



Retail MarketPlace Profile

16006 Manchester Road
 16006 Manchester Rd, Ellisville, Missouri, 63011
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.59151
 Longitude: -90.59178

Summary Demographics

2015 Population	7,095
2015 Households	2,946
2015 Median Disposable Income	\$62,939
2015 Per Capita Income	\$41,169

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	\$155,125,942	\$356,829,909	-\$201,703,967	-39.4	108
Total Retail Trade	44-45	\$140,410,642	\$340,829,094	-\$200,418,452	-41.6	80
Total Food & Drink	722	\$14,715,299	\$16,000,815	-\$1,285,516	-4.2	28

Industry Group

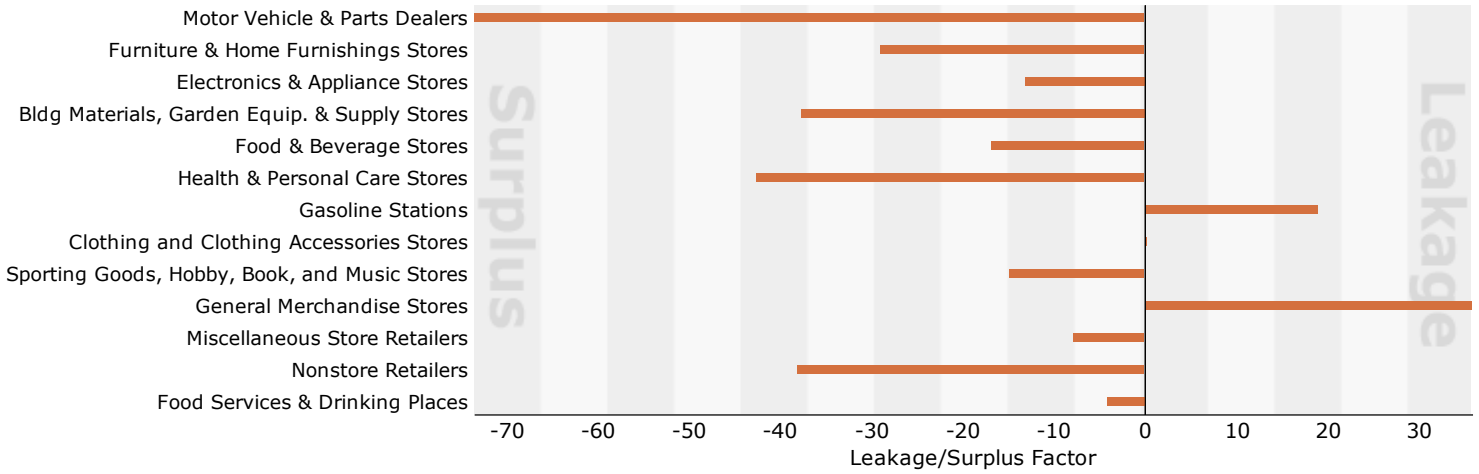
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$32,096,749	\$210,936,776	-\$178,840,027	-73.6	9
Automobile Dealers	4411	\$26,601,489	\$205,871,006	-\$179,269,517	-77.1	5
Other Motor Vehicle Dealers	4412	\$3,258,578	\$2,378,149	\$880,429	15.6	1
Auto Parts, Accessories & Tire Stores	4413	\$2,236,682	\$2,687,621	-\$450,939	-9.2	3
Furniture & Home Furnishings Stores	442	\$3,761,144	\$6,845,366	-\$3,084,222	-29.1	7
Furniture Stores	4421	\$2,371,081	\$5,781,092	-\$3,410,011	-41.8	5
Home Furnishings Stores	4422	\$1,390,063	\$1,064,275	\$325,788	13.3	3
Electronics & Appliance Stores	443	\$6,512,604	\$8,509,599	-\$1,996,995	-13.3	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,607,788	\$16,854,344	-\$9,246,556	-37.8	11
Bldg Material & Supplies Dealers	4441	\$6,724,802	\$14,048,666	-\$7,323,864	-35.3	7
Lawn & Garden Equip & Supply Stores	4442	\$882,985	\$2,805,677	-\$1,922,692	-52.1	3
Food & Beverage Stores	445	\$21,998,174	\$30,920,954	-\$8,922,780	-16.9	3
Grocery Stores	4451	\$20,506,922	\$27,204,854	-\$6,697,932	-14.0	2
Specialty Food Stores	4452	\$772,469	\$238,233	\$534,236	52.9	1
Beer, Wine & Liquor Stores	4453	\$718,784	\$3,477,867	-\$2,759,083	-65.7	1
Health & Personal Care Stores	446,4461	\$8,904,676	\$22,175,995	-\$13,271,319	-42.7	9
Gasoline Stations	447,4471	\$10,052,543	\$6,848,591	\$3,203,952	19.0	3
