



# Retail MarketPlace Profile

Retail Marketplace Potential  
 2005-2061 N Commercial St, Harrisonville, MO 64701  
 Ring: 1 mile radius

Latitude: 38.6613  
 Longitude: -94.3662

## Summary Demographics

2010 Population	1,688
2010 Households	652
2010 Median Disposable Income	\$42,429
2010 Per Capita Income	\$22,299

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	\$14,229,286	\$80,241,996	-\$66,012,711	-69.9	77
Total Retail Trade	44-45	\$12,177,811	\$65,545,573	-\$53,367,762	-68.7	57
Total Food & Drink	722	\$2,051,475	\$14,696,424	-\$12,644,949	-75.5	20

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,895,332	\$24,387,773	-\$21,492,440	-78.8	13
Automobile Dealers	4411	\$2,451,693	\$22,127,400	-\$19,675,707	-80.1	8
Other Motor Vehicle Dealers	4412	\$201,007	\$378,020	-\$177,012	-30.6	1
Auto Parts, Accessories & Tire Stores	4413	\$242,632	\$1,882,353	-\$1,639,721	-77.2	3
Furniture & Home Furnishings Stores	442	\$271,101	\$703,657	-\$432,556	-44.4	2
Furniture Stores	4421	\$199,123	\$260,635	-\$61,512	-13.4	0
Home Furnishings Stores	4422	\$71,978	\$443,022	-\$371,045	-72.0	1
Electronics & Appliance Stores	4431	\$197,639	\$243,258	-\$45,619	-10.3	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$531,907	\$3,989,195	-\$3,457,288	-76.5	9
Bldg Material & Supplies Dealers	4441	\$425,904	\$1,890,171	-\$1,464,268	-63.2	7
Lawn & Garden Equip & Supply Stores	4442	\$106,003	\$2,099,024	-\$1,993,021	-90.4	2
Food & Beverage Stores	445	\$2,478,569	\$4,959,147	-\$2,480,578	-33.4	4
Grocery Stores	4451	\$2,440,387	\$4,798,867	-\$2,358,481	-32.6	3
Specialty Food Stores	4452	\$8,599	\$51,064	-\$42,465	-71.2	0
Beer, Wine & Liquor Stores	4453	\$29,583	\$109,216	-\$79,632	-57.4	0
Health & Personal Care Stores	446,4461	\$451,695	\$942,405	-\$490,710	-35.2	2
Gasoline Stations	447,4471	\$2,433,016	\$6,673,721	-\$4,240,705	-46.6	3
Clothing & Clothing Accessories Stores	448	\$186,388	\$1,339,720	-\$1,153,332	-75.6	8
Clothing Stores	4481	\$96,573	\$654,982	-\$558,409	-74.3	4
Shoe Stores	4482	\$39,940	\$264,431	-\$224,490	-73.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$49,875	\$420,308	-\$370,433	-78.8	3
Sporting Goods, Hobby, Book & Music Stores	451	\$115,788	\$180,510	-\$64,722	-21.8	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$54,739	\$180,510	-\$125,771	-53.5	5
Book, Periodical & Music Stores	4512	\$61,049	\$0	\$61,049	100.0	0
General Merchandise Stores	452	\$2,256,911	\$20,773,266	-\$18,516,355	-80.4	2
Department Stores Excluding Leased Depts.	4521	\$1,753,455	\$15,773,264	-\$14,019,809	-80.0	0
Other General Merchandise Stores	4529	\$503,456	\$5,000,002	-\$4,496,546	-81.7	2
Miscellaneous Store Retailers	453	\$227,826	\$1,280,870	-\$1,053,043	-69.8	9
Florists	4531	\$9,586	\$32,813	-\$23,228	-54.8	1
Office Supplies, Stationery & Gift Stores	4532	\$43,947	\$173,663	-\$129,716	-59.6	2
Used Merchandise Stores	4533	\$23,149	\$86,922	-\$63,773	-57.9	4
Other Miscellaneous Store Retailers	4539	\$151,145	\$987,471	-\$836,327	-73.5	2
Nonstore Retailers	454	\$131,637	\$72,051	\$59,586	29.3	0
Electronic Shopping & Mail-Order Houses	4541	\$63,542	\$0	\$63,542	100.0	0
Vending Machine Operators	4542	\$21,877	\$0	\$21,877	100.0	0
Direct Selling Establishments	4543	\$46,219	\$72,051	-\$25,832	-21.8	0
Food Services & Drinking Places	722	\$2,051,475	\$14,696,424	-\$12,644,949	-75.5	20
Full-Service Restaurants	7221	\$675,348	\$3,922,953	-\$3,247,606	-70.6	8
Limited-Service Eating Places	7222	\$1,218,875	\$9,432,064	-\$8,213,188	-77.1	9
Special Food Services	7223	\$96,993	\$670,190	-\$573,197	-74.7	1
Drinking Places - Alcoholic Beverages	7224	\$60,259	\$671,217	-\$610,958	-83.5	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. 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

