail Trade (NAICS 44-45)	\$82,013,243	\$49,788,943	\$32,224,300	24.4	76
Total Food & Drink (NAICS 722)	\$14,264,220	\$16,195,484	\$-1,931,264	-6.3	25

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$19,302,496	\$9,686,015	\$9,616,481	33.2	6
Automobile Dealers (NAICS 4411)	\$16,849,544	\$7,234,760	\$9,614,784	39.9	2
Other Motor Vehicle Dealers (NAICS 4412)	\$1,262,963	\$856,055	\$406,908	19.2	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,189,989	\$1,595,200	\$-405,211	-14.5	3
Furniture & Home Furnishings Stores (NAICS 442)	\$1,216,001	\$2,830,671	\$-1,614,670	-39.9	5
Furniture Stores (NAICS 4421)	\$529,238	\$2,408,093	\$-1,878,855	-64.0	3
Home Furnishings Stores (NAICS 4422)	\$686,763	\$422,578	\$264,185	23.8	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,826,820	\$1,090,454	\$2,736,366	55.6	5
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,137,941	\$3,424,034	\$-286,093	-4.4	10
Building Material and Supplies Dealers (NAICS 4441)	\$2,826,841	\$1,891,569	\$935,272	19.8	6
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$311,100	\$1,532,465	\$-1,221,365	-66.3	4
Food & Beverage Stores (NAICS 445)	\$11,746,075	\$3,024,642	\$8,721,433	59.0	6
Grocery Stores (NAICS 4451)	\$11,365,913	\$2,698,617	\$8,667,296	61.6	3
Specialty Food Stores (NAICS 4452)	\$59,957	\$168,647	\$-108,690	-47.5	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$320,205	\$157,378	\$162,827	34.1	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,896,298	\$3,994,992	\$-2,098,694	-35.6	6
Gasoline Stations (NAICS 447/4471)	\$13,868,335	\$19,431,896	\$-5,563,561	-16.7	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,674,176	\$2,420,777	\$-746,601	-18.2	8
Clothing Stores (NAICS 4481)	\$1,222,601	\$2,037,041	\$-814,440	-25.0	6
Shoe Stores (NAICS 4482)	\$177,034	\$0	\$177,034	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$274,541	\$383,736	\$-109,195	-16.6	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$240,474	\$703,116	\$-462,642	-49.0	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$221,622	\$441,137	\$-219,515	-33.1	6
Book, Periodical, and Music Stores (NAICS 4512)	\$18,852	\$261,979	\$-243,127	-86.6	2

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.

