



Retail Marketplace Potential
11 South Water Street, Liberty, MO 64068
Ring: 1 mile radius

Latitude: 39.246461
Longitude: -94.419458

Summary Demographics

2010 Population	9,152
2010 Households	3,461
2010 Median Disposable Income	\$46,001
2010 Per Capita Income	\$26,161

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)	\$86,698,664	\$50,202,344	\$36,496,320	26.7	87
Total Retail Trade (NAICS 44-45)	\$73,845,665	\$38,781,252	\$35,064,413	31.1	67
Total Food & Drink (NAICS 722)	\$12,852,999	\$11,421,092	\$1,431,907	5.9	20

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$17,421,731	\$6,190,594	\$11,231,137	47.6	4
Automobile Dealers (NAICS 4411)	\$15,216,875	\$4,550,110	\$10,666,765	54.0	1
Other Motor Vehicle Dealers (NAICS 4412)	\$1,136,036	\$549,730	\$586,306	34.8	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,068,820	\$1,090,754	\$-21,934	-1.0	2
Furniture & Home Furnishings Stores (NAICS 442)	\$1,089,900	\$2,780,513	\$-1,690,613	-43.7	5
Furniture Stores (NAICS 4421)	\$476,294	\$2,408,093	\$-1,931,799	-67.0	3
Home Furnishings Stores (NAICS 4422)	\$613,606	\$372,420	\$241,186	24.5	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,454,294	\$1,002,241	\$2,452,053	55.0	5
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,801,011	\$2,669,374	\$131,637	2.4	8
Building Material and Supplies Dealers (NAICS 4441)	\$2,523,841	\$1,622,873	\$900,968	21.7	5
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$277,170	\$1,046,501	\$-769,331	-58.1	3
Food & Beverage Stores (NAICS 445)	\$10,575,107	\$2,893,015	\$7,682,092	57.0	5
Grocery Stores (NAICS 4451)	\$10,232,608	\$2,564,705	\$7,667,903	59.9	2
Specialty Food Stores (NAICS 4452)	\$53,992	\$170,932	\$-116,940	-52.0	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$288,507	\$157,378	\$131,129	29.4	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,696,545	\$2,840,645	\$-1,144,100	-25.2	5
Gasoline Stations (NAICS 447/4471)	\$12,514,340	\$14,533,831	\$-2,019,491	-7.5	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,509,356	\$2,224,465	\$-715,109	-19.2	7
Clothing Stores (NAICS 4481)	\$1,102,327	\$1,840,729	\$-738,402	-25.1	5
Shoe Stores (NAICS 4482)	\$160,228	\$0	\$160,228	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$246,801	\$383,736	\$-136,935	-21.7	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$217,320	\$702,194	\$-484,874	-52.7	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$200,201	\$430,791	\$-230,590	-36.5	6
Book, Periodical, and Music Stores (NAICS 4512)	\$17,119	\$271,403	\$-254,284	-88.1	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