April 22, 2013

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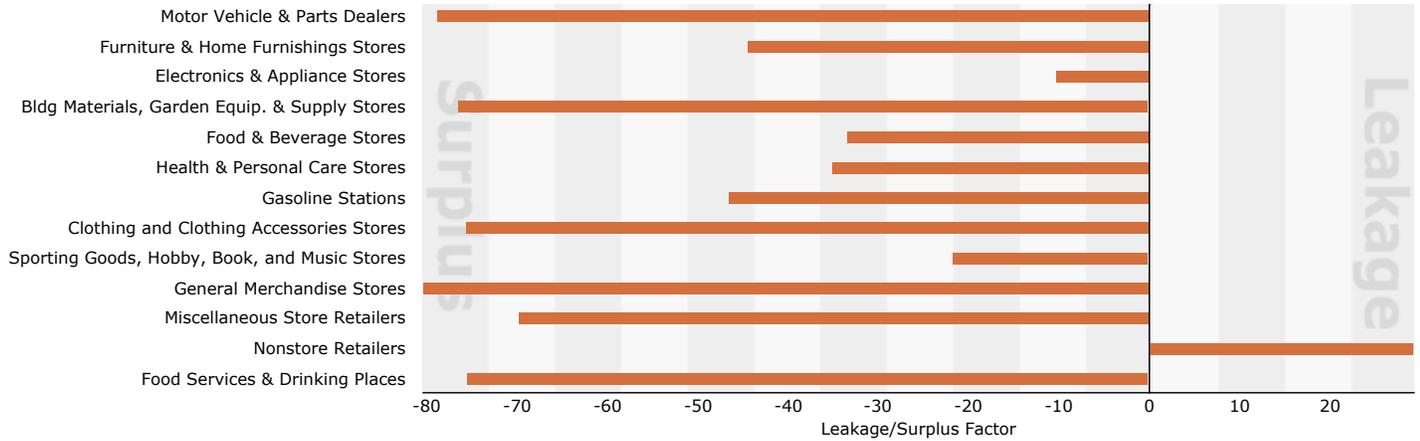


# Retail MarketPlace Profile

Retail Marketplace Potential  
 2005-2061 N Commercial St, Harrisonville, MO 64701  
 Ring: 1 mile radius

Latitude: 38.6613  
 Longitude: -94.3662

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

April 22, 2013

Made with Esri Business Analyst



# Retail MarketPlace Profile

Retail Marketplace Potential  
 2005-20061 N Commercial St, Harrisonville, MO 64701  
 Ring: 3 mile radius

Latitude: 38.6613  
 Longitude: -94.3662

## Summary Demographics

2010 Population	10,945
2010 Households	4,255
2010 Median Disposable Income	\$45,460
2010 Per Capita Income	\$24,554

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	\$100,952,375	\$145,221,063	-\$44,268,688	-18.0	153
Total Retail Trade	44-45	\$86,498,343	\$120,862,697	-\$34,364,354	-16.6	120
Total Food & Drink	722	\$14,454,032	\$24,358,366	-\$9,904,334	-25.5	33

