



Retail MarketPlace Profile

Miami County, KS (20121)
Geography: County

Summary Demographics

2015 Population	33,278
2015 Households	12,380
2015 Median Disposable Income	\$51,189
2015 Per Capita Income	\$28,819

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	\$517,825,733	\$297,198,499	\$220,627,234	27.1	198
Total Retail Trade	44-45	\$468,271,288	\$275,867,391	\$192,403,897	25.9	143
Total Food & Drink	722	\$49,554,445	\$21,331,108	\$28,223,337	39.8	55

Industry Group

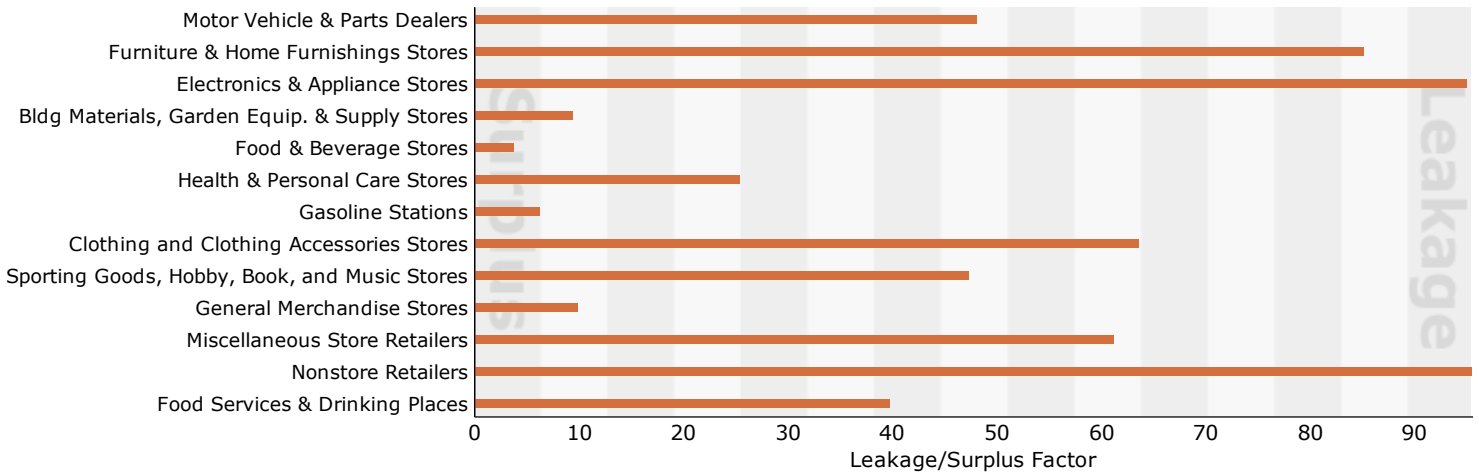
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$118,635,004	\$41,434,160	\$77,200,844	48.2	20
Automobile Dealers	4411	\$86,884,521	\$30,869,948	\$56,014,573	47.6	8
Other Motor Vehicle Dealers	4412	\$24,712,279	\$6,228,321	\$18,483,958	59.7	6
Auto Parts, Accessories & Tire Stores	4413	\$7,038,204	\$4,335,891	\$2,702,313	23.8	6
Furniture & Home Furnishings Stores	442	\$13,467,623	\$1,067,004	\$12,400,619	85.3	3
Furniture Stores	4421	\$9,543,731	\$0	\$9,543,731	100.0	0
Home Furnishings Stores	4422	\$3,923,892	\$1,067,004	\$2,856,888	57.2	3
Electronics & Appliance Stores	443	\$19,607,176	\$492,529	\$19,114,647	95.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,001,198	\$18,144,702	\$3,856,496	9.6	20
Bldg Material & Supplies Dealers	4441	\$18,475,665	\$11,501,501	\$6,974,164	23.3	12
Lawn & Garden Equip & Supply Stores	4442	\$3,525,533	\$6,643,201	-\$3,117,668	-30.7	8
Food & Beverage Stores	445	\$81,727,644	\$75,656,212	\$6,071,432	3.9	23
Grocery Stores	4451	\$72,549,596	\$68,685,912	\$3,863,684	2.7	10
Specialty Food Stores	4452	\$2,177,140	\$1,232,644	\$944,496	27.7	2
Beer, Wine & Liquor Stores	4453	\$7,000,908	\$5,737,656	\$1,263,252	9.9	11
Health & Personal Care Stores	446,4461	\$23,160,249	\$13,747,637	\$9,412,612	25.5	10
Gasoline Stations	447,4471	\$34,701,866	\$30,539,511	\$4,162,355	6.4	10
Clothing & Clothing Accessories Stores	448	\$14,847,370	\$3,293,555	\$11,553,815	63.7	8
Clothing Stores	4481	\$10,661,611	\$2,595,340	\$8,066,271	60.8	6
Shoe Stores	4482	\$2,180,412	\$0	\$2,180,412	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,005,347	\$698,215	\$1,307,132	48.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$11,361,180	\$4,051,525	\$7,309,655	47.4	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,179,103	\$3,707,290	\$4,471,813	37.6	11
Book, Periodical & Music Stores	4512	\$3,182,077	\$344,235	\$2,837,842	80.5	1
General Merchandise Stores	452	\$100,996,264	\$82,594,615	\$18,401,649	10.0	14
Department Stores Excluding Leased Depts.	4521	\$78,935,659	\$64,630,000	\$14,305,659	10.0	1
Other General Merchandise Stores	4529	\$22,060,605	\$17,964,615	\$4,095,990	10.2	13
Miscellaneous Store Retailers	453	\$19,442,031	\$4,659,570	\$14,782,461	61.3	20
Florists	4531	\$746,893	\$394,275	\$352,618	30.9	3
Office Supplies, Stationery & Gift Stores	4532	\$5,217,770	\$251,876	\$4,965,894	90.8	1
Used Merchandise Stores	4533	\$1,709,348	\$978,546	\$730,802	27.2	9
Other Miscellaneous Store Retailers	4539	\$11,768,020	\$3,034,873	\$8,733,147	59.0	7
Nonstore Retailers	454	\$8,323,683	\$186,371	\$8,137,312	95.6	1
Electronic Shopping & Mail-Order Houses	4541	\$4,974,810	\$0	\$4,974,810	100.0	0
Vending Machine Operators	4542	\$800,461	\$186,371	\$614,090	62.2	1
Direct Selling Establishments	4543	\$2,548,412	\$0	\$2,548,412	100.0	0
Food Services & Drinking Places	722	\$49,554,445	\$21,331,108	\$28,223,337	39.8	55
Full-Service Restaurants	7221	\$24,262,139	\$11,438,025	\$12,824,114	35.9	37
Limited-Service Eating Places	7222	\$21,486,472	\$9,779,793	\$11,706,679	37.4	17
Special Food Services	7223	\$532,776	\$113,290	\$419,486	64.9	1
Drinking Places - Alcoholic Beverages	7224	\$3,273,058	\$0	\$3,273,058	100.0	0

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/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