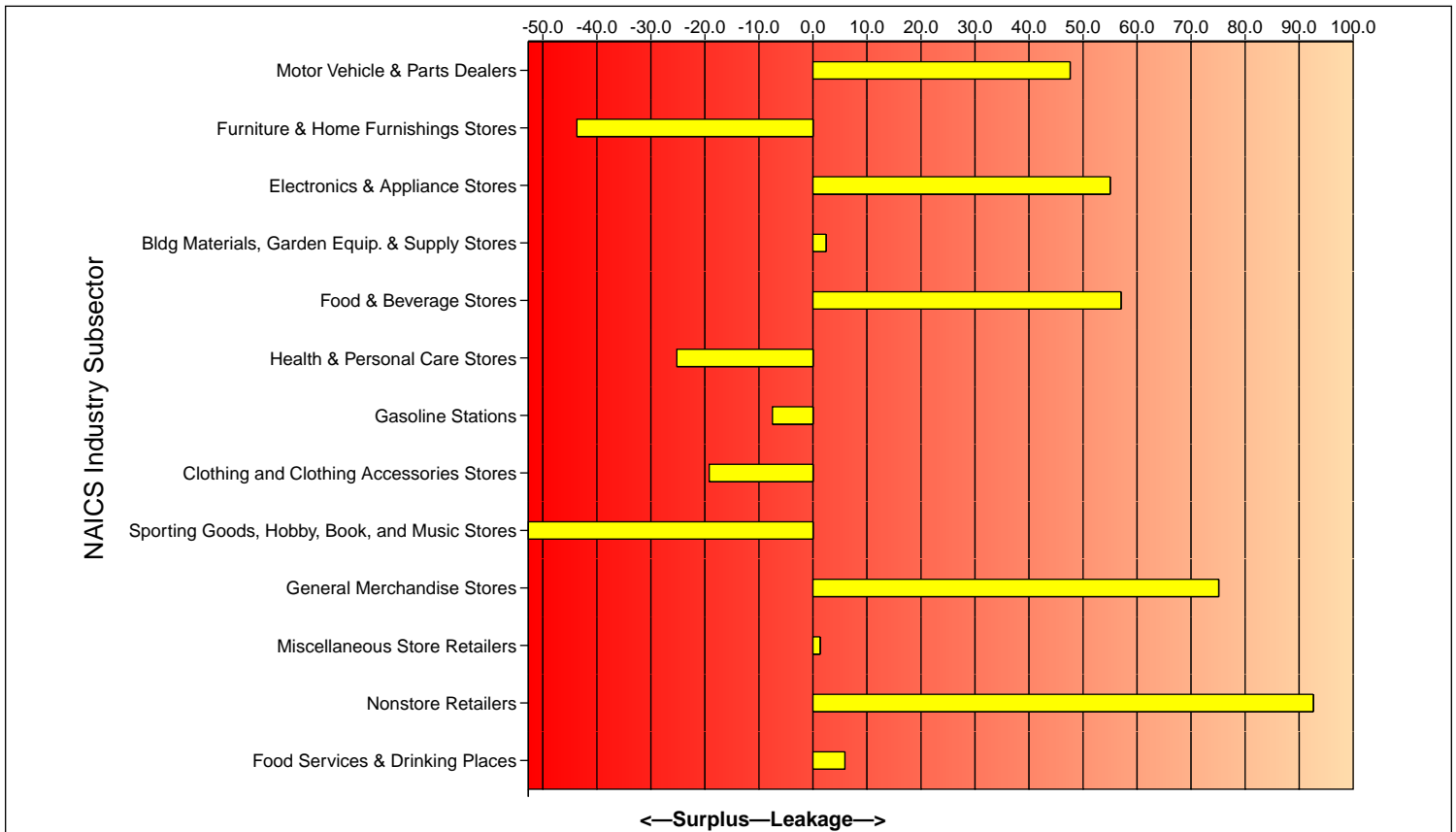


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$12,589,699	\$1,791,253	\$10,798,446	75.1	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$6,717,212	\$0	\$6,717,212	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$5,872,487	\$1,791,253	\$4,081,234	53.3	2
Miscellaneous Store Retailers (NAICS 453)	\$821,235	\$800,273	\$20,962	1.3	14
Florists (NAICS 4531)	\$45,816	\$244,012	\$-198,196	-68.4	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$202,636	\$329,536	\$-126,900	-23.8	5
Used Merchandise Stores (NAICS 4533)	\$56,371	\$177,231	\$-120,860	-51.7	5
Other Miscellaneous Store Retailers (NAICS 4539)	\$516,412	\$49,494	\$466,918	82.5	1
Nonstore Retailers (NAICS 454)	\$9,155,127	\$352,854	\$8,802,273	92.6	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$4,797,990	\$0	\$4,797,990	100.0	0
Vending Machine Operators (NAICS 4542)	\$170,787	\$17,151	\$153,636	81.7	1
Direct Selling Establishments (NAICS 4543)	\$4,186,350	\$335,703	\$3,850,647	85.2	1
Food Services & Drinking Places (NAICS 722)	\$12,852,999	\$11,421,092	\$1,431,907	5.9	20
Full-Service Restaurants (NAICS 7221)	\$4,685,303	\$5,081,042	\$-395,739	-4.1	10
Limited-Service Eating Places (NAICS 7222)	\$7,373,709	\$5,384,691	\$1,989,018	15.6	6
Special Food Services (NAICS 7223)	\$572,070	\$652,331	\$-80,261	-6.6	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$221,917	\$303,028	\$-81,111	-15.5	1

