

# Retail MarketPlace Profile

West Plains, Missouri, United States  
Ring: 3 mile radius

Latitude: 36.72812  
Longitude: -91.85237

## Summary Demographics

2012 Population	13,117
2012 Households	5,485
2012 Median Disposable Income	\$26,596
2012 Per Capita Income	\$17,446

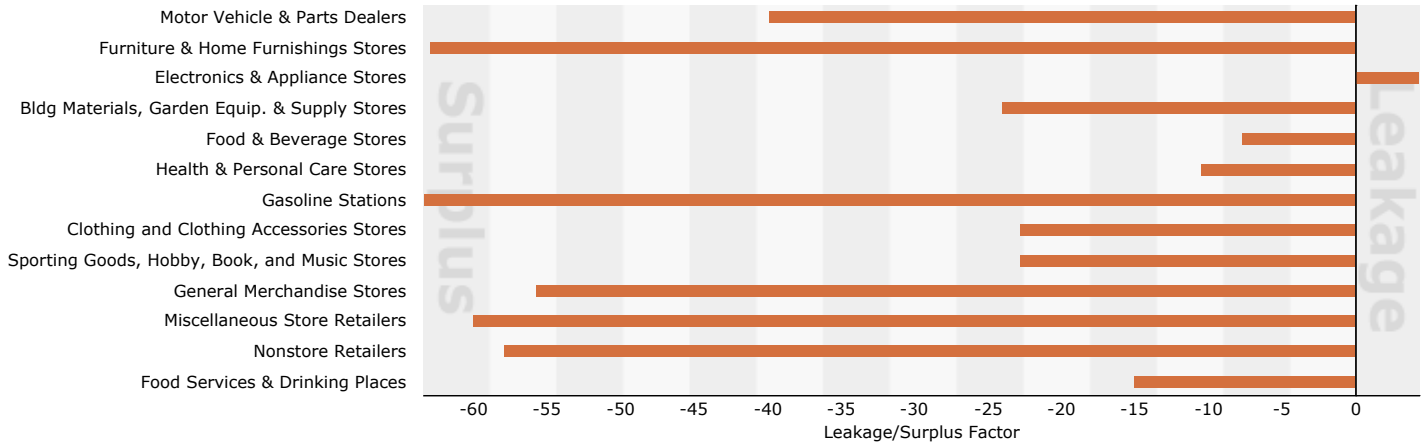
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$97,040,710	\$248,141,763	-\$151,101,053	-43.8	216
Total Retail Trade	44-45	\$88,072,383	\$236,005,635	-\$147,933,252	-45.6	188
Total Food & Drink	722	\$8,968,327	\$12,136,128	-\$3,167,801	-15.0	28