Sources: Esri and Infogroup

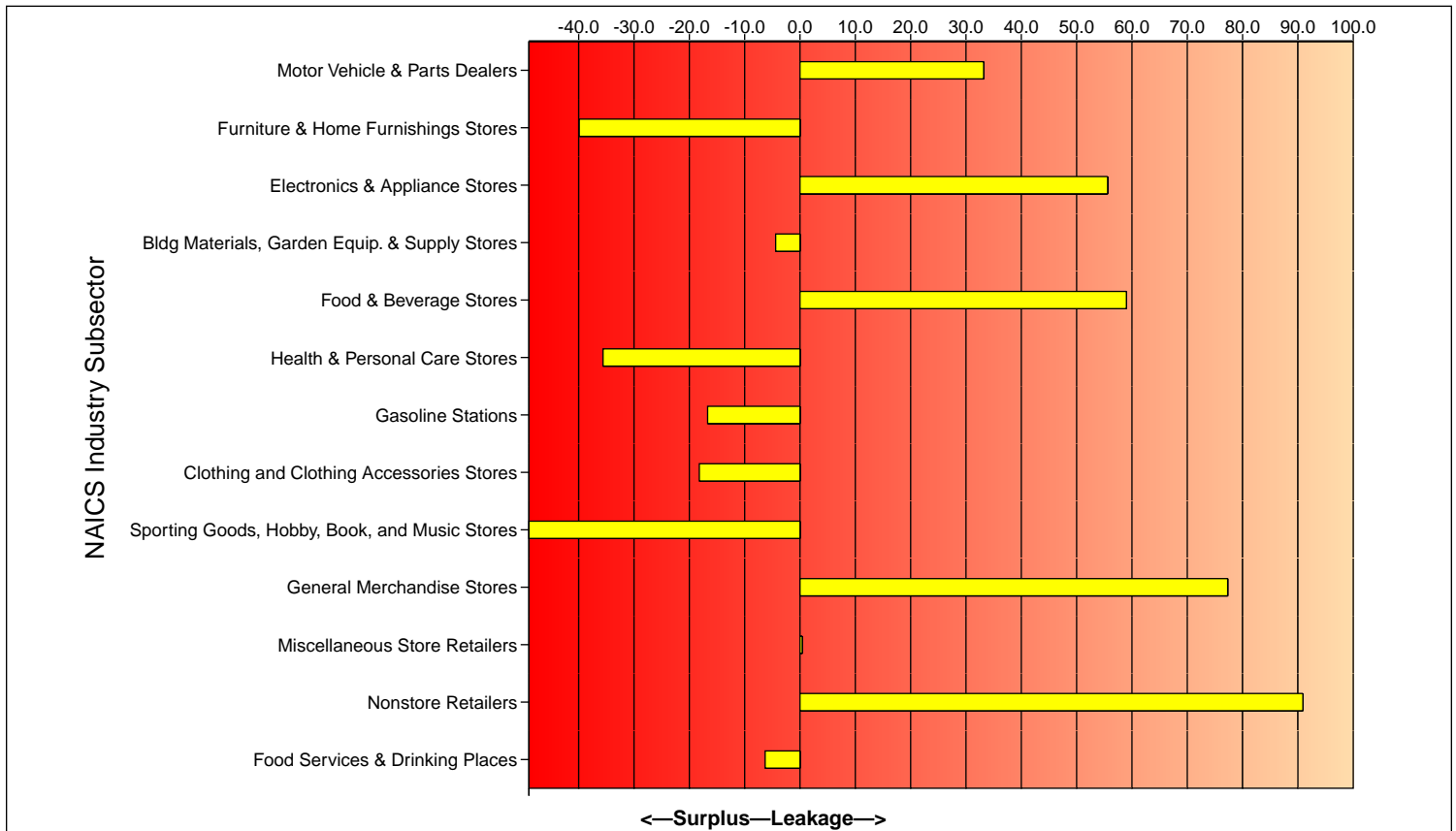


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$13,984,676	\$1,791,253	\$12,193,423	77.3	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$7,457,557	\$0	\$7,457,557	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$6,527,119	\$1,791,253	\$4,735,866	56.9	2
Miscellaneous Store Retailers (NAICS 453)	\$913,122	\$905,956	\$7,166	0.4	16
Florists (NAICS 4531)	\$51,476	\$244,012	\$-192,536	-65.2	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$225,473	\$409,998	\$-184,525	-29.0	6
Used Merchandise Stores (NAICS 4533)	\$62,579	\$190,477	\$-127,898	-50.5	5
Other Miscellaneous Store Retailers (NAICS 4539)	\$573,594	\$61,469	\$512,125	80.6	2
Nonstore Retailers (NAICS 454)	\$10,206,829	\$485,137	\$9,721,692	90.9	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$5,338,838	\$0	\$5,338,838	100.0	0
Vending Machine Operators (NAICS 4542)	\$189,615	\$2,859	\$186,756	97.0	1
Direct Selling Establishments (NAICS 4543)	\$4,678,376	\$482,278	\$4,196,098	81.3	1
Food Services & Drinking Places (NAICS 722)	\$14,264,220	\$16,195,484	\$-1,931,264	-6.3	25
Full-Service Restaurants (NAICS 7221)	\$5,203,685	\$6,878,417	\$-1,674,732	-13.9	12
Limited-Service Eating Places (NAICS 7222)	\$8,180,493	\$8,026,560	\$153,933	0.9	8
Special Food Services (NAICS 7223)	\$634,652	\$987,479	\$-352,827	-21.8	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$245,390	\$303,028	\$-57,638	-10.5	1

