



Retail MarketPlace Profile

2612 East Ave, Wildwood, Missouri, 63040
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.57527
 Longitude: -90.63841

Summary Demographics

2019 Population	6,356
2019 Households	2,322
2019 Median Disposable Income	\$81,061
2019 Per Capita Income	\$49,290

2017 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	\$134,292,968	\$91,156,255	\$43,136,713	19.1	31
Total Retail Trade	44-45	\$120,747,739	\$86,616,546	\$34,131,193	16.5	21
Total Food & Drink	722	\$13,545,229	\$4,539,709	\$9,005,520	49.8	10

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$25,767,669	\$2,287,273	\$23,480,396	83.7	2
Automobile Dealers	4411	\$20,695,868	\$0	\$20,695,868	100.0	0
Other Motor Vehicle Dealers	4412	\$2,769,947	\$1,907,487	\$862,460	18.4	1
Auto Parts, Accessories & Tire Stores	4413	\$2,301,854	\$379,786	\$1,922,068	71.7	1
Furniture & Home Furnishings Stores	442	\$4,105,310	\$814,611	\$3,290,699	66.9	1
Furniture Stores	4421	\$2,397,949	\$756,996	\$1,640,953	52.0	1
Home Furnishings Stores	4422	\$1,707,361	\$0	\$1,707,361	100.0	0
Electronics & Appliance Stores	443	\$3,756,044	\$0	\$3,756,044	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,146,399	\$0	\$9,146,399	100.0	0
Bldg Material & Supplies Dealers	4441	\$8,510,734	\$0	\$8,510,734	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$635,665	\$0	\$635,665	100.0	0
Food & Beverage Stores	445	\$19,171,545	\$48,602,065	-\$29,430,520	-43.4	3
Grocery Stores	4451	\$17,708,957	\$48,581,226	-\$30,872,269	-46.6	3
Specialty Food Stores	4452	\$655,559	\$0	\$655,559	100.0	0
Beer, Wine & Liquor Stores	4453	\$807,029	\$0	\$807,029	100.0	0
Health & Personal Care Stores	446,4461	\$6,805,995	\$22,507,818	-\$15,701,823	-53.6	4
Gasoline Stations	447,4471	\$13,038,571	\$7,663,335	\$5,375,236	26.0	2
Clothing & Clothing Accessories Stores	448	\$5,681,395	\$1,248,345	\$4,433,050	64.0	2
Clothing Stores	4481	\$3,619,818	\$749,284	\$2,870,534	65.7	1
Shoe Stores	4482	\$965,136	\$478,475	\$486,661	33.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,096,441	\$0	\$1,096,441	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,685,262	\$0	\$3,685,262	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,156,313	\$0	\$3,156,313	100.0	0
Book, Periodical & Music Stores	4512	\$528,949	\$0	\$528,949	100.0	0
General Merchandise Stores	452	\$23,238,351	\$0	\$23,238,351	100.0	0
Department Stores Excluding Leased Depts.	4521	\$17,854,881	\$0	\$17,854,881	100.0	0
Other General Merchandise Stores	4529	\$5,383,470	\$0	\$5,383,470	100.0	0
Miscellaneous Store Retailers	453	\$4,879,341	\$3,409,482	\$1,469,859	17.7	7
Florists	4531	\$415,598	\$236,625	\$178,973	27.4	1
Office Supplies, Stationery & Gift Stores	4532	\$1,260,989	\$1,534,478	-\$273,489	-9.8	3
Used Merchandise Stores	4533	\$603,189	\$1,036,504	-\$433,315	-26.4	1
Other Miscellaneous Store Retailers	4539	\$2,599,565	\$601,875	\$1,997,690	62.4	2
Nonstore Retailers	454	\$1,471,857	\$0	\$1,471,857	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$964,913	\$0	\$964,913	100.0	0
Vending Machine Operators	4542	\$126,956	\$0	\$126,956	100.0	0
Direct Selling Establishments	4543	\$379,989	\$0	\$379,989	100.0	0
Food Services & Drinking Places	722	\$13,545,229	\$4,539,709	\$9,005,520	49.8	10
Special Food Services	7223	\$373,101	\$0	\$373,101	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$414,745	\$200,160	\$214,585	34.9	1
Restaurants/Other Eating Places	7225	\$12,757,383	\$4,339,549	\$8,417,834	49.2	9