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,461,857	\$38,307,552	-\$21,845,695	-39.9	25
Automobile Dealers	4411	\$14,116,625	\$34,142,408	-\$20,025,783	-41.5	14
Other Motor Vehicle Dealers	4412	\$986,070	\$1,072,191	-\$86,121	-4.2	4
Auto Parts, Accessories & Tire Stores	4413	\$1,359,163	\$3,092,954	-\$1,733,791	-38.9	7
Furniture & Home Furnishings Stores	442	\$1,773,056	\$7,819,156	-\$6,046,101	-63.0	13
Furniture Stores	4421	\$1,025,979	\$5,881,875	-\$4,855,896	-70.3	7
Home Furnishings Stores	4422	\$747,077	\$1,937,281	-\$1,190,205	-44.3	6
Electronics & Appliance Stores	4431	\$2,469,587	\$2,262,744	\$206,843	4.4	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,050,924	\$4,980,644	-\$1,929,719	-24.0	10
Bldg Material & Supplies Dealers	4441	\$2,453,208	\$4,380,914	-\$1,927,706	-28.2	7
Lawn & Garden Equip & Supply Stores	4442	\$597,716	\$599,730	-\$2,014	-0.2	3
Food & Beverage Stores	445	\$11,490,295	\$13,395,682	-\$1,905,386	-7.7	11
Grocery Stores	4451	\$10,801,699	\$839,417	\$9,962,282	85.6	4
Specialty Food Stores	4452	\$253,489	\$381,631	-\$128,141	-20.2	4
Beer, Wine & Liquor Stores	4453	\$435,107	\$12,174,634	-\$11,739,527	-93.1	3
Health & Personal Care Stores	446,4461	\$7,641,886	\$9,441,851	-\$1,799,965	-10.5	14
Gasoline Stations	447,4471	\$10,800,346	\$48,172,208	-\$37,371,862	-63.4	10
Clothing & Clothing Accessories Stores	448	\$4,703,818	\$7,480,955	-\$2,777,137	-22.8	18
Clothing Stores	4481	\$3,292,008	\$6,949,832	-\$3,657,824	-35.7	14
Shoe Stores	4482	\$744,637	\$151,261	\$593,376	66.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$667,172	\$379,862	\$287,310	27.4	3
Sporting Goods, Hobby, Book & Music Stores	451	\$1,467,923	\$2,336,593	-\$868,670	-22.8	15
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,352,393	\$2,073,460	-\$721,068	-21.0	11
Book, Periodical & Music Stores	4512	\$115,530	\$263,133	-\$147,602	-39.0	3
General Merchandise Stores	452	\$19,973,450	\$70,274,427	-\$50,300,977	-55.7	13
Department Stores Excluding Leased Depts.	4521	\$6,388,862	\$2,863,231	\$3,525,630	38.1	7
Other General Merchandise Stores	4529	\$13,584,589	\$67,411,196	-\$53,826,607	-66.5	6
Miscellaneous Store Retailers	453	\$2,480,909	\$9,909,303	-\$7,428,394	-60.0	46
Florists	4531	\$108,612	\$59,338	\$49,274	29.3	1
Office Supplies, Stationery & Gift Stores	4532	\$722,702	\$957,961	-\$235,259	-14.0	10
Used Merchandise Stores	4533	\$130,492	\$1,280,857	-\$1,150,365	-81.5	13
Other Miscellaneous Store Retailers	4539	\$1,519,104	\$7,611,147	-\$6,092,043	-66.7	23
Nonstore Retailers	454	\$5,758,332	\$21,624,520	-\$15,866,189	-57.9	4
Electronic Shopping & Mail-Order Houses	4541	\$4,499,711	\$13,151,690	-\$8,651,979	-49.0	1
Vending Machine Operators	4542	\$307,806	\$0	\$307,806	100.0	0
Direct Selling Establishments	4543	\$950,814	\$8,472,831	-\$7,522,016	-79.8	3
Food Services & Drinking Places	722	\$8,968,327	\$12,136,128	-\$3,167,801	-15.0	28
Full-Service Restaurants	7221	\$3,496,013	\$3,485,159	\$10,854	0.2	13
Limited-Service Eating Places	7222	\$4,353,229	\$8,555,695	-\$4,202,466	-32.6	14
Special Food Services	7223	\$426,580	\$0	\$426,580	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$692,505	\$95,274	\$597,231	75.8	1

