



# Retail Marketplace Profile Report

Hwy 50/47, Union, MO 63084  
 Drive Time Band: 0 - 5 minute radius

Latitude: 38.4429  
 Longitude: -90.9901

## Summary Demographics

2016 Population	6,757
2016 Households	2,696
2016 Median Disposable Income	\$38,612
2016 Per Capita Income	\$23,237

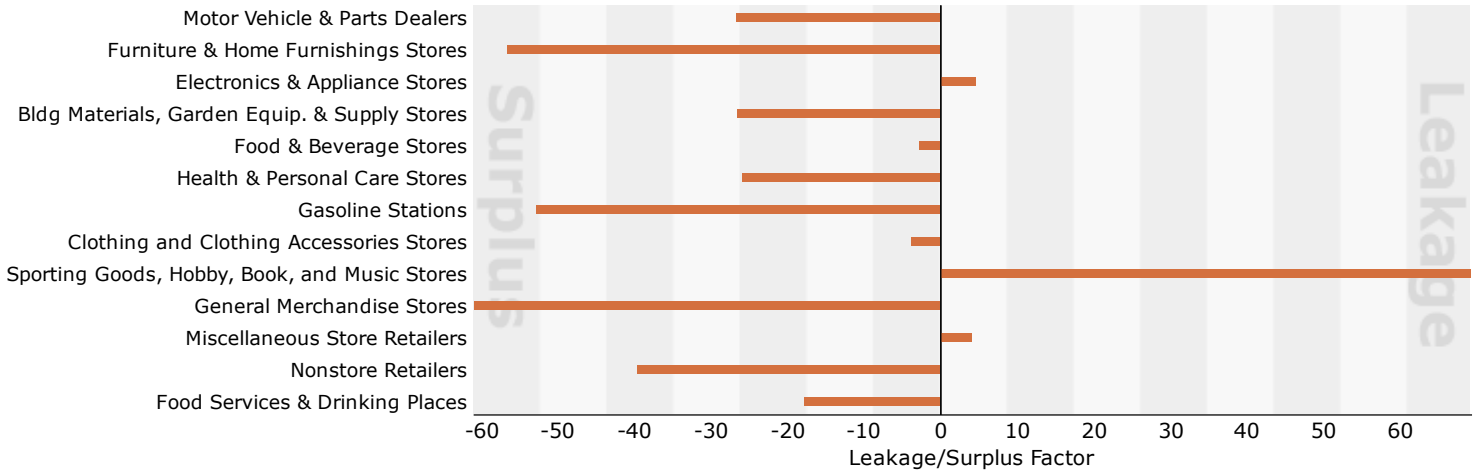
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$88,640,294	\$183,534,804	-\$94,894,510	-34.9	97
Total Retail Trade	44-45	\$80,424,131	\$171,735,913	-\$91,311,782	-36.2	71
Total Food & Drink	722	\$8,216,164	\$11,798,891	-\$3,582,727	-17.9	27