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,306,825	\$31,814,987	-\$11,508,162	-22.1	22
Automobile Dealers	4411	\$17,076,407	\$27,035,976	-\$9,959,569	-22.6	13
Other Motor Vehicle Dealers	4412	\$1,505,675	\$1,553,405	-\$47,731	-1.6	4
Auto Parts, Accessories & Tire Stores	4413	\$1,724,743	\$3,225,605	-\$1,500,862	-30.3	6
Furniture & Home Furnishings Stores	442	\$1,925,120	\$1,510,866	\$414,255	12.1	4
Furniture Stores	4421	\$1,394,069	\$798,193	\$595,876	27.2	1
Home Furnishings Stores	4422	\$531,052	\$712,673	-\$181,621	-14.6	3
Electronics & Appliance Stores	4431	\$1,394,337	\$499,869	\$894,468	47.2	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,916,435	\$7,448,352	-\$3,531,917	-31.1	17
Bldg Material & Supplies Dealers	4441	\$3,112,459	\$3,589,201	-\$476,742	-7.1	14
Lawn & Garden Equip & Supply Stores	4442	\$803,976	\$3,859,151	-\$3,055,175	-65.5	3
Food & Beverage Stores	445	\$17,577,281	\$14,653,239	\$2,924,043	9.1	11
Grocery Stores	4451	\$17,308,590	\$14,142,875	\$3,165,715	10.1	9
Specialty Food Stores	4452	\$60,799	\$162,599	-\$101,800	-45.6	1
Beer, Wine & Liquor Stores	4453	\$207,892	\$347,765	-\$139,873	-25.2	1
Health & Personal Care Stores	446,4461	\$3,309,458	\$4,654,176	-\$1,344,718	-16.9	9
Gasoline Stations	447,4471	\$17,247,352	\$17,146,667	\$100,684	0.3	6
Clothing & Clothing Accessories Stores	448	\$1,312,508	\$2,023,675	-\$711,168	-21.3	11
Clothing Stores	4481	\$680,116	\$1,030,378	-\$350,262	-20.5	6
Shoe Stores	4482	\$273,963	\$368,638	-\$94,675	-14.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$358,428	\$624,659	-\$266,230	-27.1	4
Sporting Goods, Hobby, Book & Music Stores	451	\$819,520	\$302,872	\$516,648	46.0	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$390,018	\$302,872	\$87,146	12.6	8
Book, Periodical & Music Stores	4512	\$429,502	\$0	\$429,502	100.0	0
General Merchandise Stores	452	\$16,009,660	\$36,724,402	-\$20,714,742	-39.3	4
Department Stores Excluding Leased Depts.	4521	\$12,424,667	\$27,283,453	-\$14,858,786	-37.4	1
Other General Merchandise Stores	4529	\$3,584,993	\$9,440,949	-\$5,855,956	-45.0	3
Miscellaneous Store Retailers	453	\$1,632,033	\$3,739,455	-\$2,107,421	-39.2	22
Florists	4531	\$73,188	\$147,054	-\$73,866	-33.5	3
Office Supplies, Stationery & Gift Stores	4532	\$309,189	\$269,459	\$39,729	6.9	4
Used Merchandise Stores	4533	\$163,498	\$325,914	-\$162,415	-33.2	9
Other Miscellaneous Store Retailers	4539	\$1,086,158	\$2,997,028	-\$1,910,870	-46.8	6
Nonstore Retailers	454	\$1,047,814	\$344,138	\$703,676	50.6	2
Electronic Shopping & Mail-Order Houses	4541	\$450,528	\$0	\$450,528	100.0	0
Vending Machine Operators	4542	\$154,469	\$0	\$154,469	100.0	0
Direct Selling Establishments	4543	\$442,817	\$344,138	\$98,680	12.5	2
Food Services & Drinking Places	722	\$14,454,032	\$24,358,366	-\$9,904,334	-25.5	33
Full-Service Restaurants	7221	\$4,787,540	\$7,827,628	-\$3,040,088	-24.1	16
Limited-Service Eating Places	7222	\$8,554,501	\$15,091,422	-\$6,536,921	-27.6	14
Special Food Services	7223	\$680,996	\$719,107	-\$38,111	-2.7	1
Drinking Places - Alcoholic Beverages	7224	\$430,995	\$720,209	-\$289,214	-25.1	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. 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>.