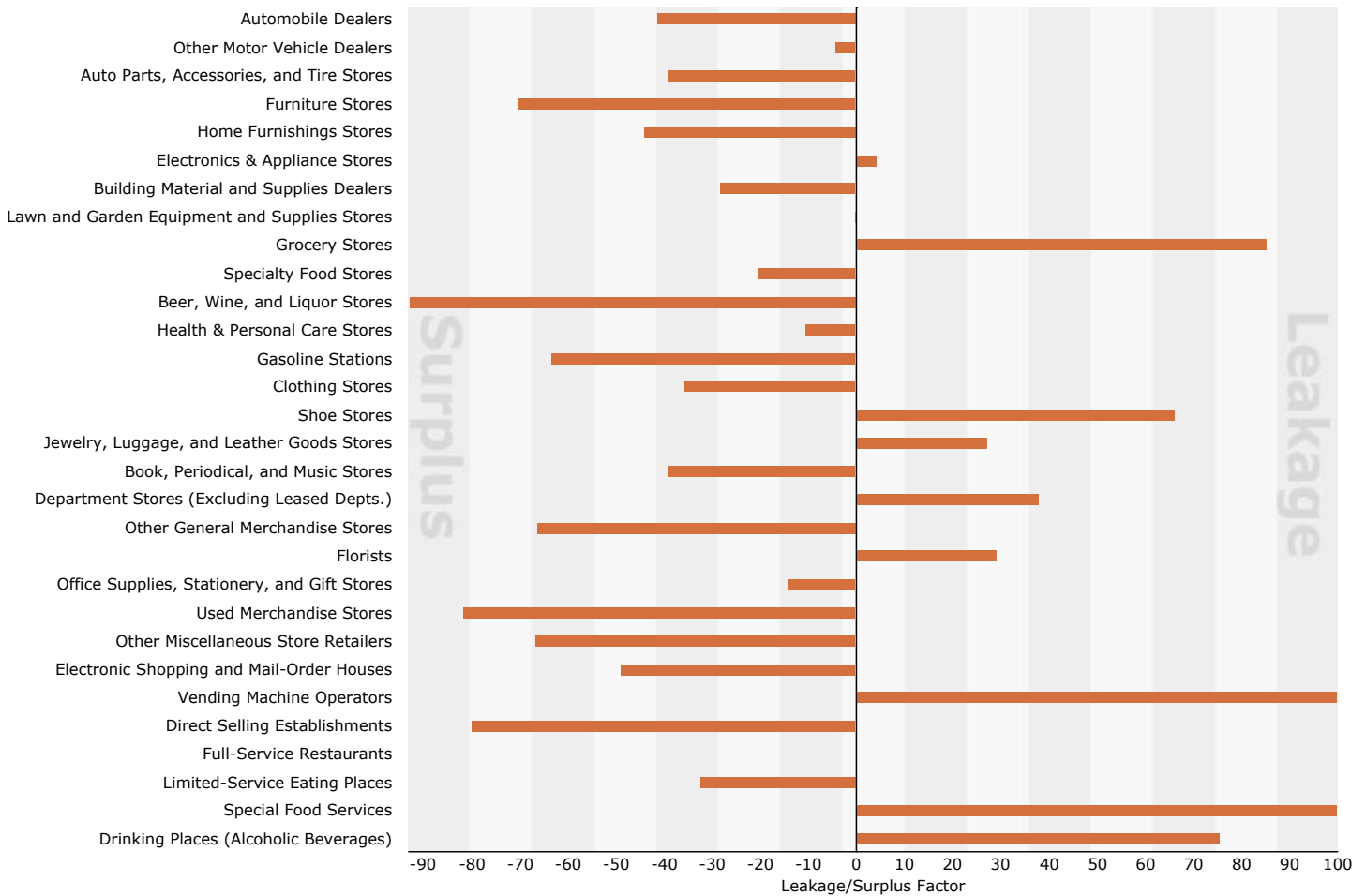
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Retail MarketPlace Profile

West Plains, Missouri, United States  
Ring: 5 mile radius

Latitude: 36.72812  
Longitude: -91.85237

## Summary Demographics

2012 Population	17,537
2012 Households	7,178
2012 Median Disposable Income	\$27,529
2012 Per Capita Income	\$17,528

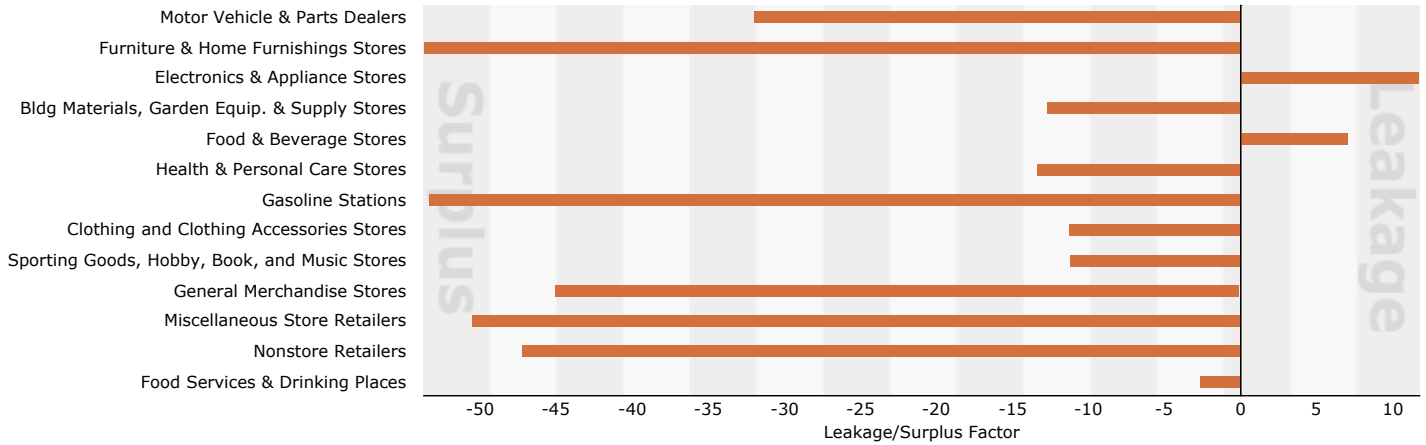
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$131,603,894	\$261,705,771	-\$130,101,877	-33.1	246
Total Retail Trade	44-45	\$119,648,411	\$249,083,911	-\$129,435,500	-35.1	217
Total Food & Drink	722	\$11,955,483	\$12,621,860	-\$666,376	-2.7	30