Leakage/Surplus Factor by Industry Subsector

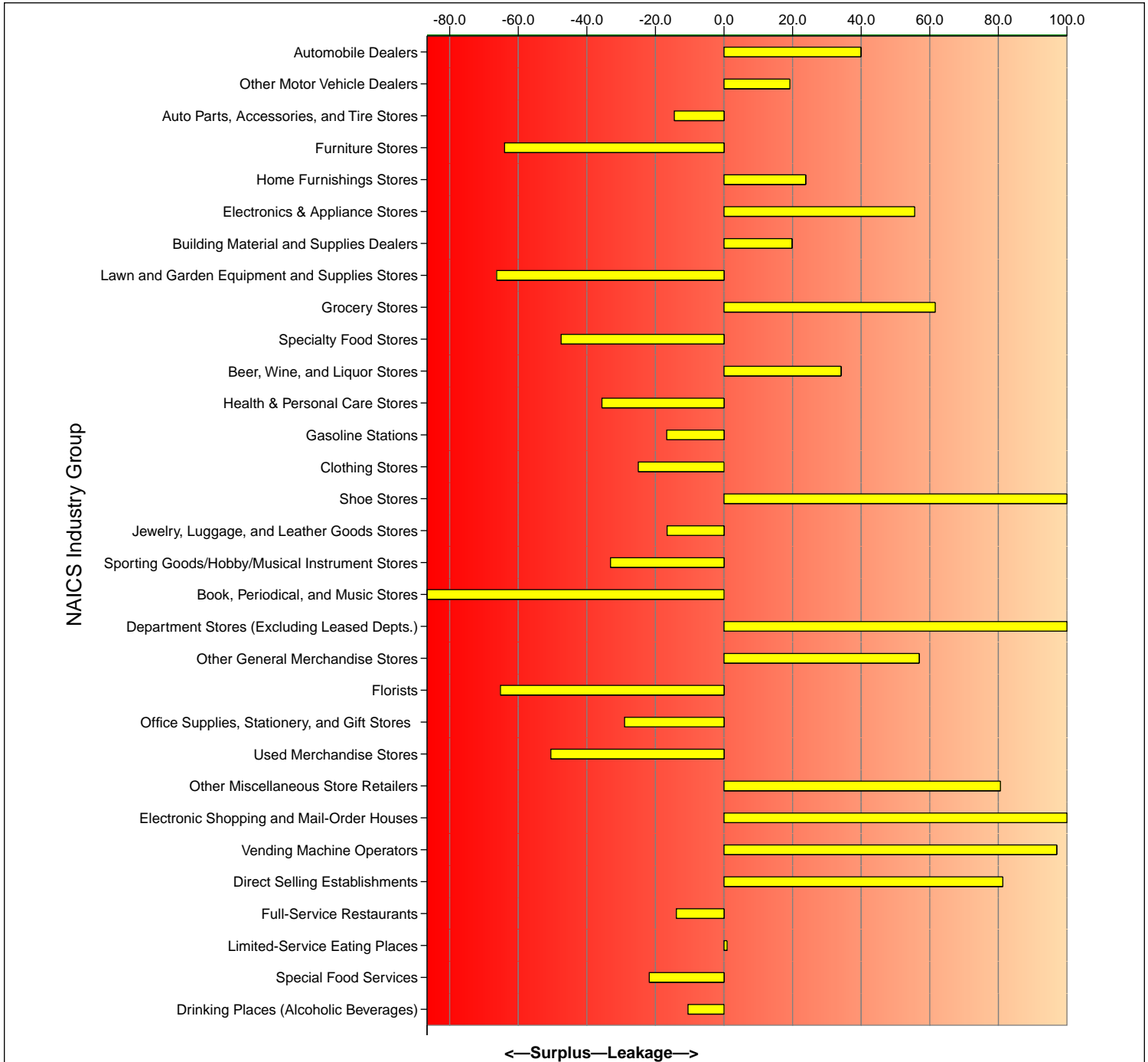


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Leakage/Surplus Factor by Industry Group



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101 W Kansas Ave, Liberty, MO, 64068
 Ring: 3 miles radius

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Summary Demographics

2010 Population	34,223
2010 Households	12,313
2010 Median Disposable Income	\$53,434
2010 Per Capita Income	\$29,651

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$369,942,452	\$461,942,651	\$-92,000,199	-11.1	276
Total Retail Trade (NAICS 44-45)	\$314,703,544	\$371,221,908	\$-56,518,364	-8.2	189
Total Food & Drink (NAICS 722)	\$55,238,908	\$90,720,743	\$-35,481,835	-24.3	87

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$75,288,818	\$34,794,701	\$40,494,117	36.8	17
Automobile Dealers (NAICS 4411)	\$65,675,665	\$29,853,342	\$35,822,323	37.5	7
Other Motor Vehicle Dealers (NAICS 4412)	\$5,017,139	\$1,997,045	\$3,020,094	43.1	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,596,014	\$2,944,314	\$1,651,700	21.9	8
Furniture & Home Furnishings Stores (NAICS 442)	\$4,932,127	\$8,444,489	\$-3,512,362	-26.3	11
Furniture Stores (NAICS 4421)	\$2,149,405	\$6,902,784	\$-4,753,379	-52.5	5
Home Furnishings Stores (NAICS 4422)	\$2,782,722	\$1,541,705	\$1,241,017	28.7	6
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$15,025,465	\$7,598,864	\$7,426,601	32.8	14
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$13,006,714	\$30,543,444	\$-17,536,730	-40.3	21
Building Material and Supplies Dealers (NAICS 4441)	\$11,769,928	\$27,999,646	\$-16,229,718	-40.8	14
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,236,786	\$2,543,798	\$-1,307,012	-34.6	7
Food & Beverage Stores (NAICS 445)	\$44,253,015	\$45,942,297	\$-1,689,282	-1.9	16
Grocery Stores (NAICS 4451)	\$42,793,782	\$45,277,749	\$-2,483,967	-2.8	11
Specialty Food Stores (NAICS 4452)	\$226,246	\$192,413	\$33,833	8.1	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,232,987	\$472,135	\$760,852	44.6	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$7,117,931	\$8,472,158	\$-1,354,227	-8.7	16
Gasoline Stations (NAICS 447/4471)	\$51,693,462	\$29,177,723	\$22,515,739	27.8	5
Clothing and Clothing Accessories Stores (NAICS 448)	\$6,519,976	\$6,535,002	\$-15,026	-0.1	18
Clothing Stores (NAICS 4481)	\$4,753,779	\$5,431,086	\$-677,307	-6.7	13
Shoe Stores (NAICS 4482)	\$675,707	\$570,081	\$105,626	8.5	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,090,490	\$533,835	\$556,655	34.3	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$937,854	\$2,457,120	\$-1,519,266	-44.8	19
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$866,598	\$1,727,969	\$-861,371	-33.2	15
Book, Periodical, and Music Stores (NAICS 4512)	\$71,256	\$729,151	\$-657,895	-82.2	4