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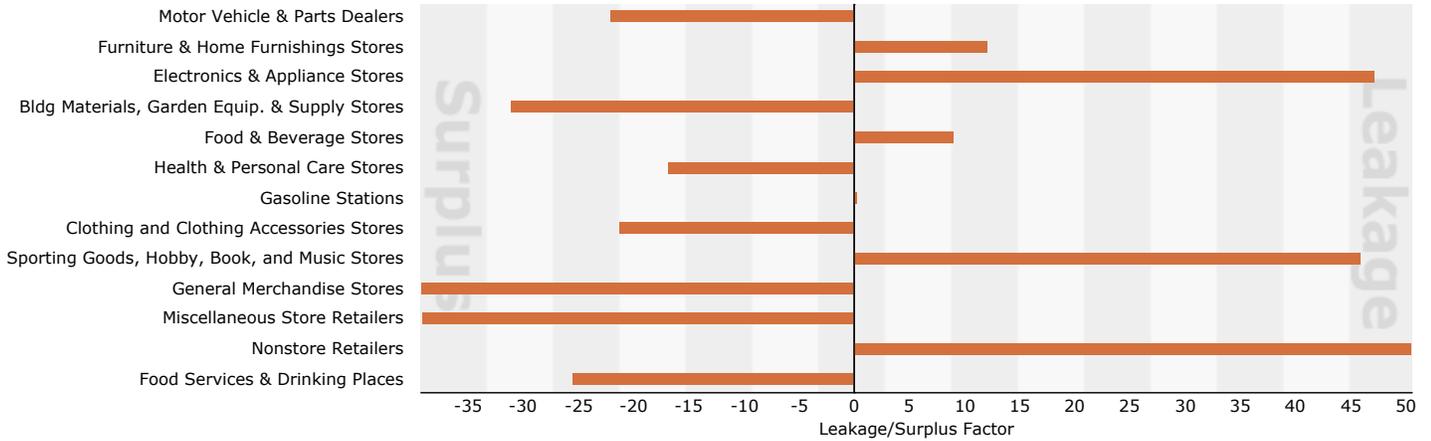


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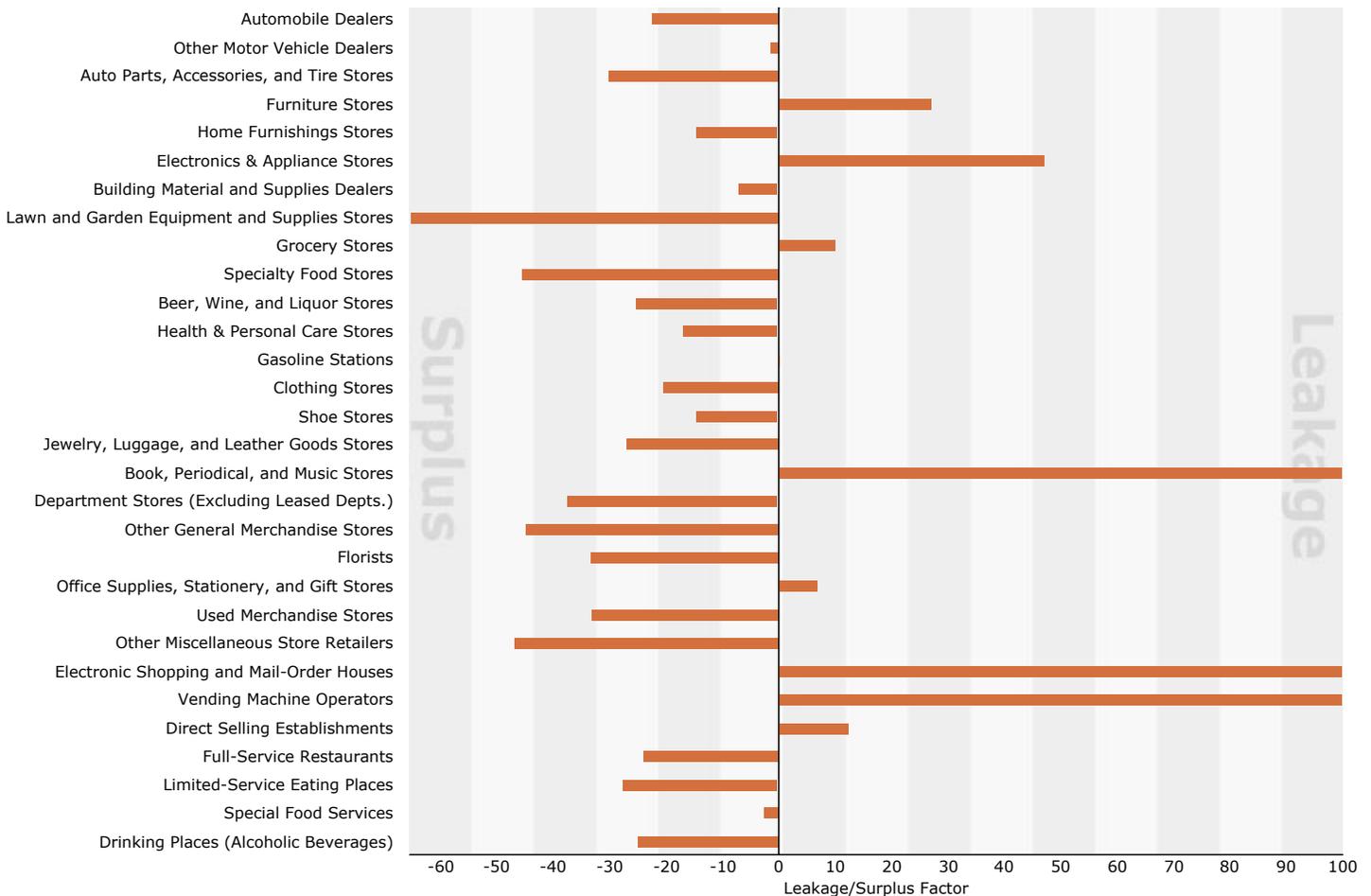
Retail Marketplace Potential  
 2005-2061 N Commercial St, Harrisonville, MO 64701  
 Ring: 3 mile radius