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$22,450,659	\$43,549,179	-\$21,098,520	-32.0	33
Automobile Dealers	4411	\$19,268,876	\$35,311,296	-\$16,042,420	-29.4	17
Other Motor Vehicle Dealers	4412	\$1,363,146	\$5,070,942	-\$3,707,796	-57.6	9
Auto Parts, Accessories & Tire Stores	4413	\$1,818,638	\$3,166,941	-\$1,348,303	-27.0	8
Furniture & Home Furnishings Stores	442	\$2,380,169	\$7,907,848	-\$5,527,679	-53.7	14
Furniture Stores	4421	\$1,379,834	\$5,963,349	-\$4,583,515	-62.4	8
Home Furnishings Stores	4422	\$1,000,335	\$1,944,499	-\$944,165	-32.1	6
Electronics & Appliance Stores	4431	\$3,314,097	\$2,613,116	\$700,981	11.8	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,225,091	\$5,455,796	-\$1,230,705	-12.7	13
Bldg Material & Supplies Dealers	4441	\$3,380,382	\$4,665,885	-\$1,285,503	-16.0	10
Lawn & Garden Equip & Supply Stores	4442	\$844,708	\$789,911	\$54,798	3.4	3
Food & Beverage Stores	445	\$15,538,821	\$13,454,562	\$2,084,259	7.2	12
Grocery Stores	4451	\$14,614,155	\$842,385	\$13,771,770	89.1	4
Specialty Food Stores	4452	\$342,292	\$409,208	-\$66,916	-8.9	5
Beer, Wine & Liquor Stores	4453	\$582,374	\$12,202,969	-\$11,620,595	-90.9	3
Health & Personal Care Stores	446,4461	\$10,478,538	\$13,710,407	-\$3,231,869	-13.4	16
Gasoline Stations	447,4471	\$14,799,755	\$48,668,305	-\$33,868,550	-53.4	11
Clothing & Clothing Accessories Stores	448	\$6,239,252	\$7,822,177	-\$1,582,926	-11.3	20
Clothing Stores	4481	\$4,366,696	\$7,284,493	-\$2,917,797	-25.0	16
Shoe Stores	4482	\$993,677	\$151,261	\$842,416	73.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$878,879	\$386,424	\$492,456	38.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$1,980,744	\$2,478,938	-\$498,194	-11.2	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,828,822	\$2,204,469	-\$375,647	-9.3	13
Book, Periodical & Music Stores	4512	\$151,922	\$274,469	-\$122,547	-28.7	4
General Merchandise Stores	452	\$27,017,626	\$71,285,414	-\$44,267,788	-45.0	15
Department Stores Excluding Leased Depts.	4521	\$8,602,216	\$3,664,094	\$4,938,122	40.3	9
Other General Merchandise Stores	4529	\$18,415,411	\$67,621,321	-\$49,205,910	-57.2	6
Miscellaneous Store Retailers	453	\$3,410,512	\$10,359,986	-\$6,949,474	-50.5	52
Florists	4531	\$150,801	\$59,338	\$91,463	43.5	1
Office Supplies, Stationery & Gift Stores	4532	\$981,426	\$999,288	-\$17,863	-0.9	11
Used Merchandise Stores	4533	\$174,368	\$1,335,282	-\$1,160,914	-76.9	14
Other Miscellaneous Store Retailers	4539	\$2,103,918	\$7,966,078	-\$5,862,159	-58.2	26
Nonstore Retailers	454	\$7,813,147	\$21,778,182	-\$13,965,035	-47.2	5
Electronic Shopping & Mail-Order Houses	4541	\$6,049,482	\$13,151,690	-\$7,102,208	-37.0	1
Vending Machine Operators	4542	\$415,457	\$153,661	\$261,796	46.0	1
Direct Selling Establishments	4543	\$1,348,207	\$8,472,831	-\$7,124,623	-72.5	3
Food Services & Drinking Places	722	\$11,955,483	\$12,621,860	-\$666,376	-2.7	30
Full-Service Restaurants	7221	\$4,660,022	\$3,709,566	\$950,456	11.4	14
Limited-Service Eating Places	7222	\$5,818,883	\$8,801,673	-\$2,982,790	-20.4	15
Special Food Services	7223	\$568,956	\$0	\$568,956	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$907,622	\$110,620	\$797,003	78.3	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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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