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,888,900	\$32,714,634	-\$13,825,734	-26.8	15
Automobile Dealers	4411	\$15,604,976	\$28,991,456	-\$13,386,480	-30.0	9
Other Motor Vehicle Dealers	4412	\$2,018,571	\$0	\$2,018,571	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,265,353	\$3,712,062	-\$2,446,709	-49.2	6
Furniture & Home Furnishings Stores	442	\$2,284,593	\$8,276,955	-\$5,992,362	-56.7	4
Furniture Stores	4421	\$1,408,311	\$6,706,637	-\$5,298,326	-65.3	2
Home Furnishings Stores	4422	\$876,282	\$1,570,317	-\$694,035	-28.4	2
Electronics & Appliance Stores	443	\$3,709,467	\$3,377,542	\$331,925	4.7	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,038,659	\$8,684,513	-\$3,645,854	-26.6	9
Bldg Material & Supplies Dealers	4441	\$4,667,777	\$8,081,998	-\$3,414,221	-26.8	7
Lawn & Garden Equip & Supply Stores	4442	\$370,882	\$602,516	-\$231,634	-23.8	1
Food & Beverage Stores	445	\$13,765,765	\$14,601,063	-\$835,298	-2.9	5
Grocery Stores	4451	\$12,676,110	\$13,803,607	-\$1,127,497	-4.3	3
Specialty Food Stores	4452	\$632,319	\$777,951	-\$145,632	-10.3	2
Beer, Wine & Liquor Stores	4453	\$457,337	\$0	\$457,337	100.0	0
Health & Personal Care Stores	446,4461	\$4,351,850	\$7,392,993	-\$3,041,143	-25.9	5
Gasoline Stations	447,4471	\$5,868,266	\$19,032,092	-\$13,163,826	-52.9	6
Clothing & Clothing Accessories Stores	448	\$3,080,957	\$3,329,925	-\$248,968	-3.9	4
Clothing Stores	4481	\$2,031,246	\$1,069,542	\$961,704	31.0	2
Shoe Stores	4482	\$502,549	\$0	\$502,549	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$547,162	\$2,260,383	-\$1,713,221	-61.0	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,119,237	\$383,418	\$1,735,819	69.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,781,366	\$138,936	\$1,642,430	85.5	1
Book, Periodical & Music Stores	4512	\$337,871	\$244,482	\$93,389	16.0	1
General Merchandise Stores	452	\$16,365,830	\$67,708,608	-\$51,342,778	-61.1	3
Department Stores Excluding Leased Depts.	4521	\$12,915,147	\$66,219,406	-\$53,304,259	-67.4	1
Other General Merchandise Stores	4529	\$3,450,683	\$1,489,202	\$1,961,481	39.7	2
Miscellaneous Store Retailers	453	\$3,751,113	\$3,455,431	\$295,682	4.1	10
Florists	4531	\$212,437	\$301,416	-\$88,979	-17.3	2
Office Supplies, Stationery & Gift Stores	4532	\$742,654	\$0	\$742,654	100.0	0
Used Merchandise Stores	4533	\$347,590	\$534,358	-\$186,768	-21.2	2
Other Miscellaneous Store Retailers	4539	\$2,448,432	\$2,588,280	-\$139,848	-2.8	6
Nonstore Retailers	454	\$1,199,494	\$2,778,740	-\$1,579,246	-39.7	3
Electronic Shopping & Mail-Order Houses	4541	\$679,222	\$1,169,332	-\$490,110	-26.5	1
Vending Machine Operators	4542	\$104,078	\$167,942	-\$63,864	-23.5	1
Direct Selling Establishments	4543	\$416,194	\$1,441,467	-\$1,025,273	-55.2	1
Food Services & Drinking Places	722	\$8,216,164	\$11,798,891	-\$3,582,727	-17.9	27
Special Food Services	7223	\$223,965	\$409,076	-\$185,111	-29.2	2
Drinking Places - Alcoholic Beverages	7224	\$242,611	\$451,542	-\$208,931	-30.1	3
Restaurants/Other Eating Places	7225	\$7,749,588	\$10,938,273	-\$3,188,685	-17	22