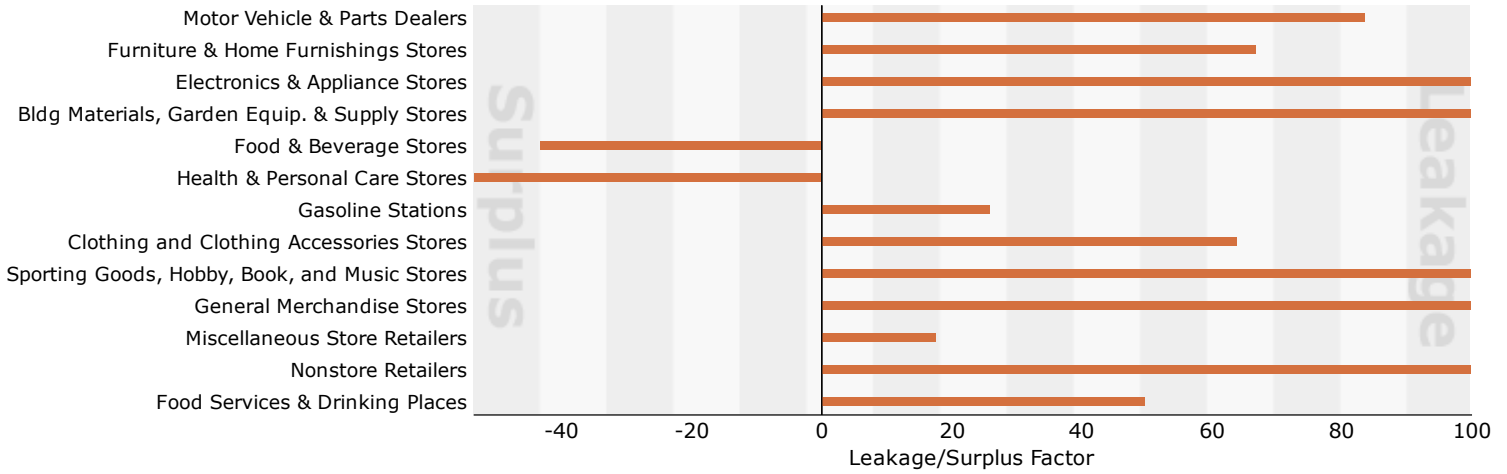
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