



Retail MarketPlace Profile

Smithville city, MO (2968420)

Geography: Place

Summary Demographics

2015 Population	8,870
2015 Households	3,281
2015 Median Disposable Income	\$56,124
2015 Per Capita Income	\$30,605

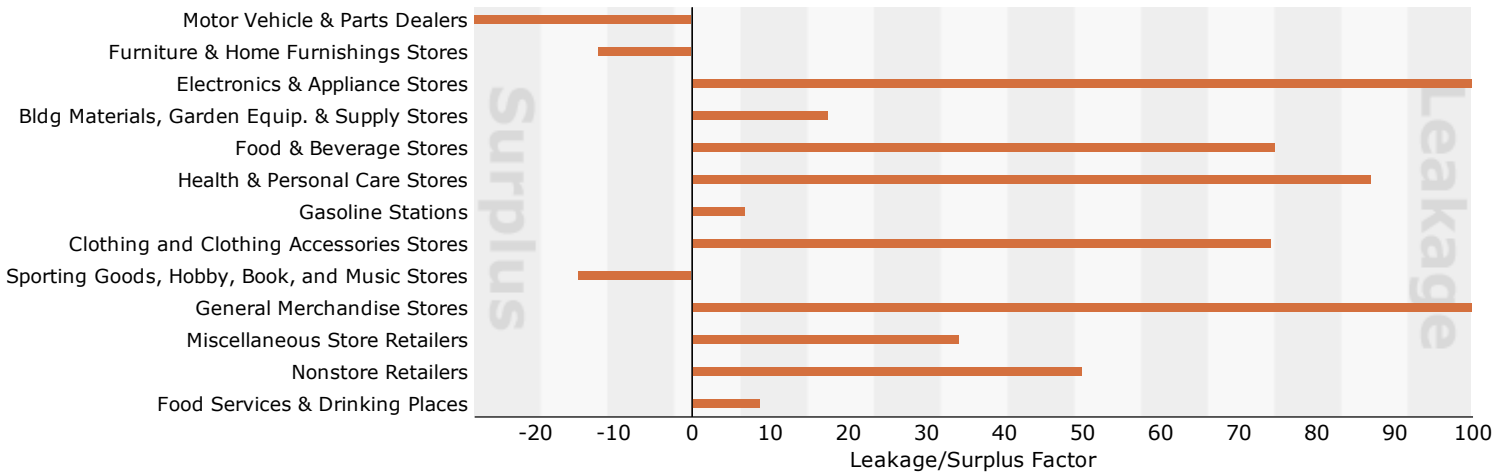
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$110,959,467	\$70,957,469	\$40,001,998	22.0	73
Total Retail Trade	44-45	\$99,499,871	\$61,354,961	\$38,144,910	23.7	62
Total Food & Drink	722	\$11,459,596	\$9,602,508	\$1,857,088	8.8	11

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$21,080,127	\$37,370,046	-\$16,289,919	-27.9	13
Automobile Dealers	4411	\$18,266,682	\$27,423,164	-\$9,156,482	-20.0	6
Other Motor Vehicle Dealers	4412	\$1,294,433	\$8,717,206	-\$7,422,773	-74.1	4
Auto Parts, Accessories & Tire Stores	4413	\$1,519,012	\$1,229,676	\$289,336	10.5	3
Furniture & Home Furnishings Stores	442	\$2,225,508	\$2,833,226	-\$607,718	-12.0	3
Furniture Stores	4421	\$1,264,071	\$2,093,710	-\$829,639	-24.7	1
Home Furnishings Stores	4422	\$961,437	\$739,516	\$221,921	13.0	2
Electronics & Appliance Stores	443	\$2,861,508	\$0	\$2,861,508	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,627,548	\$2,546,996	\$1,080,552	17.5	2
Bldg Material & Supplies Dealers	4441	\$2,966,921	\$2,546,996	\$419,925	7.6	2
Lawn & Garden Equip & Supply Stores	4442	\$660,627	\$0	\$660,627	100.0	0
Food & Beverage Stores	445	\$13,057,985	\$1,880,860	\$11,177,125	74.8	6
Grocery Stores	4451	\$12,245,375	\$1,233,553	\$11,011,822	81.7	2
Specialty Food Stores	4452	\$277,853	\$100,743	\$177,110	46.8	2
Beer, Wine & Liquor Stores	4453	\$534,757	\$546,564	-\$11,807	-1.1	2
Health & Personal Care Stores	446,4461	\$8,141,508	\$566,502	\$7,575,006	87.0	1
Gasoline Stations	447,4471	\$10,968,126	\$9,571,098	\$1,397,028	6.8	3
Clothing & Clothing Accessories Stores	448	\$5,792,434	\$853,951	\$4,938,483	74.3	7
Clothing Stores	4481	\$4,044,749	\$853,951	\$3,190,798	65.1	7
Shoe Stores	4482	\$835,996	\$0	\$835,996	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$911,689	\$0	\$911,689	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,626,422	\$2,181,522	-\$555,100	-14.6	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,504,226	\$2,073,896	-\$569,670	-15.9	6
Book, Periodical & Music Stores	4512	\$122,196	\$107,626	\$14,570	6.3	1
General Merchandise Stores	452	\$20,914,147	\$0	\$20,914,147	100.0	0
Department Stores Excluding Leased Depts.	4521	\$7,286,157	\$0	\$7,286,157	100.0	0
Other General Merchandise Stores	4529	\$13,627,990	\$0	\$13,627,990	100.0	0
Miscellaneous Store Retailers	453	\$3,059,819	\$1,501,837	\$1,557,982	34.2	17
Florists	4531	\$116,253	\$131,267	-\$15,014	-6.1	1
Office Supplies, Stationery & Gift Stores	4532	\$948,773	\$0	\$948,773	100.0	0
Used Merchandise Stores	4533	\$188,292	\$210,945	-\$22,653	-5.7	3
Other Miscellaneous Store Retailers	4539	\$1,806,501	\$1,159,625	\$646,876	21.8	13
Nonstore Retailers	454	\$6,144,739	\$2,048,923	\$4,095,816	50.0	3
Electronic Shopping & Mail-Order Houses	4541	\$5,108,123	\$1,890,858	\$3,217,265	46.0	1
Vending Machine Operators	4542	\$296,910	\$125,003	\$171,907	40.7	1
Direct Selling Establishments	4543	\$739,706	\$33,062	\$706,644	91.4	1
Food Services & Drinking Places	722	\$11,459,596	\$9,602,508	\$1,857,088	8.8	11
Full-Service Restaurants	7221	\$4,258,541	\$325,380	\$3,933,161	85.8	3
Limited-Service Eating Places	7222	\$5,615,728	\$9,052,457	-\$3,436,729	-23.4	6
Special Food Services	7223	\$522,458	\$0	\$522,458	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,062,869	\$224,671	\$838,198	65.1	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>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