Clothing & Clothing Accessories Stores	448	\$5,823,526	\$5,785,573	\$37,953	0.3	11
Clothing Stores	4481	\$3,654,964	\$1,912,040	\$1,742,924	31.3	8
Shoe Stores	4482	\$785,811	\$1,437,566	-\$651,755	-29.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,382,751	\$2,435,967	-\$1,053,216	-27.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$3,507,281	\$4,740,080	-\$1,232,799	-14.9	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,134,890	\$4,740,080	-\$1,605,190	-20.4	5
Book, Periodical & Music Stores	4512	\$372,391	\$0	\$372,391	100.0	0
General Merchandise Stores	452	\$31,796,806	\$14,982,722	\$16,814,084	35.9	2
Department Stores Excluding Leased Depts.	4521	\$25,713,659	\$14,094,310	\$11,619,349	29.2	1
Other General Merchandise Stores	4529	\$6,083,147	\$888,412	\$5,194,735	74.5	1
Miscellaneous Store Retailers	453	\$6,049,555	\$7,081,065	-\$1,031,510	-7.9	11
Florists	4531	\$231,109	\$79,799	\$151,310	48.7	1
Office Supplies, Stationery & Gift Stores	4532	\$1,766,872	\$2,508,733	-\$741,861	-17.4	4
Used Merchandise Stores	4533	\$352,155	\$0	\$352,155	100.0	0
Other Miscellaneous Store Retailers	4539	\$3,699,419	\$2,386,440	\$1,312,979	21.6	6
Nonstore Retailers	454	\$2,299,798	\$5,148,028	-\$2,848,230	-38.2	3
Electronic Shopping & Mail-Order Houses	4541	\$1,153,157	\$4,486,398	-\$3,333,241	-59.1	2
Vending Machine Operators	4542	\$283,247	\$0	\$283,247	100.0	0
Direct Selling Establishments	4543	\$863,394	\$661,630	\$201,764	13.2	1
Food Services & Drinking Places	722	\$14,715,299	\$16,000,815	-\$1,285,516	-4.2	28
Full-Service Restaurants	7221	\$7,115,964	\$9,093,098	-\$1,977,134	-12.2	17
Limited-Service Eating Places	7222	\$6,115,697	\$6,440,611	-\$324,914	-2.6	8
Special Food Services	7223	\$345,110	\$102,562	\$242,548	54.2	1
Drinking Places - Alcoholic Beverages	7224	\$1,138,528	\$364,544	\$773,984	51.5	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 click the link below to view the Methodology Statement.