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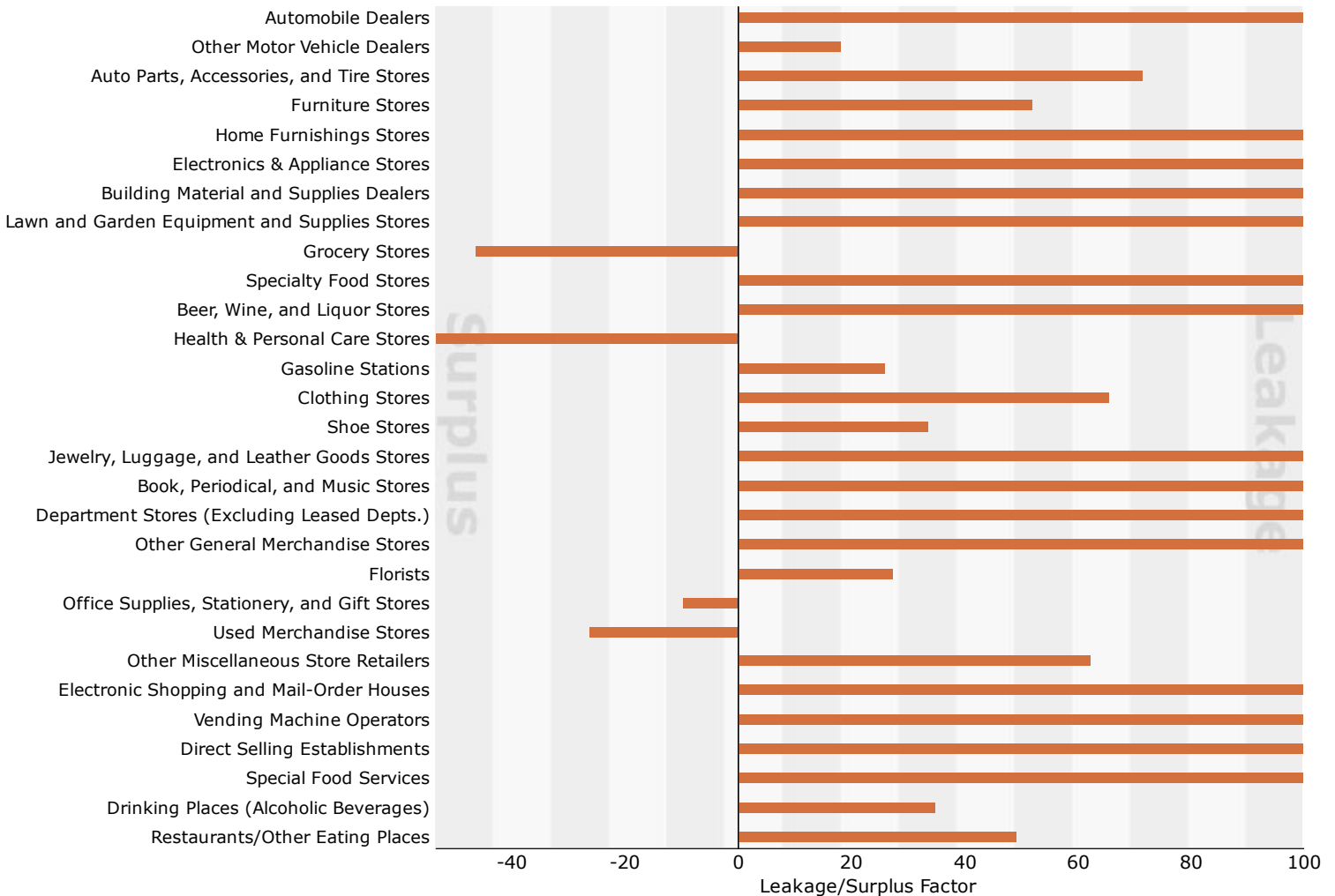
June 24, 2020