Leakage/Surplus Factor by Industry Subsector



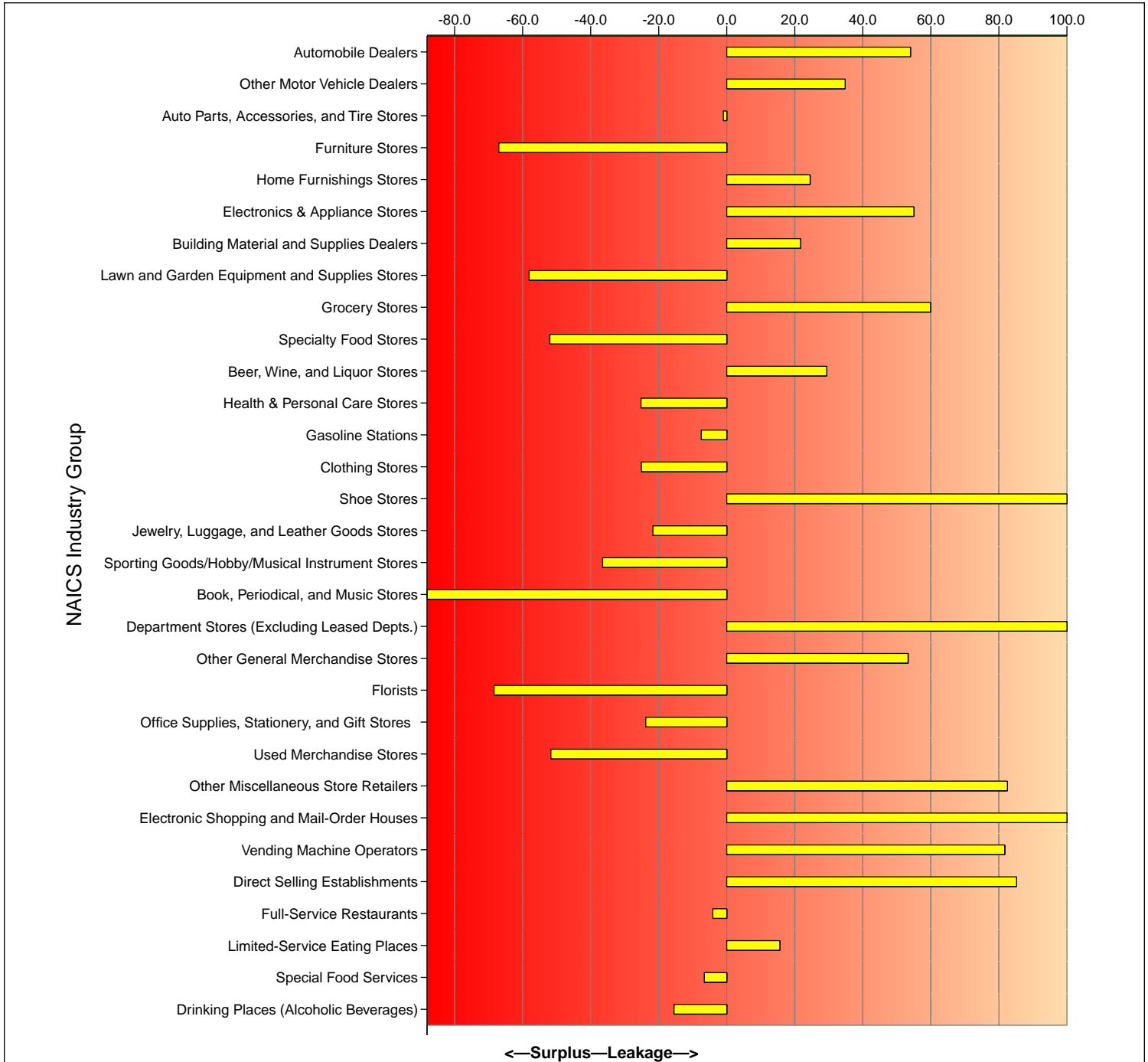
Sources: Esri and Infogroup



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Leakage/Surplus Factor by Industry Group



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Retail Marketplace Potential
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Ring: 3 miles radius

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Summary Demographics

2010 Population	33,806
2010 Households	12,136
2010 Median Disposable Income	\$53,281
2010 Per Capita Income	\$29,621

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)	\$363,661,926	\$450,901,734	\$-87,239,808	-10.7	276
Total Retail Trade (NAICS 44-45)	\$309,355,980	\$361,046,040	\$-51,690,060	-7.7	189
Total Food & Drink (NAICS 722)	\$54,305,946	\$89,855,694	\$-35,549,748	-24.7	87

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$73,971,136	\$33,901,644	\$40,069,492	37.1	17
Automobile Dealers (NAICS 4411)	\$64,521,906	\$28,953,913	\$35,567,993	38.1	7
Other Motor Vehicle Dealers (NAICS 4412)	\$4,930,473	\$1,997,045	\$2,933,428	42.3	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,518,757	\$2,950,686	\$1,568,071	21.0	8
Furniture & Home Furnishings Stores (NAICS 442)	\$4,848,731	\$8,444,489	\$-3,595,758	-27.0	11
Furniture Stores (NAICS 4421)	\$2,112,255	\$6,902,784	\$-4,790,529	-53.1	5
Home Furnishings Stores (NAICS 4422)	\$2,736,476	\$1,541,705	\$1,194,771	27.9	6
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$14,766,231	\$7,577,349	\$7,188,882	32.2	14
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$12,784,366	\$30,555,175	\$-17,770,809	-41.0	21
Building Material and Supplies Dealers (NAICS 4441)	\$11,568,050	\$28,011,377	\$-16,443,327	-41.5	14
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,216,316	\$2,543,798	\$-1,327,482	-35.3	7
Food & Beverage Stores (NAICS 445)	\$43,512,435	\$45,845,326	\$-2,332,891	-2.6	16
Grocery Stores (NAICS 4451)	\$42,077,714	\$45,179,864	\$-3,102,150	-3.6	11
Specialty Food Stores (NAICS 4452)	\$222,454	\$193,327	\$29,127	7.0	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,212,267	\$472,135	\$740,132	43.9	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$7,000,351	\$8,472,158	\$-1,471,807	-9.5	16
Gasoline Stations (NAICS 447/4471)	\$50,817,736	\$29,291,862	\$21,525,874	26.9	5
Clothing and Clothing Accessories Stores (NAICS 448)	\$6,409,858	\$6,514,883	\$-105,025	-0.8	18
Clothing Stores (NAICS 4481)	\$4,673,630	\$5,419,738	\$-746,108	-7.4	13
Shoe Stores (NAICS 4482)	\$664,124	\$570,081	\$94,043	7.6	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,072,104	\$525,064	\$547,040	34.3	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$921,812	\$2,463,810	\$-1,541,998	-45.5	19
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$851,761	\$1,730,889	\$-879,128	-34.0	15
Book, Periodical, and Music Stores (NAICS 4512)	\$70,051	\$732,921	\$-662,870	-82.6	4