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.

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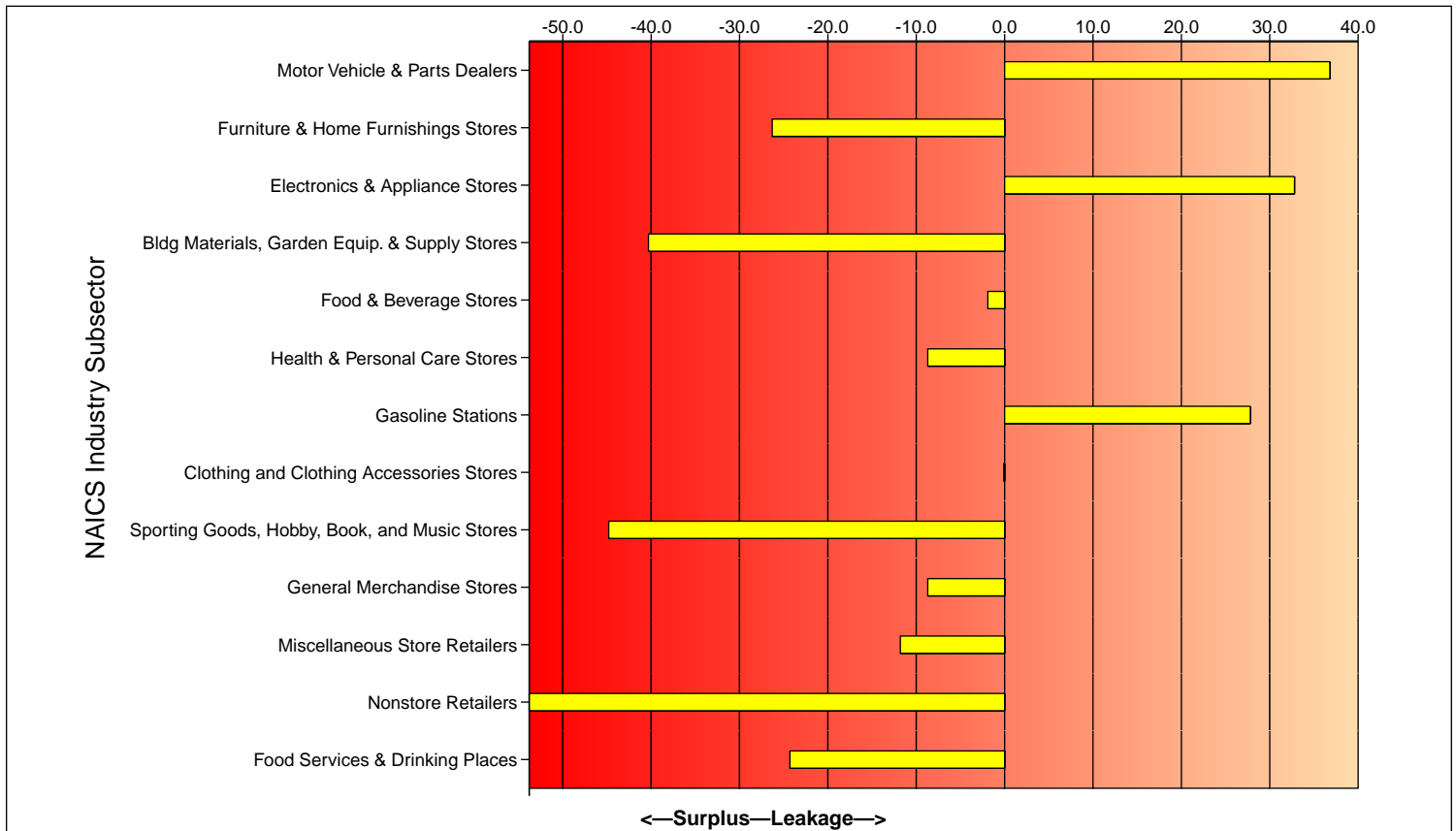