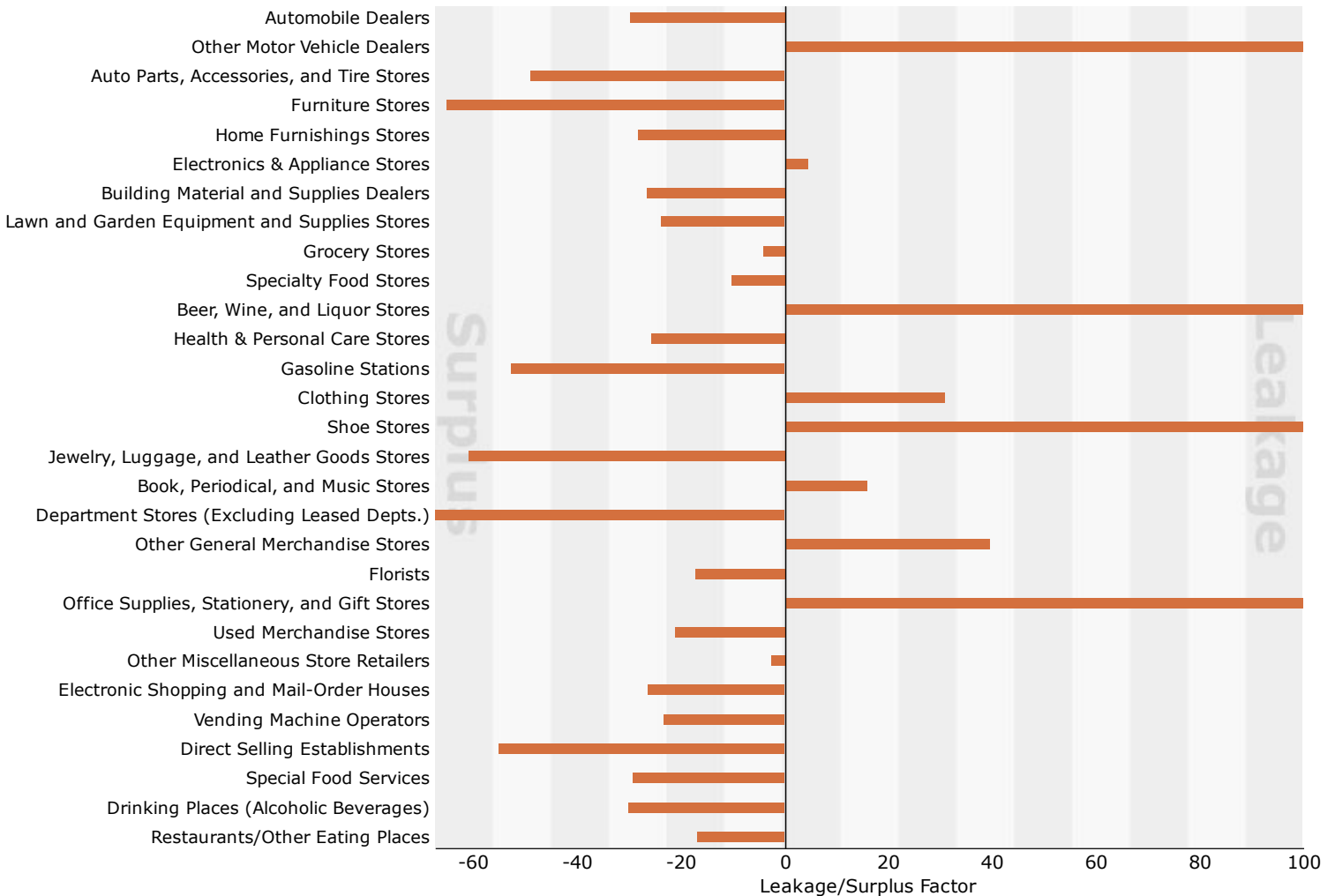
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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/data/esri\\_data/methodology-statements](http://www.esri.com/data/esri_data/methodology-statements)

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail Marketplace Profile Report

Hwy 50/47, Union, MO 63084  
 Drive Time Band: 5 - 10 minute radius

Latitude: 38.4429  
 Longitude: -90.9901

## Summary Demographics

2016 Population	13,442
2016 Households	4,963
2016 Median Disposable Income	\$41,773
2016 Per Capita Income	\$25,541

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	\$181,975,740	\$202,178,183	-\$20,202,443	-5.3	95
Total Retail Trade	44-45	\$165,200,440	\$186,088,791	-\$20,888,351	-5.9	71
Total Food & Drink	722	\$16,775,300	\$16,089,392	\$685,908	2.1	24