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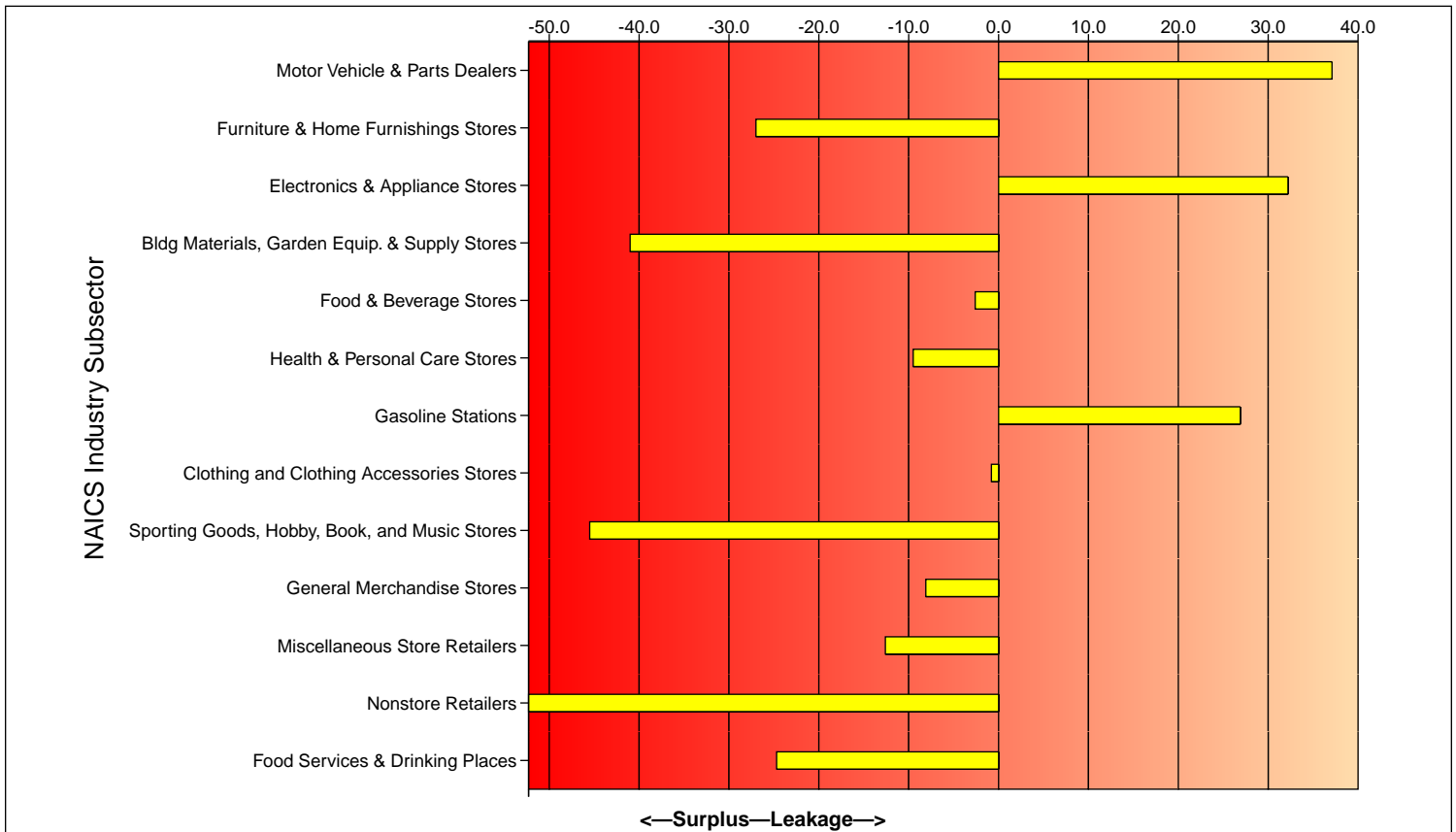