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$53,747,954	\$63,973,781	\$-10,225,827	-8.7	11
Department Stores Excluding Leased Depts.(NAICS 4521)	\$28,966,199	\$47,880,195	\$-18,913,996	-24.6	6
Other General Merchandise Stores (NAICS 4529)	\$24,781,755	\$16,093,586	\$8,688,169	21.3	5
Miscellaneous Store Retailers (NAICS 453)	\$3,491,543	\$4,424,572	\$-933,029	-11.8	35
Florists (NAICS 4531)	\$205,328	\$266,911	\$-61,583	-13.0	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$882,517	\$2,532,953	\$-1,650,436	-48.3	13
Used Merchandise Stores (NAICS 4533)	\$247,360	\$291,185	\$-43,825	-8.1	11
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,156,338	\$1,333,523	\$822,815	23.6	8
Nonstore Retailers (NAICS 454)	\$38,688,685	\$128,857,757	\$-90,169,072	-53.8	6
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$20,379,991	\$115,227,819	\$-94,847,828	-69.9	1
Vending Machine Operators (NAICS 4542)	\$718,196	\$151,499	\$566,697	65.2	1
Direct Selling Establishments (NAICS 4543)	\$17,590,498	\$13,478,439	\$4,112,059	13.2	4
Food Services & Drinking Places (NAICS 722)	\$55,238,908	\$90,720,743	\$-35,481,835	-24.3	87
Full-Service Restaurants (NAICS 7221)	\$20,189,888	\$31,906,858	\$-11,716,970	-22.5	38
Limited-Service Eating Places (NAICS 7222)	\$31,678,090	\$55,513,873	\$-23,835,783	-27.3	40
Special Food Services (NAICS 7223)	\$2,457,216	\$2,756,221	\$-299,005	-5.7	7
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$913,714	\$543,791	\$369,923	25.4	2