2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

2612 East Ave, Wildwood, Missouri, 63040
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.57527
 Longitude: -90.63841

Summary Demographics

2019 Population	30,648
2019 Households	10,786
2019 Median Disposable Income	\$91,273
2019 Per Capita Income	\$53,570

2017 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	\$695,108,863	\$310,117,550	\$384,991,313	38.3	101
Total Retail Trade	44-45	\$625,206,697	\$293,110,725	\$332,095,972	36.2	73
Total Food & Drink	722	\$69,902,166	\$17,006,825	\$52,895,341	60.9	27

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$133,170,084	\$4,624,581	\$128,545,503	93.3	4
Automobile Dealers	4411	\$106,890,255	\$0	\$106,890,255	100.0	0
Other Motor Vehicle Dealers	4412	\$14,318,932	\$1,907,487	\$12,411,445	76.5	1
Auto Parts, Accessories & Tire Stores	4413	\$11,960,897	\$2,057,968	\$9,902,929	70.6	2
Furniture & Home Furnishings Stores	442	\$21,218,475	\$3,005,471	\$18,213,004	75.2	4
Furniture Stores	4421	\$12,363,649	\$1,709,601	\$10,654,048	75.7	1
Home Furnishings Stores	4422	\$8,854,827	\$1,295,871	\$7,558,956	74.5	3
Electronics & Appliance Stores	443	\$19,485,514	\$11,668,035	\$7,817,479	25.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,418,205	\$24,940,879	\$22,477,326	31.1	8
Bldg Material & Supplies Dealers	4441	\$44,125,502	\$22,971,649	\$21,153,853	31.5	5
Lawn & Garden Equip & Supply Stores	4442	\$3,292,703	\$1,969,230	\$1,323,473	25.2	3
Food & Beverage Stores	445	\$99,317,201	\$143,915,328	-\$44,598,127	-18.3	7
Grocery Stores	4451	\$91,724,211	\$142,535,450	-\$50,811,239	-21.7	6
Specialty Food Stores	4452	\$3,391,072	\$125,035	\$3,266,037	92.9	1
Beer, Wine & Liquor Stores	4453	\$4,201,918	\$0	\$4,201,918	100.0	0
Health & Personal Care Stores	446,4461	\$35,612,202	\$33,404,216	\$2,207,986	3.2	9
Gasoline Stations	447,4471	\$67,420,814	\$32,155,213	\$35,265,601	35.4	7
Clothing & Clothing Accessories Stores	448	\$29,357,435	\$3,256,932	\$26,100,503	80.0	6
Clothing Stores	4481	\$18,695,482	\$1,721,932	\$16,973,550	83.1	3
Shoe Stores	4482	\$4,943,446	\$579,207	\$4,364,239	79.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$5,718,507	\$955,793	\$4,762,714	71.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$19,056,588	\$2,997,641	\$16,058,947	72.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,321,963	\$2,981,693	\$13,340,270	69.1	1
Book, Periodical & Music Stores	4512	\$2,734,626	\$0	\$2,734,626	100.0	0
General Merchandise Stores	452	\$120,137,203	\$21,253,157	\$98,884,046	69.9	3
Department Stores Excluding Leased Depts.	4521	\$92,287,059	\$19,926,307	\$72,360,752	64.5	1
Other General Merchandise Stores	4529	\$27,850,144	\$1,326,850	\$26,523,294	90.9	2
Miscellaneous Store Retailers	453	\$25,318,958	\$8,185,588	\$17,133,370	51.1	20
Florists	4531	\$2,149,947	\$528,125	\$1,621,822	60.6	2
Office Supplies, Stationery & Gift Stores	4532	\$6,525,529	\$3,222,364	\$3,303,165	33.9	9
Used Merchandise Stores	4533	\$3,116,531	\$1,036,504	\$2,080,027	50.1	1
Other Miscellaneous Store Retailers	4539	\$13,526,951	\$3,398,595	\$10,128,356	59.8	8
Nonstore Retailers	454	\$7,694,017	\$3,703,684	\$3,990,333	35.0	1
Electronic Shopping & Mail-Order Houses	4541	\$5,003,113	\$3,703,684	\$1,299,429	14.9	1
Vending Machine Operators	4542	\$656,862	\$0	\$656,862	100.0	0
Direct Selling Establishments	4543	\$2,034,042	\$0	\$2,034,042	100.0	0
Food Services & Drinking Places	722	\$69,902,166	\$17,006,825	\$52,895,341	60.9	27
Special Food Services	7223	\$1,903,628	\$0	\$1,903,628	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,144,124	\$840,482	\$1,303,642	43.7	3
Restaurants/Other Eating Places	7225	\$65,854,415	\$16,166,343	\$49,688,072	60.6	25

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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June 24, 2020