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$52,840,524	\$62,125,310	\$-9,284,786	-8.1	11
Department Stores Excluding Leased Depts.(NAICS 4521)	\$28,474,727	\$46,582,761	\$-18,108,034	-24.1	6
Other General Merchandise Stores (NAICS 4529)	\$24,365,797	\$15,542,549	\$8,823,248	22.1	5
Miscellaneous Store Retailers (NAICS 453)	\$3,432,631	\$4,424,572	\$-991,941	-12.6	35
Florists (NAICS 4531)	\$201,938	\$266,911	\$-64,973	-13.9	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$867,511	\$2,532,953	\$-1,665,442	-49.0	13
Used Merchandise Stores (NAICS 4533)	\$243,155	\$291,185	\$-48,030	-9.0	11
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,120,027	\$1,333,523	\$786,504	22.8	8
Nonstore Retailers (NAICS 454)	\$38,050,169	\$121,429,462	\$-83,379,293	-52.3	6
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$20,037,235	\$107,793,807	\$-87,756,572	-68.7	1
Vending Machine Operators (NAICS 4542)	\$706,141	\$157,216	\$548,925	63.6	1
Direct Selling Establishments (NAICS 4543)	\$17,306,793	\$13,478,439	\$3,828,354	12.4	4
Food Services & Drinking Places (NAICS 722)	\$54,305,946	\$89,855,694	\$-35,549,748	-24.7	87
Full-Service Restaurants (NAICS 7221)	\$19,851,240	\$31,374,749	\$-11,523,509	-22.5	38
Limited-Service Eating Places (NAICS 7222)	\$31,140,273	\$55,180,933	\$-24,040,660	-27.9	40
Special Food Services (NAICS 7223)	\$2,415,528	\$2,756,221	\$-340,693	-6.6	7
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$898,905	\$543,791	\$355,114	24.6	2