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$38,969,339	\$41,234,713	-\$2,265,374	-2.8	12
Automobile Dealers	4411	\$32,181,309	\$36,749,361	-\$4,568,052	-6.6	6
Other Motor Vehicle Dealers	4412	\$4,188,701	\$2,291,071	\$1,897,630	29.3	1
Auto Parts, Accessories & Tire Stores	4413	\$2,599,328	\$2,194,281	\$405,047	8.4	5
Furniture & Home Furnishings Stores	442	\$4,668,093	\$1,464,695	\$3,203,398	52.2	1
Furniture Stores	4421	\$2,862,260	\$999,947	\$1,862,313	48.2	1
Home Furnishings Stores	4422	\$1,805,833	\$0	\$1,805,833	100.0	0
Electronics & Appliance Stores	443	\$7,557,181	\$2,797,717	\$4,759,464	46.0	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,483,039	\$12,314,433	-\$1,831,394	-8.0	6
Bldg Material & Supplies Dealers	4441	\$9,703,741	\$12,045,622	-\$2,341,881	-10.8	6
Lawn & Garden Equip & Supply Stores	4442	\$779,298	\$268,812	\$510,486	48.7	1
Food & Beverage Stores	445	\$28,185,675	\$44,747,943	-\$16,562,268	-22.7	10
Grocery Stores	4451	\$25,958,904	\$42,231,567	-\$16,272,663	-23.9	7
Specialty Food Stores	4452	\$1,293,736	\$619,893	\$673,843	35.2	1
Beer, Wine & Liquor Stores	4453	\$933,035	\$1,896,483	-\$963,448	-34.0	2
Health & Personal Care Stores	446,4461	\$8,969,803	\$7,101,241	\$1,868,562	11.6	5
Gasoline Stations	447,4471	\$12,084,693	\$24,184,151	-\$12,099,458	-33.4	7
Clothing & Clothing Accessories Stores	448	\$6,273,179	\$2,768,253	\$3,504,926	38.8	3
Clothing Stores	4481	\$4,134,518	\$895,866	\$3,238,652	64.4	1
Shoe Stores	4482	\$1,021,126	\$701,851	\$319,275	18.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,117,535	\$0	\$1,117,535	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,335,021	\$3,404,670	\$930,351	12.0	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,644,999	\$3,327,789	\$317,210	4.5	3
Book, Periodical & Music Stores	4512	\$690,022	\$0	\$690,022	100.0	0
General Merchandise Stores	452	\$33,492,225	\$38,343,106	-\$4,850,881	-6.8	4
Department Stores Excluding Leased Depts.	4521	\$26,414,637	\$35,142,722	-\$8,728,085	-14.2	1
Other General Merchandise Stores	4529	\$7,077,588	\$3,200,384	\$3,877,204	37.7	3
Miscellaneous Store Retailers	453	\$7,735,660	\$6,395,545	\$1,340,115	9.5	13
Florists	4531	\$446,102	\$168,930	\$277,172	45.1	1
Office Supplies, Stationery & Gift Stores	4532	\$1,519,260	\$1,702,659	-\$183,399	-5.7	3
Used Merchandise Stores	4533	\$709,151	\$864,762	-\$155,611	-9.9	4
Other Miscellaneous Store Retailers	4539	\$5,061,146	\$3,659,193	\$1,401,953	16.1	5
Nonstore Retailers	454	\$2,446,532	\$1,332,324	\$1,114,208	29.5	1
Electronic Shopping & Mail-Order Houses	4541	\$1,391,420	\$0	\$1,391,420	100.0	0
Vending Machine Operators	4542	\$212,919	\$356,994	-\$144,075	-25.3	1
Direct Selling Establishments	4543	\$842,193	\$607,617	\$234,576	16.2	1
Food Services & Drinking Places	722	\$16,775,300	\$16,089,392	\$685,908	2.1	24
Special Food Services	7223	\$458,440	\$411,368	\$47,072	5.4	1
Drinking Places - Alcoholic Beverages	7224	\$493,512	\$669,376	-\$175,864	-15.1	2
Restaurants/Other Eating Places	7225	\$15,823,348	\$15,008,649	\$814,699	3	21

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/data/esri\\_data/methodology-statements](http://www.esri.com/data/esri_data/methodology-statements)