Latitude: 38.6613  
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

April 22, 2013

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# Retail MarketPlace Profile

Retail Marketplace Potential  
 2005-20061 N Commercial St, Harrisonville, MO 64701  
 Ring: 5 mile radius

Latitude: 38.6613  
 Longitude: -94.3662

## Summary Demographics

2010 Population	14,207
2010 Households	5,380
2010 Median Disposable Income	\$46,998
2010 Per Capita Income	\$24,883

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	\$131,915,727	\$158,894,612	-\$26,978,885	-9.3	163
Total Retail Trade	44-45	\$112,987,111	\$133,342,147	-\$20,355,036	-8.3	128
Total Food & Drink	722	\$18,928,616	\$25,552,465	-\$6,623,848	-14.9	35

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,540,996	\$34,368,035	-\$7,827,038	-12.9	24
Automobile Dealers	4411	\$22,285,905	\$29,180,200	-\$6,894,295	-13.4	14
Other Motor Vehicle Dealers	4412	\$1,995,353	\$1,787,719	\$207,633	5.5	4
Auto Parts, Accessories & Tire Stores	4413	\$2,259,739	\$3,400,116	-\$1,140,376	-20.1	7
Furniture & Home Furnishings Stores	442	\$2,544,988	\$1,561,107	\$983,882	24.0	5
Furniture Stores	4421	\$1,839,009	\$798,193	\$1,040,816	39.5	1
Home Furnishings Stores	4422	\$705,979	\$762,913	-\$56,935	-3.9	4
Electronics & Appliance Stores	4431	\$1,825,554	\$563,242	\$1,262,312	52.8	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,212,517	\$8,152,336	-\$2,939,819	-22.0	18
Bldg Material & Supplies Dealers	4441	\$4,144,921	\$3,711,686	\$433,235	5.5	14
Lawn & Garden Equip & Supply Stores	4442	\$1,067,595	\$4,440,650	-\$3,373,054	-61.2	4
Food & Beverage Stores	445	\$22,884,346	\$15,054,974	\$7,829,373	20.6	12
Grocery Stores	4451	\$22,533,089	\$14,544,610	\$7,988,480	21.5	10
Specialty Food Stores	4452	\$79,181	\$162,599	-\$83,418	-34.5	1
Beer, Wine & Liquor Stores	4453	\$272,076	\$347,765	-\$75,689	-12.2	1
Health & Personal Care Stores	446,4461	\$4,309,288	\$4,666,325	-\$357,037	-4.0	9