West Plains, Missouri, United States  
Ring: 100 mile radius

Latitude: 36.72812  
Longitude: -91.85237

## Summary Demographics

2012 Population	1,431,552
2012 Households	573,524
2012 Median Disposable Income	\$30,652
2012 Per Capita Income	\$19,622

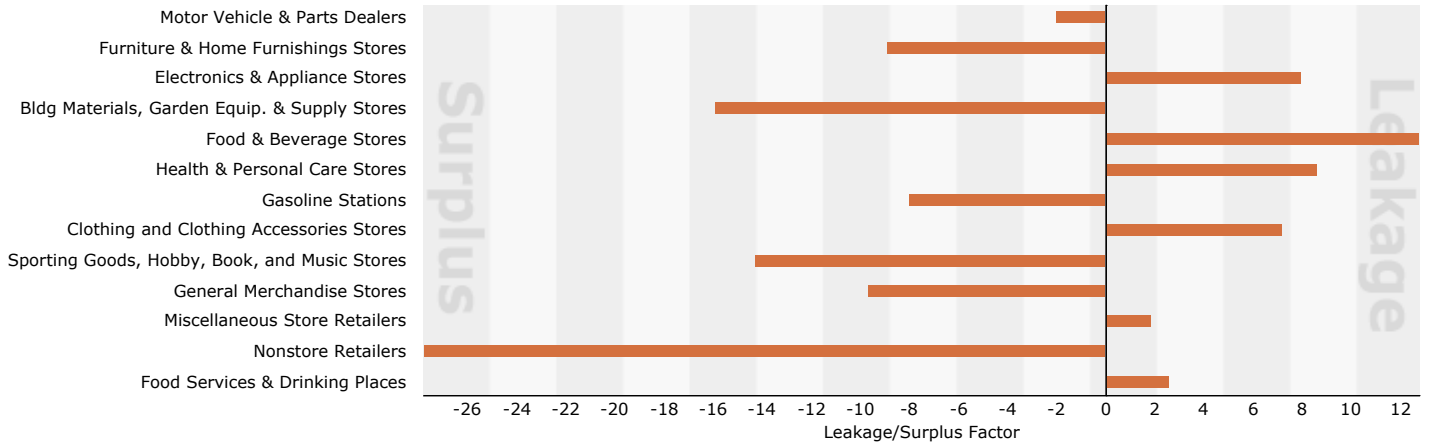
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$11,851,151,500	\$12,782,093,075	-\$930,941,575	-3.8	10,395
Total Retail Trade	44-45	\$10,771,559,820	\$11,757,675,422	-\$986,115,602	-4.4	9,063
Total Food & Drink	722	\$1,079,591,680	\$1,024,417,653	\$55,174,027	2.6	1,332