Leakage/Surplus Factor by Industry Subsector

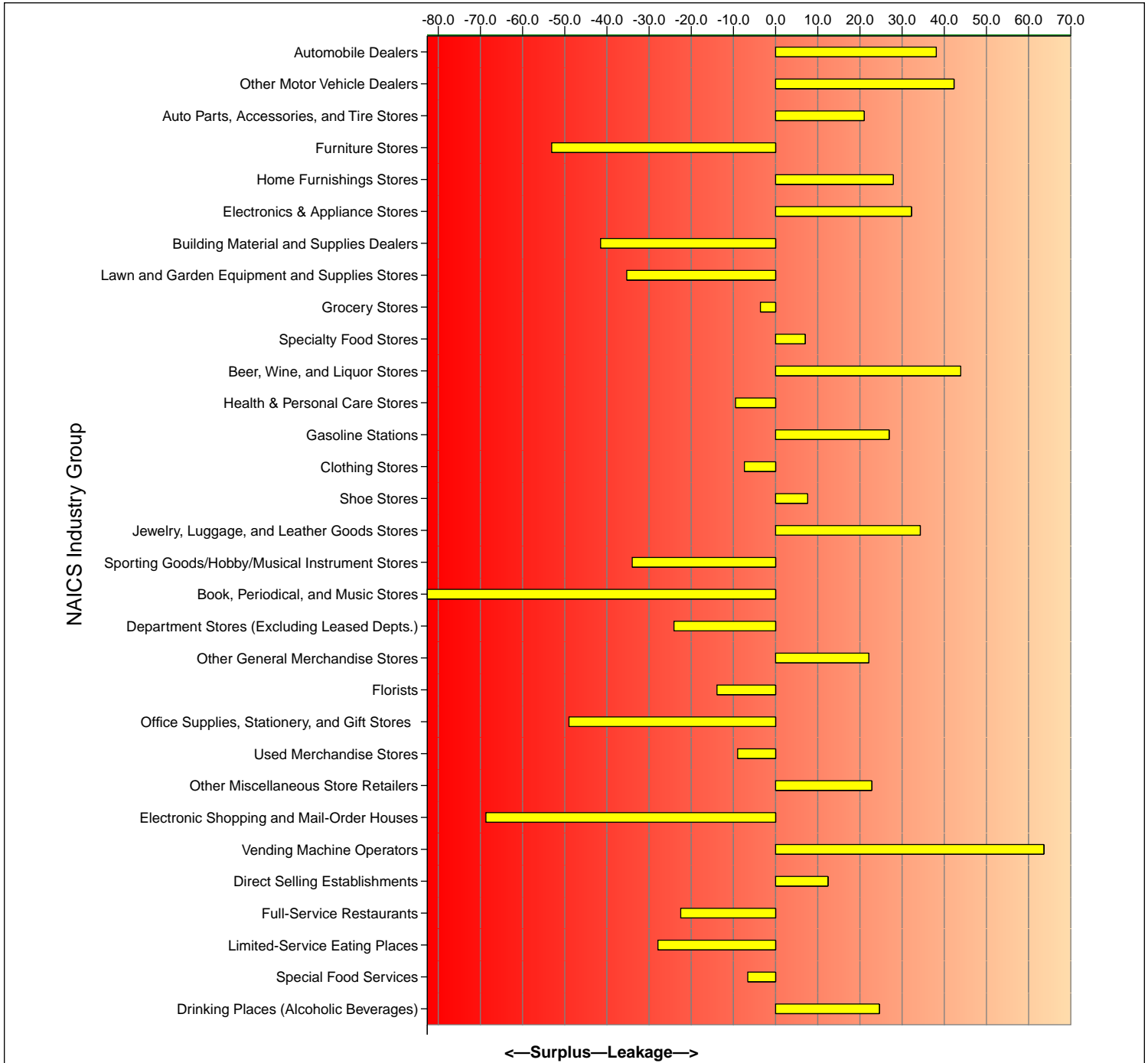


Sources: Esri and Infogroup

Retail Marketplace Potential
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 Ring: 3 miles radius

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Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



Retail Marketplace Potential
11 South Water Street, Liberty, MO 64068
Ring: 5 miles radius

Latitude: 39.246461
Longitude: -94.419458

Summary Demographics

2010 Population	55,545
2010 Households	19,582
2010 Median Disposable Income	\$54,394
2010 Per Capita Income	\$29,187

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)	\$592,701,231	\$573,250,811	\$19,450,420	1.7	315
Total Retail Trade (NAICS 44-45)	\$503,932,377	\$472,540,728	\$31,391,649	3.2	219
Total Food & Drink (NAICS 722)	\$88,768,854	\$100,710,083	\$-11,941,229	-6.3	96

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$121,333,009	\$38,833,502	\$82,499,507	51.5	20
Automobile Dealers (NAICS 4411)	\$105,936,718	\$33,121,111	\$72,815,607	52.4	8
Other Motor Vehicle Dealers (NAICS 4412)	\$8,038,633	\$2,523,604	\$5,515,029	52.2	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$7,357,658	\$3,188,787	\$4,168,871	39.5	9
Furniture & Home Furnishings Stores (NAICS 442)	\$7,954,386	\$9,222,332	\$-1,267,946	-7.4	12
Furniture Stores (NAICS 4421)	\$3,484,793	\$7,432,195	\$-3,947,402	-36.2	5
Home Furnishings Stores (NAICS 4422)	\$4,469,593	\$1,790,137	\$2,679,456	42.8	7
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$24,241,177	\$9,047,878	\$15,193,299	45.6	17
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$21,018,233	\$35,010,134	\$-13,991,901	-25.0	27
Building Material and Supplies Dealers (NAICS 4441)	\$19,051,187	\$32,211,420	\$-13,160,233	-25.7	19
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,967,046	\$2,798,714	\$-831,668	-17.5	8
Food & Beverage Stores (NAICS 445)	\$70,647,233	\$48,591,925	\$22,055,308	18.5	19
Grocery Stores (NAICS 4451)	\$68,305,634	\$47,208,663	\$21,096,971	18.3	12
Specialty Food Stores (NAICS 4452)	\$361,598	\$202,925	\$158,673	28.1	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,980,001	\$1,180,337	\$799,664	25.3	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$11,273,058	\$10,515,009	\$758,049	3.5	18
Gasoline Stations (NAICS 447/4471)	\$82,332,155	\$63,092,906	\$19,239,249	13.2	11
Clothing and Clothing Accessories Stores (NAICS 448)	\$10,489,889	\$6,861,734	\$3,628,155	20.9	18
Clothing Stores (NAICS 4481)	\$7,643,926	\$5,600,005	\$2,043,921	15.4	13
Shoe Stores (NAICS 4482)	\$1,087,982	\$692,757	\$395,225	22.2	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,757,981	\$568,972	\$1,189,009	51.1	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,510,481	\$2,932,498	\$-1,422,017	-32.0	21
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,395,658	\$2,149,510	\$-753,852	-21.3	17
Book, Periodical, and Music Stores (NAICS 4512)	\$114,823	\$782,988	\$-668,165	-74.4	4