Gasoline Stations	447,4471	\$22,400,045	\$20,238,843	\$2,161,203	5.1	7
Clothing & Clothing Accessories Stores	448	\$1,720,877	\$2,239,138	-\$518,262	-13.1	12
Clothing Stores	4481	\$891,508	\$1,183,324	-\$291,817	-14.1	7
Shoe Stores	4482	\$356,596	\$407,074	-\$50,478	-6.6	2
Jewelry, Luggage & Leather Goods Stores	4483	\$472,773	\$648,740	-\$175,967	-15.7	4
Sporting Goods, Hobby, Book & Music Stores	451	\$1,071,637	\$329,352	\$742,284	53.0	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$512,682	\$329,352	\$183,330	21.8	8
Book, Periodical & Music Stores	4512	\$558,954	\$0	\$558,954	100.0	0
General Merchandise Stores	452	\$20,965,088	\$42,059,661	-\$21,094,573	-33.5	4
Department Stores Excluding Leased Depts.	4521	\$16,284,484	\$31,972,718	-\$15,688,233	-32.5	1
Other General Merchandise Stores	4529	\$4,680,603	\$10,086,943	-\$5,406,340	-36.6	4
Miscellaneous Store Retailers	453	\$2,135,357	\$3,764,997	-\$1,629,640	-27.6	22
Florists	4531	\$97,327	\$147,054	-\$49,727	-20.3	3
Office Supplies, Stationery & Gift Stores	4532	\$405,644	\$269,459	\$136,185	20.2	4
Used Merchandise Stores	4533	\$214,561	\$337,323	-\$122,762	-22.2	9
Other Miscellaneous Store Retailers	4539	\$1,417,825	\$3,011,160	-\$1,593,336	-36.0	6
Nonstore Retailers	454	\$1,376,417	\$344,138	\$1,032,280	60.0	2
Electronic Shopping & Mail-Order Houses	4541	\$588,085	\$0	\$588,085	100.0	0
Vending Machine Operators	4542	\$201,480	\$0	\$201,480	100.0	0
Direct Selling Establishments	4543	\$586,853	\$344,138	\$242,715	26.1	2
Food Services & Drinking Places	722	\$18,928,616	\$25,552,465	-\$6,623,848	-14.9	35
Full-Service Restaurants	7221	\$6,280,065	\$8,267,835	-\$1,987,770	-13.7	17
Limited-Service Eating Places	7222	\$11,195,742	\$15,819,692	-\$4,623,950	-17.1	15
Special Food Services	7223	\$891,283	\$736,229	\$155,054	9.5	1
Drinking Places - Alcoholic Beverages	7224	\$561,528	\$728,710	-\$167,183	-13.0	2

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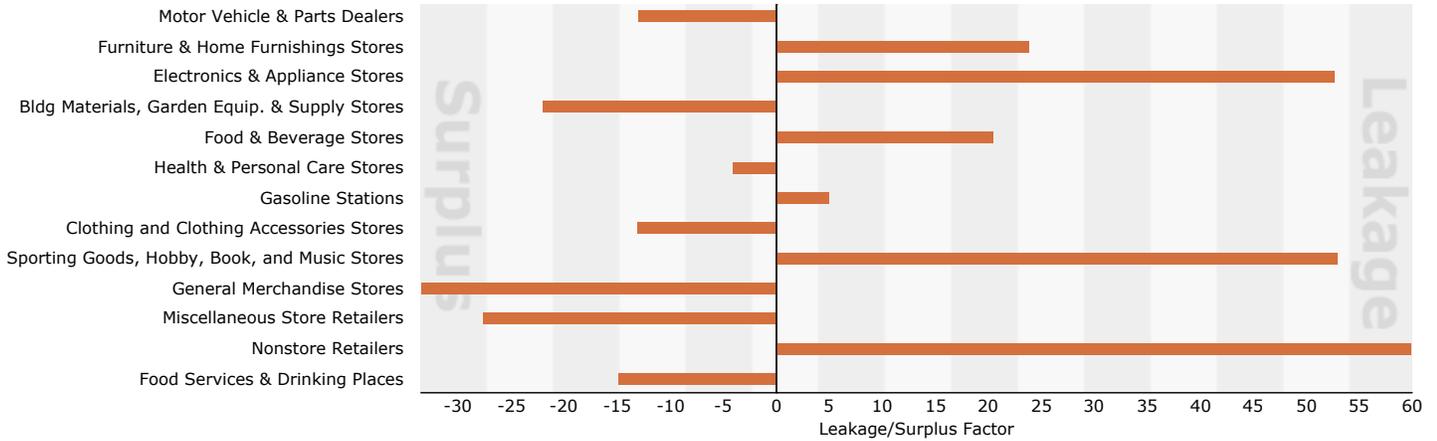