Leakage/Surplus Factor by Industry Subsector

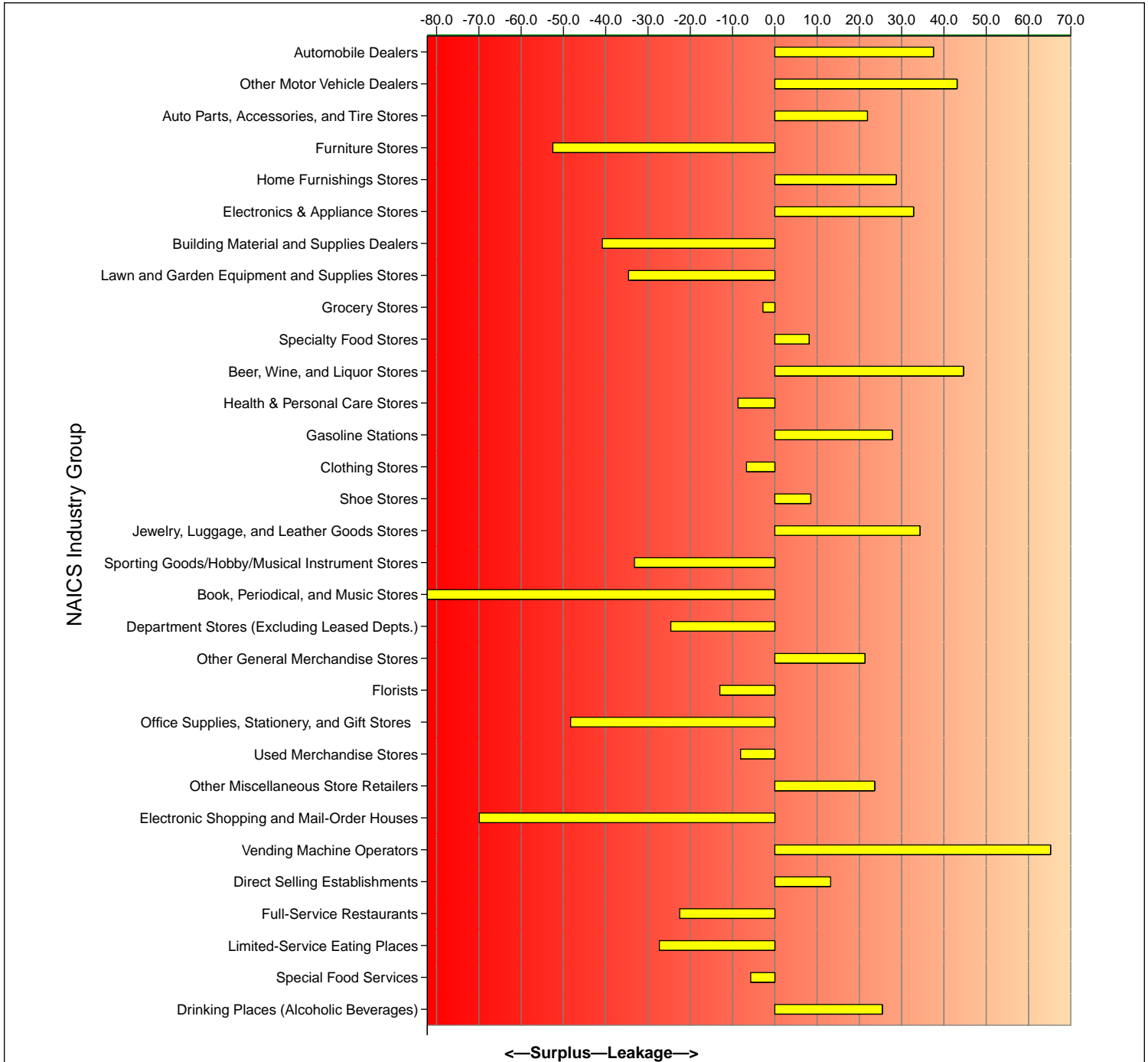


Sources: Esri and Infogroup

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Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



101 W Kansas Ave, Liberty, MO, 64068
 Ring: 5 miles radius

Latitude: 39.24623
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Summary Demographics

2010 Population	56,208
2010 Households	19,833
2010 Median Disposable Income	\$54,386
2010 Per Capita Income	\$29,241

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$600,531,763	\$574,987,586	\$25,544,177	2.2	316
Total Retail Trade (NAICS 44-45)	\$510,578,256	\$473,947,197	\$36,631,059	3.7	220
Total Food & Drink (NAICS 722)	\$89,953,507	\$101,040,389	\$-11,086,882	-5.8	96

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$122,886,815	\$39,030,108	\$83,856,707	51.8	20
Automobile Dealers (NAICS 4411)	\$107,290,613	\$33,312,110	\$73,978,503	52.6	8
Other Motor Vehicle Dealers (NAICS 4412)	\$8,141,105	\$2,523,604	\$5,617,501	52.7	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$7,455,097	\$3,194,394	\$4,260,703	40.0	9
Furniture & Home Furnishings Stores (NAICS 442)	\$8,060,173	\$9,222,332	\$-1,162,159	-6.7	12
Furniture Stores (NAICS 4421)	\$3,530,073	\$7,432,195	\$-3,902,122	-35.6	5
Home Furnishings Stores (NAICS 4422)	\$4,530,100	\$1,790,137	\$2,739,963	43.4	7
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$24,558,125	\$9,082,065	\$15,476,060	46.0	17
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$21,289,506	\$35,143,997	\$-13,854,491	-24.6	28
Building Material and Supplies Dealers (NAICS 4441)	\$19,296,068	\$32,345,283	\$-13,049,215	-25.3	20
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,993,438	\$2,798,714	\$-805,276	-16.8	8
Food & Beverage Stores (NAICS 445)	\$71,590,741	\$48,586,593	\$23,004,148	19.1	19
Grocery Stores (NAICS 4451)	\$69,217,955	\$47,203,788	\$22,014,167	18.9	12
Specialty Food Stores (NAICS 4452)	\$366,416	\$202,468	\$163,948	28.8	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,006,370	\$1,180,337	\$826,033	25.9	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$11,425,729	\$10,552,192	\$873,537	4.0	18
Gasoline Stations (NAICS 447/4471)	\$83,427,644	\$63,839,844	\$19,587,800	13.3	11
Clothing and Clothing Accessories Stores (NAICS 448)	\$10,629,662	\$6,861,734	\$3,767,928	21.5	18
Clothing Stores (NAICS 4481)	\$7,746,293	\$5,600,005	\$2,146,288	16.1	13
Shoe Stores (NAICS 4482)	\$1,102,196	\$692,757	\$409,439	22.8	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,781,173	\$568,972	\$1,212,201	51.6	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,530,435	\$2,929,980	\$-1,399,545	-31.4	21
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,414,071	\$2,148,877	\$-734,806	-20.6	17
Book, Periodical, and Music Stores (NAICS 4512)	\$116,364	\$781,103	\$-664,739	-74.1	4

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.