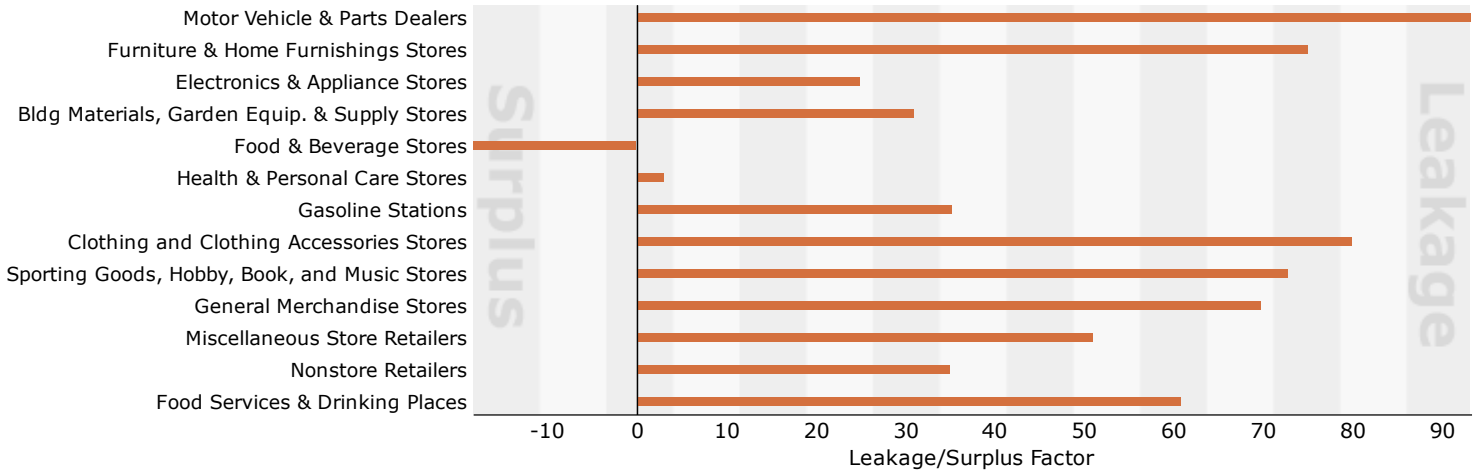


Retail MarketPlace Profile

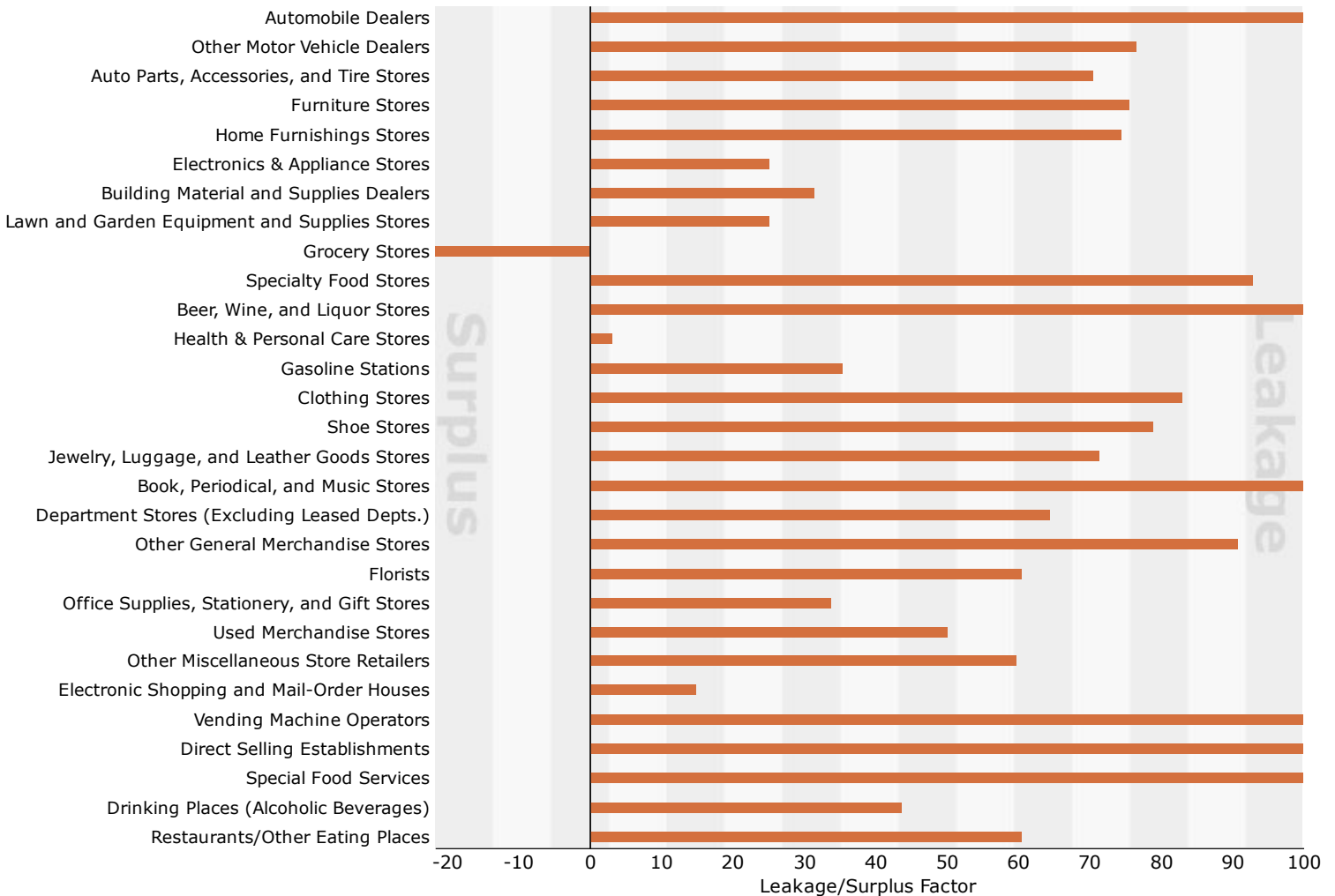
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 Ring: 3 mile radius