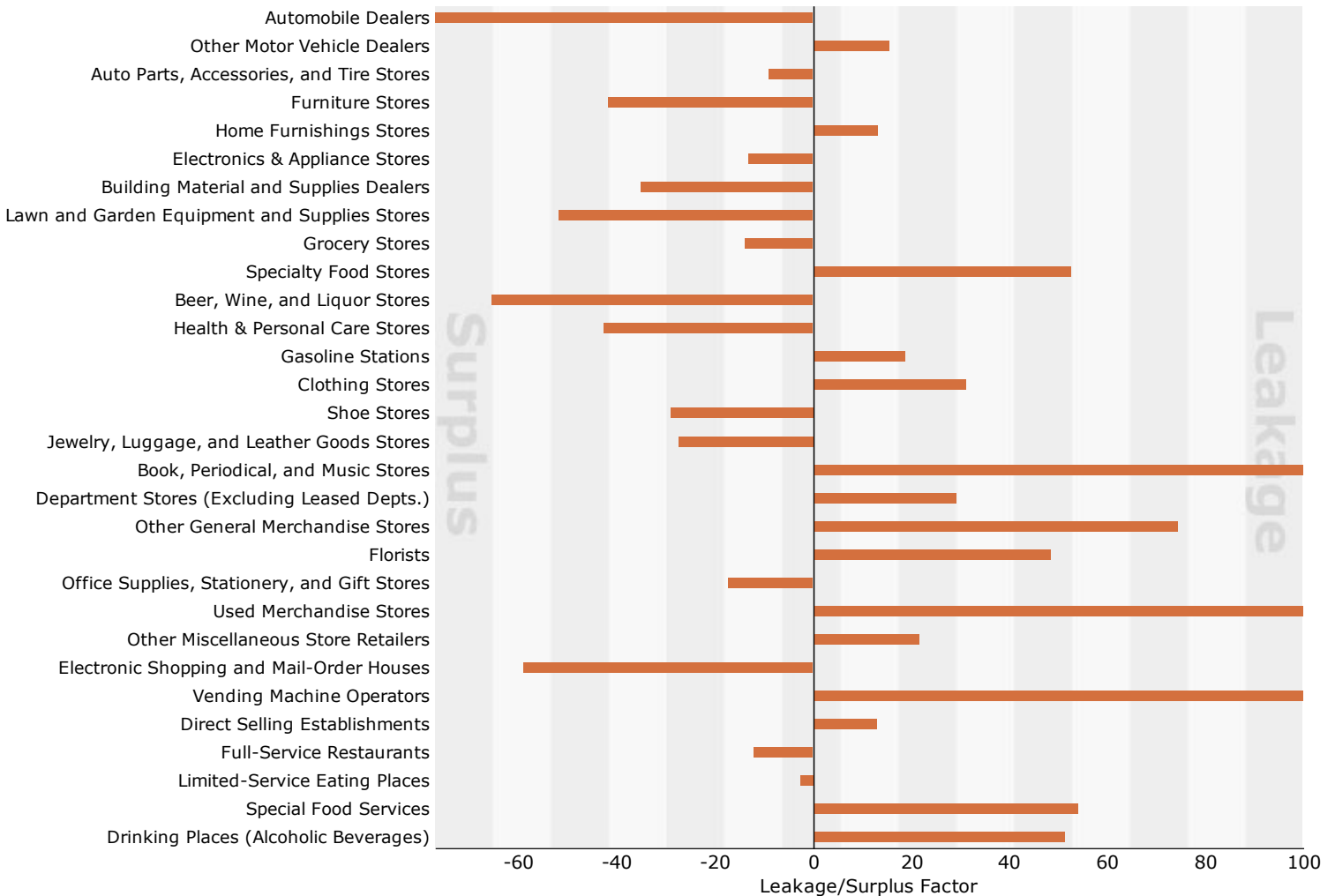
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