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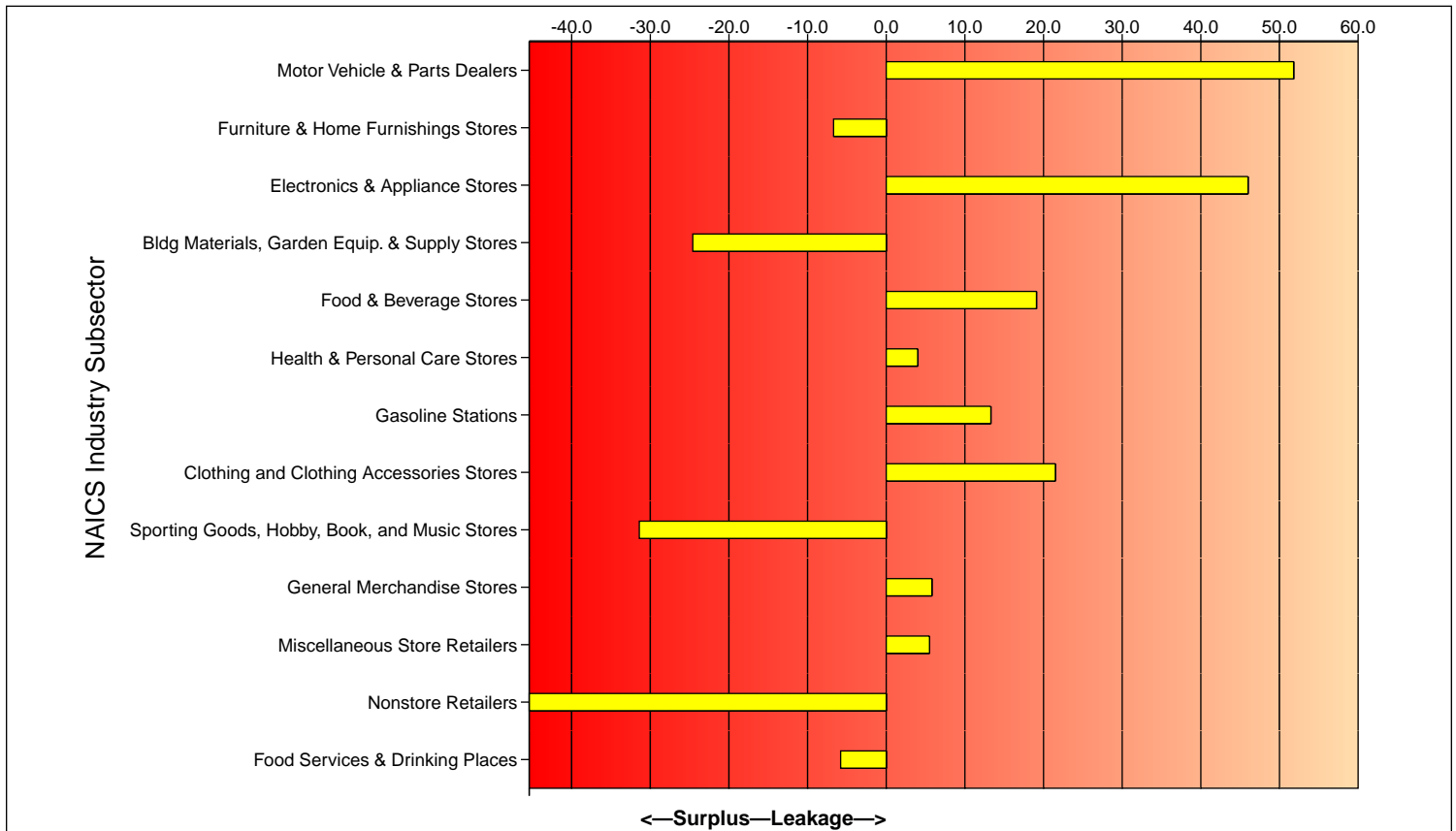


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General Merchandise Stores (NAICS 452)	\$87,238,178	\$77,741,143	\$9,497,035	5.8	12
Department Stores Excluding Leased Depts.(NAICS 4521)	\$47,136,178	\$59,401,864	-\$12,265,686	-11.5	7
Other General Merchandise Stores (NAICS 4529)	\$40,102,000	\$18,339,279	\$21,762,721	37.2	5
Miscellaneous Store Retailers (NAICS 453)	\$5,648,391	\$5,057,270	\$591,121	5.5	37
Florists (NAICS 4531)	\$330,733	\$277,644	\$53,089	8.7	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,435,952	\$2,908,644	-\$1,472,692	-33.9	14
Used Merchandise Stores (NAICS 4533)	\$404,277	\$314,787	\$89,490	12.4	11
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,477,429	\$1,556,195	\$1,921,234	38.2	9
Nonstore Retailers (NAICS 454)	\$62,292,857	\$165,899,939	-\$103,607,082	-45.4	7
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$32,951,227	\$142,873,032	-\$109,921,805	-62.5	2
Vending Machine Operators (NAICS 4542)	\$1,163,905	\$1,119,988	\$43,917	1.9	1
Direct Selling Establishments (NAICS 4543)	\$28,177,725	\$21,906,919	\$6,270,806	12.5	4
Food Services & Drinking Places (NAICS 722)	\$89,953,507	\$101,040,389	-\$11,086,882	-5.8	96
Full-Service Restaurants (NAICS 7221)	\$32,863,899	\$35,650,969	-\$2,787,070	-4.1	41
Limited-Service Eating Places (NAICS 7222)	\$51,604,194	\$61,575,173	-\$9,970,979	-8.8	45
Special Food Services (NAICS 7223)	\$4,005,349	\$3,241,400	\$763,949	10.5	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,480,065	\$572,847	\$907,218	44.2	2