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

2612 East Ave, Wildwood, Missouri, 63040
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.57527
 Longitude: -90.63841

Summary Demographics

2019 Population	75,043
2019 Households	26,825
2019 Median Disposable Income	\$87,997
2019 Per Capita Income	\$55,223

2017 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	\$1,784,629,471	\$1,392,314,484	\$392,314,987	12.3	402
Total Retail Trade	44-45	\$1,605,187,576	\$1,298,890,595	\$306,296,981	10.5	279
Total Food & Drink	722	\$179,441,895	\$93,423,889	\$86,018,006	31.5	123

2017 Industry Group

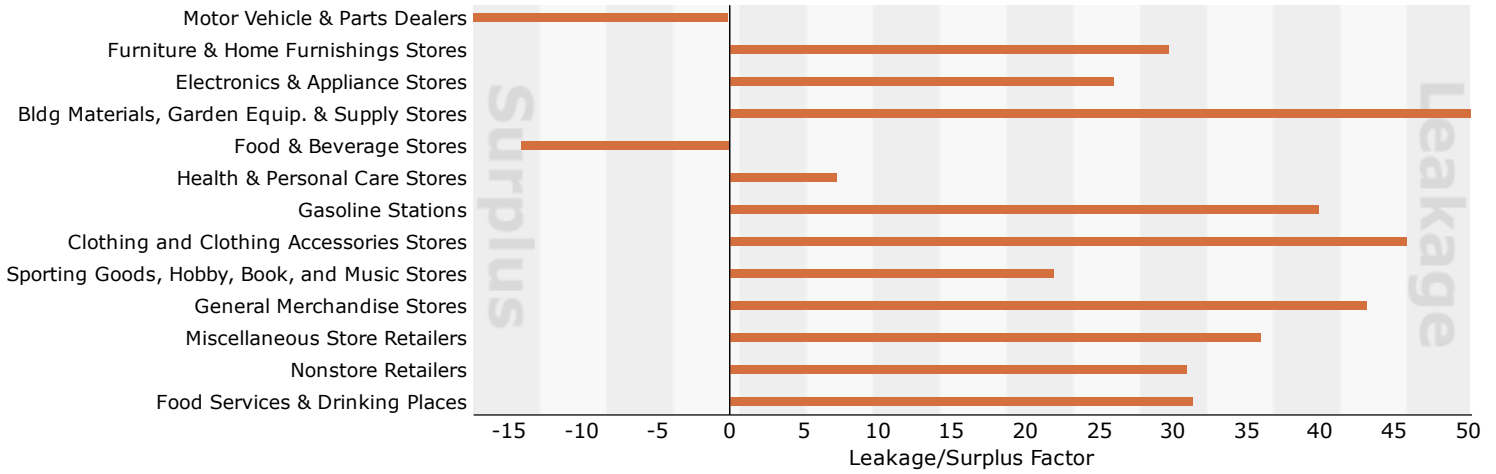
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$341,014,564	\$484,543,591	-\$143,529,027	-17.4	30
Automobile Dealers	4411	\$273,686,073	\$465,121,391	-\$191,435,318	-25.9	14
Other Motor Vehicle Dealers	4412	\$36,525,080	\$5,056,167	\$31,468,913	75.7	3
Auto Parts, Accessories & Tire Stores	4413	\$30,803,411	\$14,366,033	\$16,437,378	36.4	13
Furniture & Home Furnishings Stores	442	\$54,318,715	\$29,399,954	\$24,918,761	29.8	18
Furniture Stores	4421	\$31,677,391	\$19,946,228	\$11,731,163	22.7	8
Home Furnishings Stores	4422	\$22,641,324	\$9,453,726	\$13,187,598	41.1	10
Electronics & Appliance Stores	443	\$50,142,710	\$29,375,745	\$20,766,965	26.1	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$121,745,965	\$40,267,648	\$81,478,317	50.3	25
Bldg Material & Supplies Dealers	4441	\$113,161,735	\$35,959,343	\$77,202,392	51.8	17
Lawn & Garden Equip & Supply Stores	4442	\$8,584,230	\$4,308,305	\$4,275,925	33.2	7
Food & Beverage Stores	445	\$255,362,824	\$339,729,511	-\$84,366,687	-14.2	20
Grocery Stores	4451	\$235,780,734	\$332,220,441	-\$96,439,707	-17.0	14
Specialty Food Stores	4452	\$8,711,675	\$2,756,956	\$5,954,719	51.9	5
Beer, Wine & Liquor Stores	4453	\$10,870,416	\$4,752,114	\$6,118,302	39.2	1
Health & Personal Care Stores	446,4461	\$91,729,996	\$79,186,570	\$12,543,426	7.3	33
Gasoline Stations	447,4471	\$173,082,292	\$74,260,576	\$98,821,716	40.0	16