16006 Manchester Road
 16006 Manchester Rd, Ellisville, Missouri, 63011
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.59151
 Longitude: -90.59178

Summary Demographics

2015 Population	63,866
2015 Households	23,603
2015 Median Disposable Income	\$79,464
2015 Per Capita Income	\$48,995

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	\$1,614,515,505	\$1,016,388,412	\$598,127,093	22.7	387
Total Retail Trade	44-45	\$1,459,703,751	\$944,873,283	\$514,830,468	21.4	278
Total Food & Drink	722	\$154,811,754	\$71,515,128	\$83,296,626	36.8	109

Industry Group

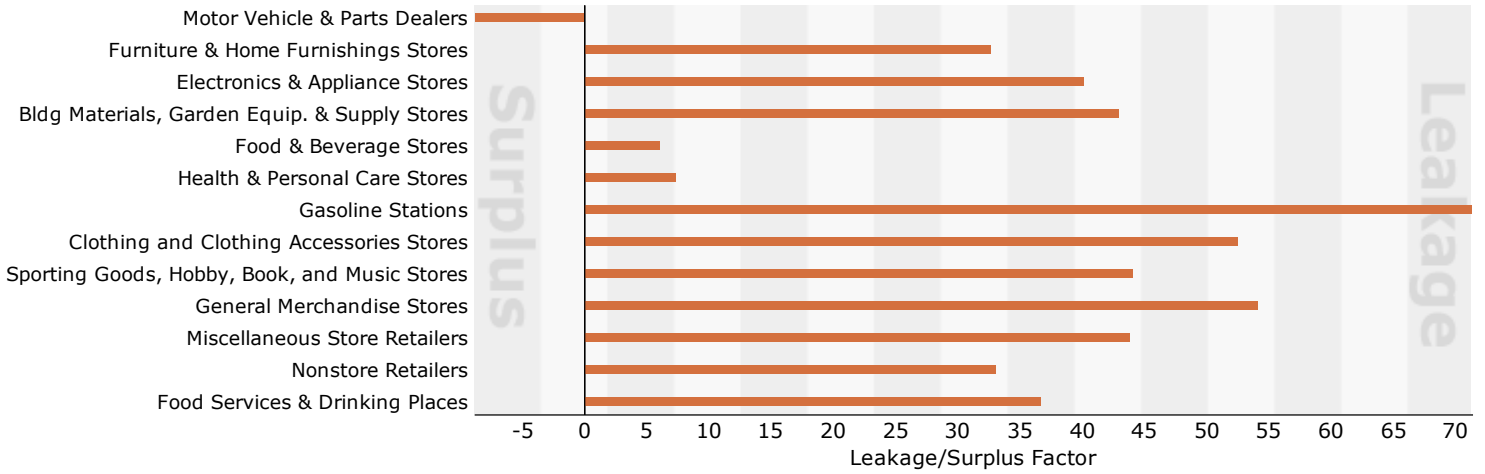
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$335,307,273	\$400,223,026	-\$64,915,753	-8.8	31
Automobile Dealers	4411	\$278,089,014	\$377,913,608	-\$99,824,594	-15.2	13
Other Motor Vehicle Dealers	4412	\$34,185,870	\$11,981,621	\$22,204,249	48.1	4
Auto Parts, Accessories & Tire Stores	4413	\$23,032,389	\$10,327,796	\$12,704,593	38.1	13
Furniture & Home Furnishings Stores	442	\$39,889,031	\$20,243,628	\$19,645,403	32.7	22
Furniture Stores	4421	\$25,313,821	\$15,425,933	\$9,887,888	24.3	9
Home Furnishings Stores	4422	\$14,575,210	\$4,817,695	\$9,757,515	50.3	13
Electronics & Appliance Stores	443	\$68,104,332	\$29,021,078	\$39,083,254	40.2	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$77,215,416	\$30,744,957	\$46,470,459	43.0	30
Bldg Material & Supplies Dealers	4441	\$68,092,021	\$25,868,502	\$42,223,519	44.9	21
Lawn & Garden Equip & Supply Stores	4442	\$9,123,395	\$4,876,455	\$4,246,940	30.3	9
Food & Beverage Stores	445	\$227,375,838	\$200,782,045	\$26,593,793	6.2	18
Grocery Stores	4451	\$211,941,260	\$192,965,287	\$18,975,973	4.7	10
Specialty Food Stores	4452	\$8,013,298	\$3,643,319	\$4,369,979	37.5	6
Beer, Wine & Liquor Stores	4453	\$7,421,280	\$4,173,439	\$3,247,841	28.0	2
Health & Personal Care Stores	446,4461	\$90,095,849	\$77,756,206	\$12,339,643	7.4	35
Gasoline Stations	447,4471	\$103,776,452	\$17,339,713	\$86,436,739	71.4	7