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,049,851,490	\$2,132,539,114	-\$82,687,624	-2.0	1,318
Automobile Dealers	4411	\$1,773,299,861	\$1,783,462,243	-\$10,162,382	-0.3	674
Other Motor Vehicle Dealers	4412	\$119,094,262	\$197,097,056	-\$78,002,794	-24.7	275
Auto Parts, Accessories & Tire Stores	4413	\$157,457,367	\$151,979,815	\$5,477,552	1.8	369
Furniture & Home Furnishings Stores	442	\$211,271,149	\$252,388,037	-\$41,116,888	-8.9	494
Furniture Stores	4421	\$126,035,292	\$145,610,056	-\$19,574,764	-7.2	219
Home Furnishings Stores	4422	\$85,235,857	\$106,777,981	-\$21,542,124	-11.2	275
Electronics & Appliance Stores	4431	\$281,750,433	\$240,050,732	\$41,699,701	8.0	392
Bldg Materials, Garden Equip. & Supply Stores	444	\$388,038,997	\$534,434,010	-\$146,395,013	-15.9	632
Bldg Material & Supplies Dealers	4441	\$315,203,979	\$433,587,223	-\$118,383,244	-15.8	521
Lawn & Garden Equip & Supply Stores	4442	\$72,835,018	\$100,846,787	-\$28,011,769	-16.1	111
Food & Beverage Stores	445	\$1,387,010,969	\$1,071,140,836	\$315,870,133	12.8	976
Grocery Stores	4451	\$1,281,274,768	\$968,107,523	\$313,167,245	13.9	640
Specialty Food Stores	4452	\$31,095,005	\$27,532,626	\$3,562,379	6.1	250
Beer, Wine & Liquor Stores	4453	\$74,641,196	\$75,500,687	-\$859,491	-0.6	86
Health & Personal Care Stores	446,4461	\$899,470,774	\$757,666,918	\$141,803,856	8.6	562
Gasoline Stations	447,4471	\$1,313,186,222	\$1,541,704,830	-\$228,518,608	-8.0	299
Clothing & Clothing Accessories Stores	448	\$537,614,926	\$465,214,517	\$72,400,409	7.2	841
Clothing Stores	4481	\$380,025,484	\$351,110,809	\$28,914,675	4.0	611
Shoe Stores	4482	\$82,408,511	\$63,403,139	\$19,005,372	13.0	82
Jewelry, Luggage & Leather Goods Stores	4483	\$75,180,931	\$50,700,569	\$24,480,362	19.4	148
Sporting Goods, Hobby, Book & Music Stores	451	\$190,030,895	\$253,208,846	-\$63,177,951	-14.3	763
Sporting Goods/Hobby/Musical Instr Stores	4511	\$166,447,519	\$204,301,098	-\$37,853,579	-10.2	636
Book, Periodical & Music Stores	4512	\$23,583,376	\$48,907,748	-\$25,324,372	-34.9	127
General Merchandise Stores	452	\$2,596,056,738	\$3,156,620,019	-\$560,563,281	-9.7	364
Department Stores Excluding Leased Depts.	4521	\$802,427,733	\$758,629,175	\$43,798,558	2.8	176
Other General Merchandise Stores	4529	\$1,793,629,005	\$2,397,990,844	-\$604,361,839	-14.4	188
Miscellaneous Store Retailers	453	\$335,982,998	\$323,423,562	\$12,559,436	1.9	1,978
Florists	4531	\$14,972,925	\$20,043,947	-\$5,071,022	-14.5	162
Office Supplies, Stationery & Gift Stores	4532	\$92,642,753	\$79,591,464	\$13,051,289	7.6	457
Used Merchandise Stores	4533	\$33,879,510	\$32,257,985	\$1,621,525	2.5	327
Other Miscellaneous Store Retailers	4539	\$194,487,810	\$191,530,166	\$2,957,644	0.8	1,032
Nonstore Retailers	454	\$581,294,229	\$1,029,284,001	-\$447,989,772	-27.8	444
Electronic Shopping & Mail-Order Houses	4541	\$429,412,735	\$868,712,575	-\$439,299,840	-33.8	47
Vending Machine Operators	4542	\$33,062,078	\$27,151,345	\$5,910,733	9.8	104
Direct Selling Establishments	4543	\$118,819,416	\$133,420,081	-\$14,600,665	-5.8	293
Food Services & Drinking Places	722	\$1,079,591,680	\$1,024,417,653	\$55,174,027	2.6	1,332
Full-Service Restaurants	7221	\$402,764,200	\$398,044,307	\$4,719,893	0.6	541
Limited-Service Eating Places	7222	\$550,189,908	\$551,982,427	-\$1,792,519	-0.2	569
Special Food Services	7223	\$47,481,704	\$31,907,235	\$15,574,469	19.6	47
Drinking Places - Alcoholic Beverages	7224	\$79,155,868	\$42,483,684	\$36,672,184	30.1	175

**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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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