Leakage/Surplus Factor by Industry Subsector

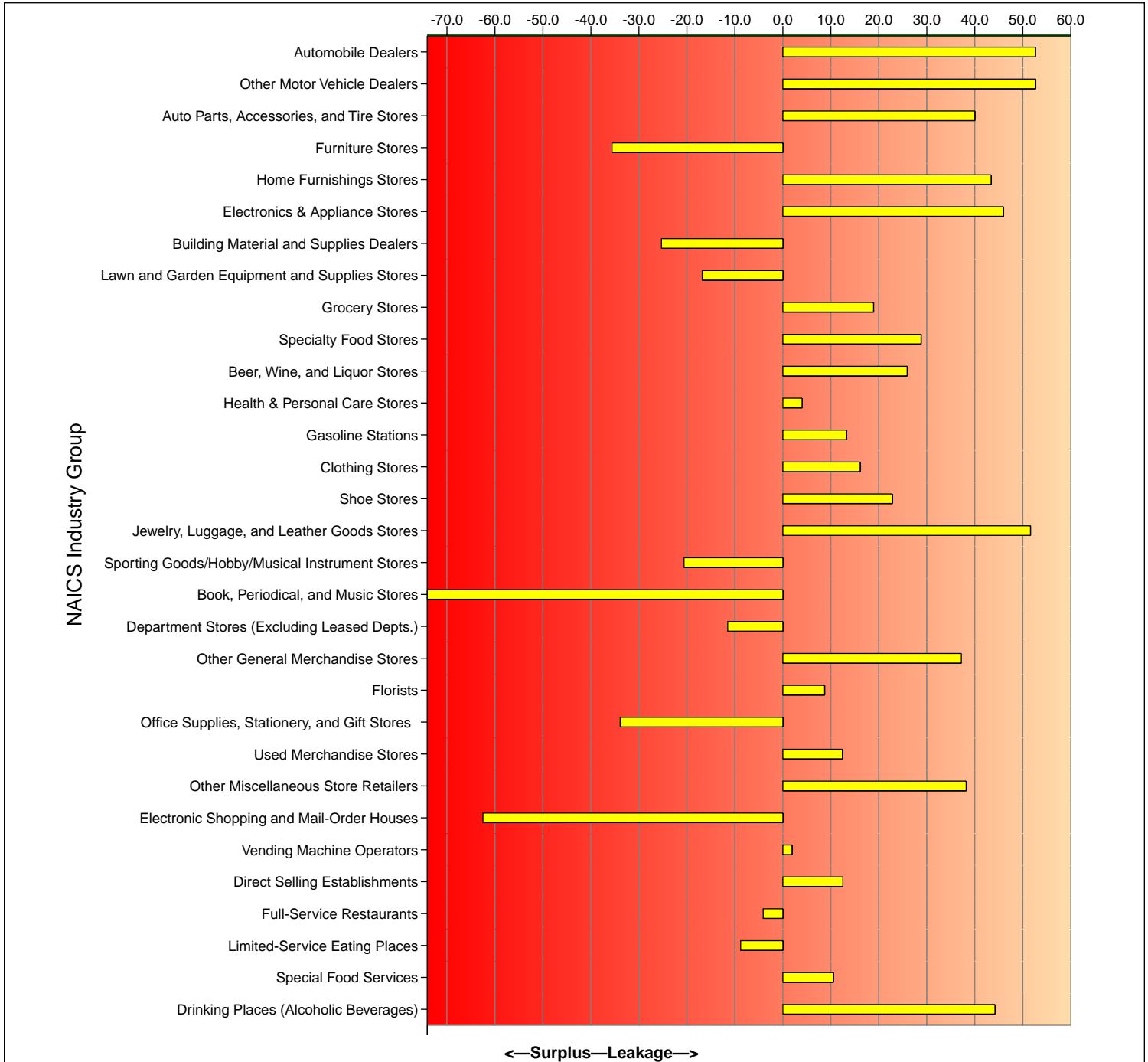


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Leakage/Surplus Factor by Industry Group



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