Clothing & Clothing Accessories Stores	448	\$61,508,521	\$19,088,661	\$42,419,860	52.6	30
Clothing Stores	4481	\$38,683,385	\$11,435,854	\$27,247,531	54.4	19
Shoe Stores	4482	\$8,300,835	\$4,193,179	\$4,107,656	32.9	5
Jewelry, Luggage & Leather Goods Stores	4483	\$14,524,300	\$3,459,628	\$11,064,672	61.5	5
Sporting Goods, Hobby, Book & Music Stores	451	\$36,974,722	\$14,325,501	\$22,649,221	44.2	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$33,019,826	\$14,325,501	\$18,694,325	39.5	17
Book, Periodical & Music Stores	4512	\$3,954,896	\$0	\$3,954,896	100.0	0
General Merchandise Stores	452	\$332,796,419	\$98,876,911	\$233,919,508	54.2	10
Department Stores Excluding Leased Depts.	4521	\$269,834,513	\$91,778,995	\$178,055,518	49.2	5
Other General Merchandise Stores	4529	\$62,961,906	\$7,097,915	\$55,863,991	79.7	5
Miscellaneous Store Retailers	453	\$62,457,333	\$24,330,083	\$38,127,250	43.9	48
Florists	4531	\$2,391,442	\$998,301	\$1,393,141	41.1	6
Office Supplies, Stationery & Gift Stores	4532	\$18,489,194	\$7,244,903	\$11,244,291	43.7	16
Used Merchandise Stores	4533	\$3,689,155	\$6,043,992	-\$2,354,837	-24.2	6
Other Miscellaneous Store Retailers	4539	\$37,887,542	\$10,042,887	\$27,844,655	58.1	20
Nonstore Retailers	454	\$24,202,565	\$12,141,476	\$12,061,089	33.2	8
Electronic Shopping & Mail-Order Houses	4541	\$12,152,662	\$11,408,826	\$743,836	3.2	6
Vending Machine Operators	4542	\$2,933,040	\$71,020	\$2,862,020	95.3	1
Direct Selling Establishments	4543	\$9,116,863	\$661,630	\$8,455,233	86.5	1
Food Services & Drinking Places	722	\$154,811,754	\$71,515,128	\$83,296,626	36.8	109
Full-Service Restaurants	7221	\$74,637,152	\$41,079,630	\$33,557,522	29.0	65
Limited-Service Eating Places	7222	\$63,973,488	\$26,067,394	\$37,906,094	42.1	33
Special Food Services	7223	\$3,861,083	\$392,446	\$3,468,637	81.5	3
Drinking Places - Alcoholic Beverages	7224	\$12,340,032	\$3,975,658	\$8,364,374	51.3	8