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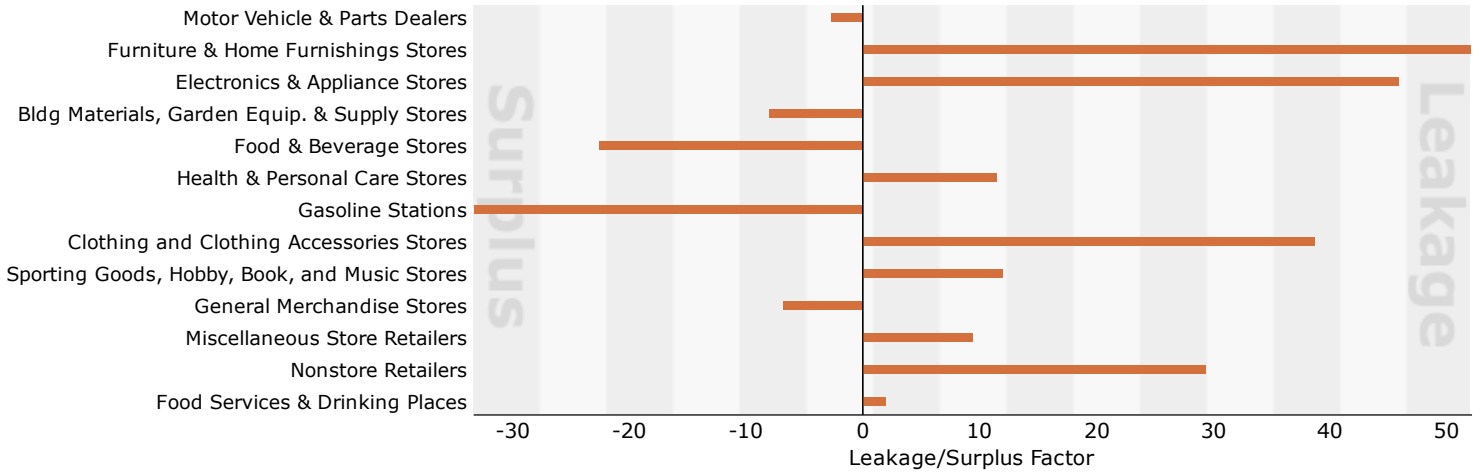


# Retail Marketplace Profile Report

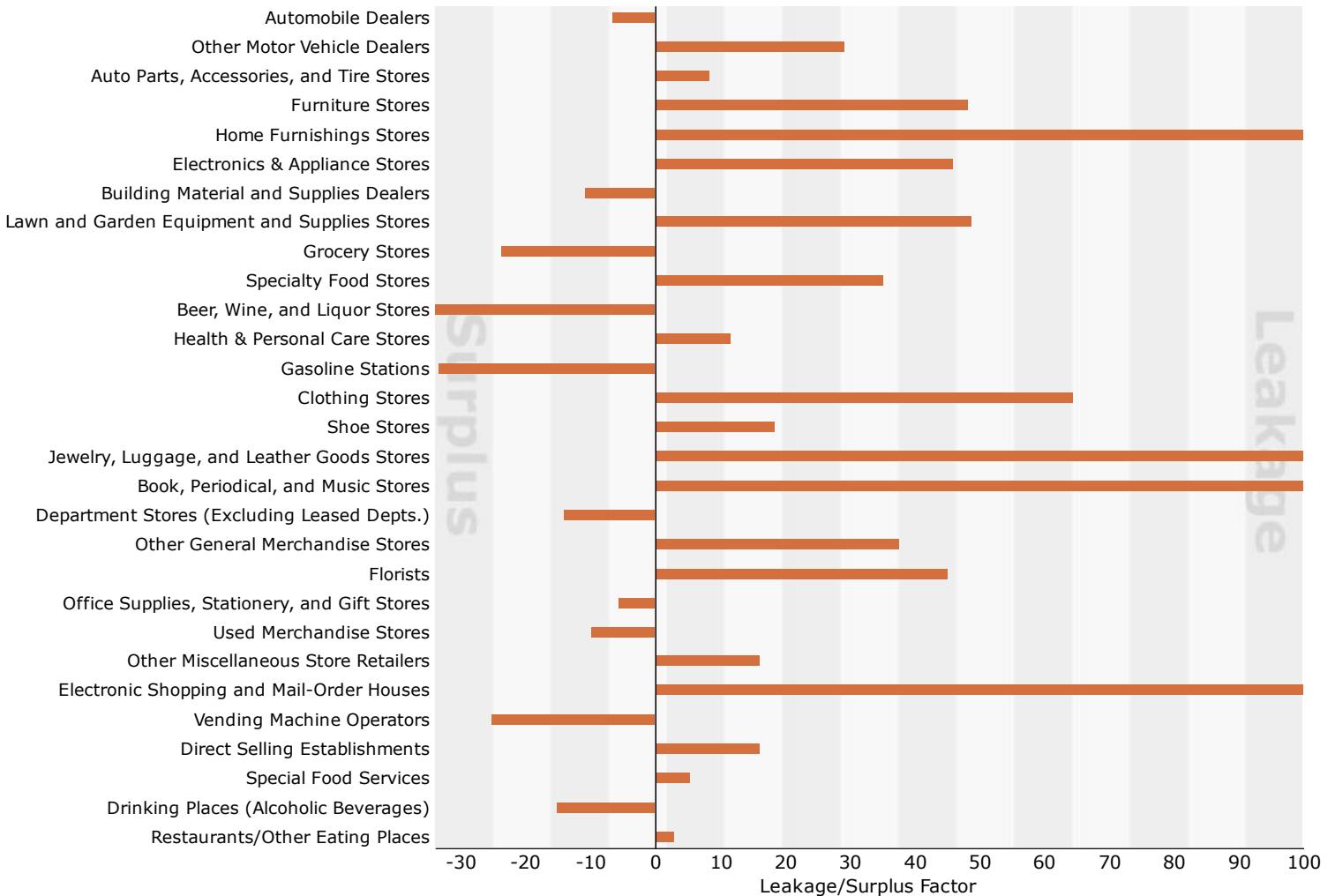
Hwy 50/47, Union, MO 63084  
 Drive Time Band: 5 - 10 minute radius