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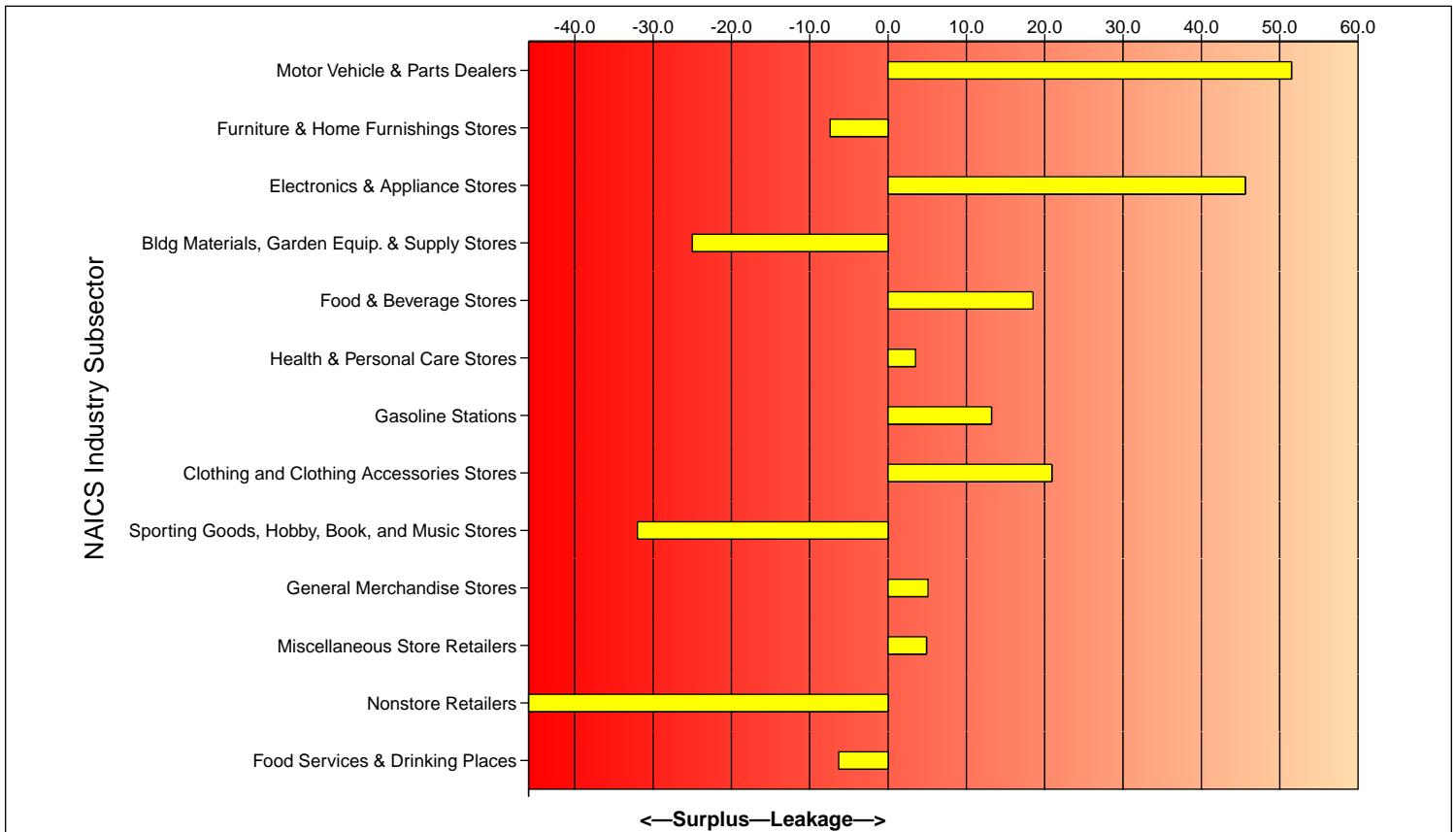


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General Merchandise Stores (NAICS 452)	\$86,094,118	\$77,741,143	\$8,352,975	5.1	12
Department Stores Excluding Leased Depts.(NAICS 4521)	\$46,519,808	\$59,401,864	-\$12,882,056	-12.2	7
Other General Merchandise Stores (NAICS 4529)	\$39,574,310	\$18,339,279	\$21,235,031	36.7	5
Miscellaneous Store Retailers (NAICS 453)	\$5,574,651	\$5,051,847	\$522,804	4.9	37
Florists (NAICS 4531)	\$326,344	\$277,644	\$48,700	8.1	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,417,354	\$2,905,634	-\$1,488,280	-34.4	14
Used Merchandise Stores (NAICS 4533)	\$399,024	\$314,787	\$84,237	11.8	11
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,431,929	\$1,553,782	\$1,878,147	37.7	9
Nonstore Retailers (NAICS 454)	\$61,463,987	\$165,639,820	-\$104,175,833	-45.9	7
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$32,517,444	\$142,873,032	-\$110,355,588	-62.9	2
Vending Machine Operators (NAICS 4542)	\$1,148,603	\$859,869	\$288,734	14.4	1
Direct Selling Establishments (NAICS 4543)	\$27,797,940	\$21,906,919	\$5,891,021	11.9	4
Food Services & Drinking Places (NAICS 722)	\$88,768,854	\$100,710,083	-\$11,941,229	-6.3	96
Full-Service Restaurants (NAICS 7221)	\$32,427,109	\$35,466,661	-\$3,039,552	-4.5	41
Limited-Service Eating Places (NAICS 7222)	\$50,929,518	\$61,429,175	-\$10,499,657	-9.3	45
Special Food Services (NAICS 7223)	\$3,952,958	\$3,241,400	\$711,558	9.9	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,459,269	\$572,847	\$886,422	43.6	2