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.

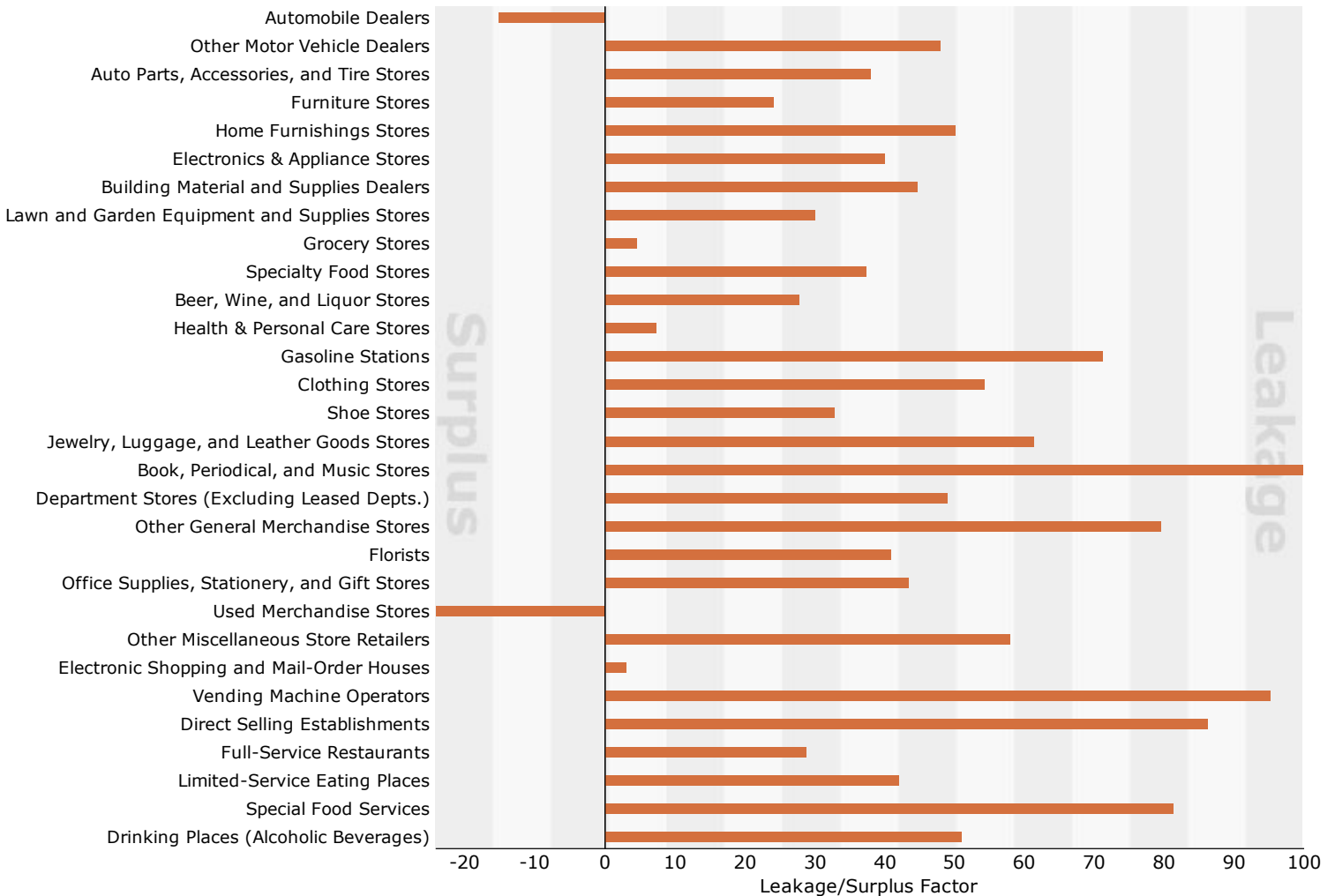
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