Latitude: 38.4429  
 Longitude: -90.9901

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.



# Retail Marketplace Profile Report

Hwy 50/47, Union, MO 63084  
 Drive Time Band: 10 - 15 minute radius

Latitude: 38.4429  
 Longitude: -90.9901

## Summary Demographics

2016 Population	30,685
2016 Households	12,285
2016 Median Disposable Income	\$42,202
2016 Per Capita Income	\$26,524

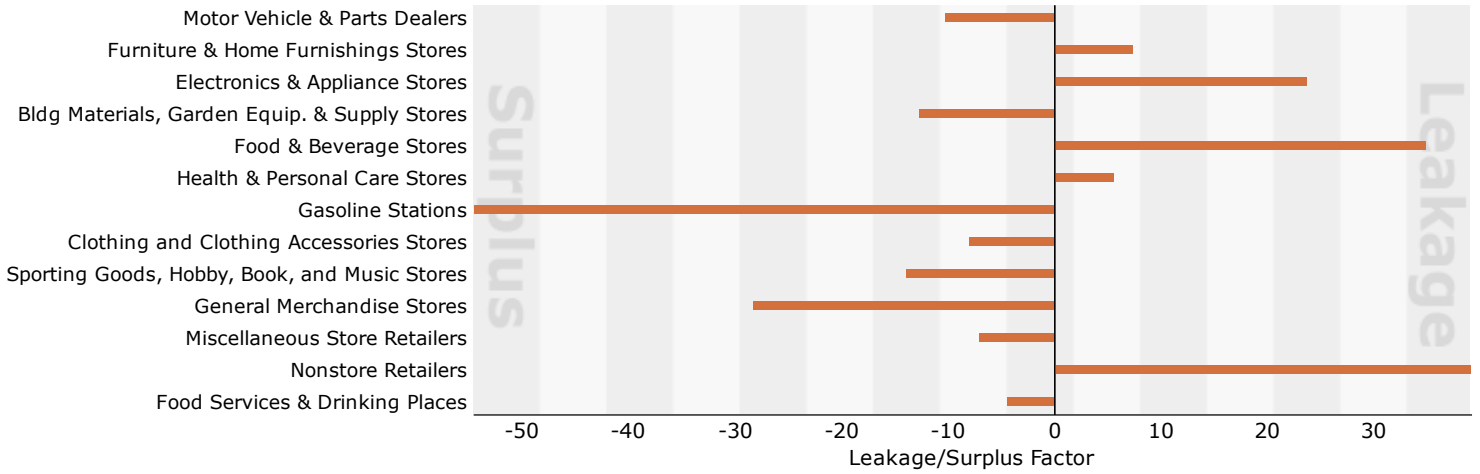
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$447,387,445	\$575,712,902	-\$128,325,457	-12.5	272
Total Retail Trade	44-45	\$406,821,304	\$531,388,424	-\$124,567,120	-13.3	207
Total Food & Drink	722	\$40,566,140	\$44,324,478	-\$3,758,338	-4.4	65