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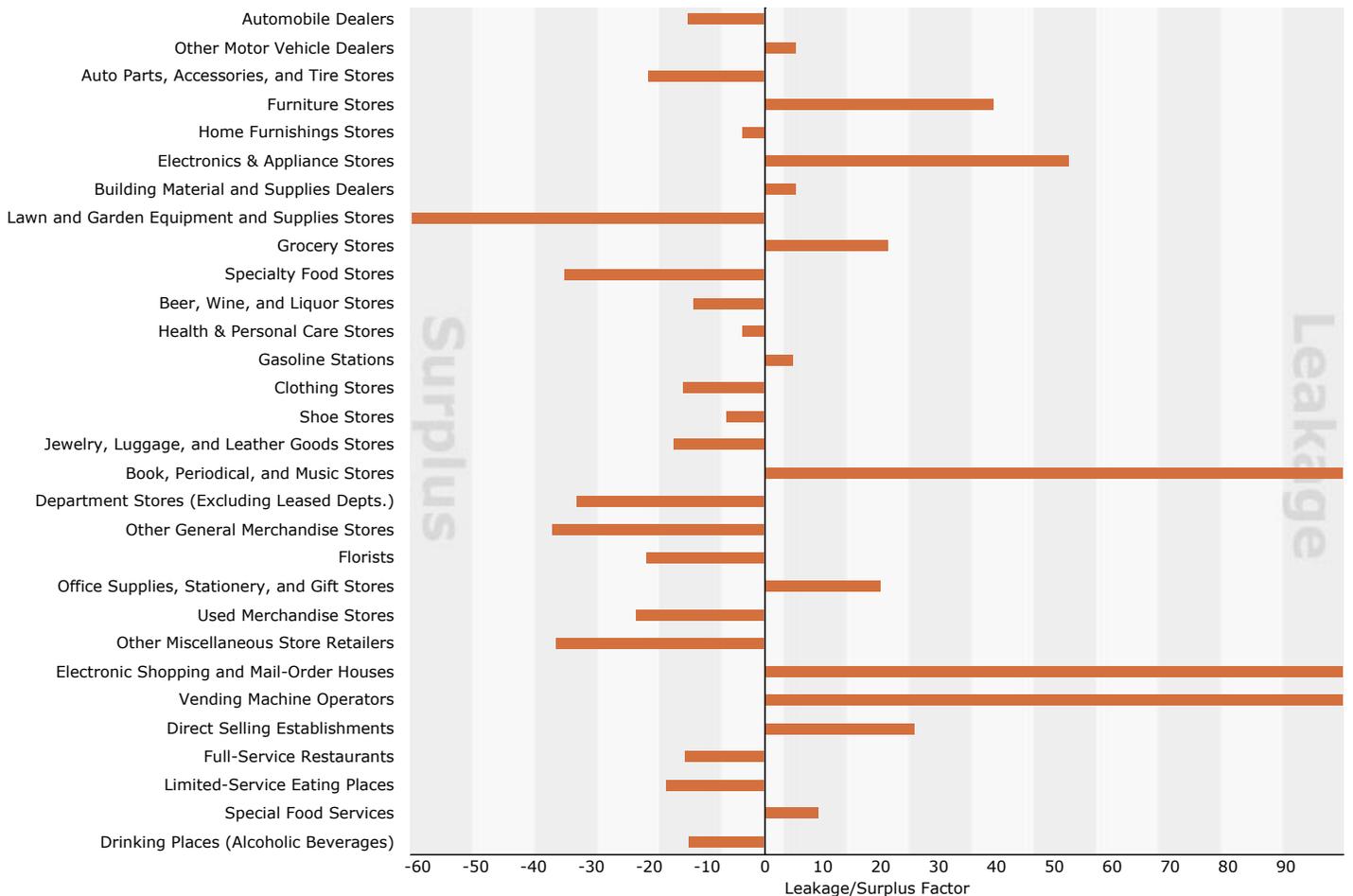
Retail Marketplace Potential  
 2005-2061 N Commercial St, Harrisonville, MO 64701  
 Ring: 5 mile radius

Latitude: 38.6613  
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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