Leakage/Surplus Factor by Industry Subsector



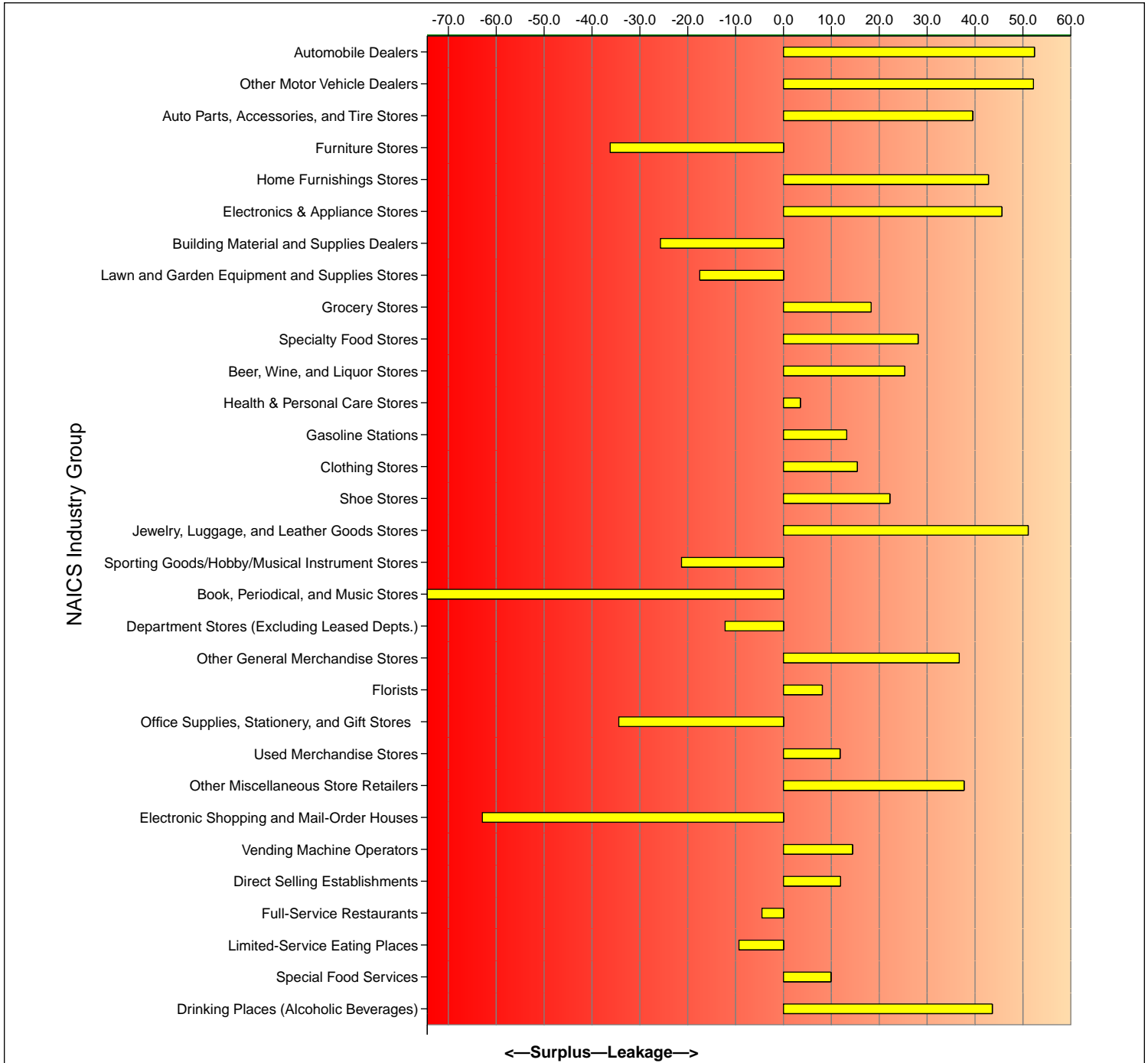
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Leakage/Surplus Factor by Industry Group



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