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$95,770,210	\$118,004,893	-\$22,234,683	-10.4	36
Automobile Dealers	4411	\$79,065,916	\$99,975,958	-\$20,910,042	-11.7	18
Other Motor Vehicle Dealers	4412	\$10,263,207	\$9,643,486	\$619,721	3.1	3
Auto Parts, Accessories & Tire Stores	4413	\$6,441,087	\$8,385,449	-\$1,944,362	-13.1	14
Furniture & Home Furnishings Stores	442	\$11,269,899	\$9,692,362	\$1,577,537	7.5	7
Furniture Stores	4421	\$6,874,470	\$8,891,179	-\$2,016,709	-12.8	5
Home Furnishings Stores	4422	\$4,395,429	\$801,183	\$3,594,246	69.2	2
Electronics & Appliance Stores	443	\$18,343,791	\$11,288,566	\$7,055,225	23.8	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,439,713	\$34,169,005	-\$7,729,292	-12.8	14
Bldg Material & Supplies Dealers	4441	\$24,452,037	\$26,090,287	-\$1,638,250	-3.2	10
Lawn & Garden Equip & Supply Stores	4442	\$1,987,676	\$8,078,718	-\$6,091,042	-60.5	4
Food & Beverage Stores	445	\$69,380,527	\$33,431,871	\$35,948,656	35.0	14
Grocery Stores	4451	\$63,875,712	\$28,437,463	\$35,438,249	38.4	9
Specialty Food Stores	4452	\$3,180,005	\$1,450,602	\$1,729,403	37.3	2
Beer, Wine & Liquor Stores	4453	\$2,324,810	\$3,543,806	-\$1,218,996	-20.8	3
Health & Personal Care Stores	446,4461	\$22,419,326	\$20,049,531	\$2,369,795	5.6	14
Gasoline Stations	447,4471	\$29,632,049	\$100,921,878	-\$71,289,829	-54.6	21
Clothing & Clothing Accessories Stores	448	\$15,238,218	\$17,939,908	-\$2,701,690	-8.1	14
Clothing Stores	4481	\$10,011,183	\$5,155,841	\$4,855,342	32.0	7
Shoe Stores	4482	\$2,470,242	\$4,648,598	-\$2,178,356	-30.6	4
Jewelry, Luggage & Leather Goods Stores	4483	\$2,756,793	\$8,135,469	-\$5,378,676	-49.4	3
Sporting Goods, Hobby, Book & Music Stores	451	\$10,635,328	\$14,065,614	-\$3,430,286	-13.9	15
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,924,962	\$13,529,171	-\$4,604,209	-20.5	14
Book, Periodical & Music Stores	4512	\$1,710,366	\$536,442	\$1,173,924	52.2	1
General Merchandise Stores	452	\$81,940,619	\$146,792,542	-\$64,851,923	-28.4	15
Department Stores Excluding Leased Depts.	4521	\$64,513,257	\$137,010,236	-\$72,496,979	-36.0	5
Other General Merchandise Stores	4529	\$17,427,362	\$9,782,306	\$7,645,056	28.1	10
Miscellaneous Store Retailers	453	\$19,269,630	\$22,203,851	-\$2,934,221	-7.1	38
Florists	4531	\$1,108,642	\$380,904	\$727,738	48.9	3
Office Supplies, Stationery & Gift Stores	4532	\$3,712,999	\$4,314,787	-\$601,788	-7.5	6
Used Merchandise Stores	4533	\$1,740,869	\$3,708,622	-\$1,967,753	-36.1	16
Other Miscellaneous Store Retailers	4539	\$12,707,119	\$13,799,538	-\$1,092,419	-4.1	14
Nonstore Retailers	454	\$6,481,994	\$2,828,403	\$3,653,591	39.2	3
Electronic Shopping & Mail-Order Houses	4541	\$3,430,412	\$1,379,600	\$2,050,812	42.6	1
Vending Machine Operators	4542	\$522,389	\$1,426,979	-\$904,590	-46.4	2
Direct Selling Establishments	4543	\$2,529,193	\$0	\$2,529,193	100.0	0
Food Services & Drinking Places	722	\$40,566,140	\$44,324,478	-\$3,758,338	-4.4	65
Special Food Services	7223	\$1,138,687	\$608,301	\$530,386	30.4	2
Drinking Places - Alcoholic Beverages	7224	\$1,205,430	\$1,456,702	-\$251,272	-9.4	3
Restaurants/Other Eating Places	7225	\$38,222,023	\$42,259,475	-\$4,037,452	-5	60

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/data/esri\\_data/methodology-statements](http://www.esri.com/data/esri_data/methodology-statements)

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