Clothing & Clothing Accessories Stores	448	\$75,554,859	\$27,914,426	\$47,640,433	46.0	28
Clothing Stores	4481	\$48,078,537	\$18,886,984	\$29,191,553	43.6	19
Shoe Stores	4482	\$12,602,314	\$5,002,783	\$7,599,531	43.2	4
Jewelry, Luggage & Leather Goods Stores	4483	\$14,874,008	\$4,024,659	\$10,849,349	57.4	5
Sporting Goods, Hobby, Book & Music Stores	451	\$48,802,958	\$31,227,063	\$17,575,895	22.0	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$41,754,135	\$30,191,571	\$11,562,564	16.1	22
Book, Periodical & Music Stores	4512	\$7,048,822	\$1,035,492	\$6,013,330	74.4	2
General Merchandise Stores	452	\$308,291,923	\$121,860,352	\$186,431,571	43.3	12
Department Stores Excluding Leased Depts.	4521	\$236,825,315	\$110,535,923	\$126,289,392	36.4	4
Other General Merchandise Stores	4529	\$71,466,608	\$11,324,429	\$60,142,179	72.6	8
Miscellaneous Store Retailers	453	\$65,086,431	\$30,569,517	\$34,516,914	36.1	51
Florists	4531	\$5,650,289	\$1,713,815	\$3,936,474	53.5	6
Office Supplies, Stationery & Gift Stores	4532	\$16,747,948	\$9,912,889	\$6,835,059	25.6	6
Used Merchandise Stores	4533	\$8,006,836	\$7,158,114	\$848,722	5.6	6
Other Miscellaneous Store Retailers	4539	\$34,681,359	\$11,784,698	\$22,896,661	49.3	23
Nonstore Retailers	454	\$20,054,338	\$10,555,643	\$9,498,695	31.0	5
Electronic Shopping & Mail-Order Houses	4541	\$12,887,673	\$8,153,830	\$4,733,843	22.5	4
Vending Machine Operators	4542	\$1,687,688	\$0	\$1,687,688	100.0	0
Direct Selling Establishments	4543	\$5,478,977	\$2,358,492	\$3,120,485	39.8	1
Food Services & Drinking Places	722	\$179,441,895	\$93,423,889	\$86,018,006	31.5	123
Special Food Services	7223	\$4,849,161	\$0	\$4,849,161	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$5,520,419	\$5,148,587	\$371,832	3.5	8
Restaurants/Other Eating Places	7225	\$169,072,315	\$88,200,103	\$80,872,212	31.4	115

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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June 24, 2020

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