16006 Manchester Road
 16006 Manchester Rd, Ellisville, Missouri, 63011
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.59151
 Longitude: -90.59178

Summary Demographics

2015 Population	131,741
2015 Households	50,210
2015 Median Disposable Income	\$76,703
2015 Per Capita Income	\$49,095

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	\$3,348,961,253	\$2,238,028,795	\$1,110,932,458	19.9	960
Total Retail Trade	44-45		\$3,027,652,796	\$2,060,759,843	\$966,892,953	19.0	710
Total Food & Drink	722		\$321,308,458	\$177,268,952	\$144,039,506	28.9	250

Industry Group

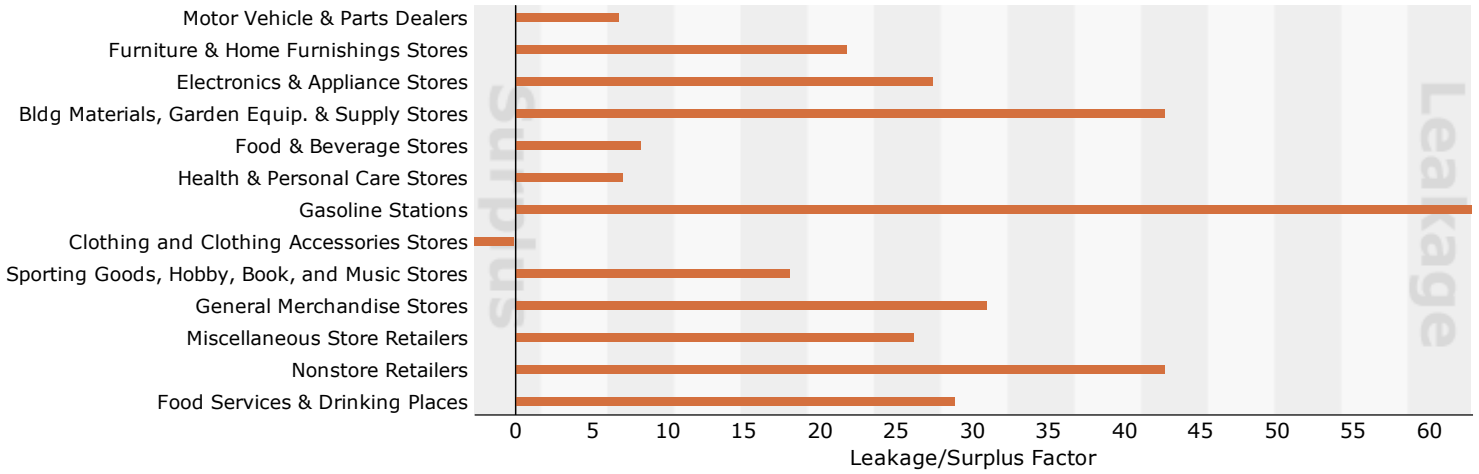
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses	
Motor Vehicle & Parts Dealers	441		\$692,824,931	\$603,289,969	\$89,534,962	6.9	56
Automobile Dealers	4411		\$574,268,733	\$566,493,102	\$7,775,631	0.7	23
Other Motor Vehicle Dealers	4412		\$70,609,195	\$14,142,463	\$56,466,732	66.6	6
Auto Parts, Accessories & Tire Stores	4413		\$47,947,003	\$22,654,404	\$25,292,599	35.8	27
Furniture & Home Furnishings Stores	442		\$82,364,887	\$52,726,385	\$29,638,502	21.9	47
Furniture Stores	4421		\$52,133,344	\$35,031,688	\$17,101,656	19.6	21
Home Furnishings Stores	4422		\$30,231,542	\$17,694,697	\$12,536,845	26.2	26
Electronics & Appliance Stores	443		\$141,386,431	\$80,391,983	\$60,994,448	27.5	55
Bldg Materials, Garden Equip. & Supply Stores	444		\$161,518,986	\$64,786,852	\$96,732,134	42.7	59
Bldg Material & Supplies Dealers	4441		\$142,582,056	\$55,532,608	\$87,049,448	43.9	42
Lawn & Garden Equip & Supply Stores	4442		\$18,936,930	\$9,254,244	\$9,682,686	34.3	17
Food & Beverage Stores	445		\$472,757,062	\$400,355,745	\$72,401,317	8.3	50
Grocery Stores	4451		\$440,625,428	\$379,609,420	\$61,016,008	7.4	24
Specialty Food Stores	4452		\$16,651,399	\$13,291,776	\$3,359,623	11.2	19
Beer, Wine & Liquor Stores	4453		\$15,480,235	\$7,454,548	\$8,025,687	35.0	8
Health & Personal Care Stores	446,4461		\$187,557,131	\$162,819,771	\$24,737,360	7.1	77
Gasoline Stations	447,4471		\$215,042,752	\$49,036,982	\$166,005,770	62.9	19
Clothing & Clothing Accessories Stores	448		\$127,557,447	\$134,662,343	-\$7,104,896	-2.7	140
Clothing Stores	4481		\$80,220,776	\$99,391,118	-\$19,170,342	-10.7	94
Shoe Stores	4482		\$17,207,312	\$15,634,641	\$1,572,671	4.8	19
Jewelry, Luggage & Leather Goods Stores	4483		\$30,129,360	\$19,636,584	\$10,492,776	21.1	27
Sporting Goods, Hobby, Book & Music Stores	451		\$76,362,837	\$52,998,642	\$23,364,195	18.1	49
Sporting Goods/Hobby/Musical Instr Stores	4511		\$68,176,090	\$42,859,493	\$25,316,597	22.8	40
Book, Periodical & Music Stores	4512		\$8,186,747	\$10,139,149	-\$1,952,402	-10.7	9
General Merchandise Stores	452		\$689,999,526	\$363,547,480	\$326,452,046	31.0	24
Department Stores Excluding Leased Depts.	4521		\$559,180,326	\$286,266,112	\$272,914,214	32.3	12
Other General Merchandise Stores	4529		\$130,819,200	\$77,281,368	\$53,537,832	25.7	12
Miscellaneous Store Retailers	453		\$129,697,327	\$75,822,140	\$53,875,187	26.2	120
Florists	4531		\$4,967,697	\$2,322,203	\$2,645,494	36.3	12
Office Supplies, Stationery & Gift Stores	4532		\$38,297,532	\$16,345,950	\$21,951,582	40.2	37
Used Merchandise Stores	4533		\$7,657,474	\$10,226,162	-\$2,568,688	-14.4	16
Other Miscellaneous Store Retailers	4539		\$78,774,624	\$46,927,825	\$31,846,799	25.3	55
Nonstore Retailers	454		\$50,583,479	\$20,321,550	\$30,261,929	42.7	15
Electronic Shopping & Mail-Order Houses	4541		\$25,160,651	\$17,064,406	\$8,096,245	19.2	8
Vending Machine Operators	4542		\$6,096,869	\$215,084	\$5,881,785	93.2	2
Direct Selling Establishments	4543		\$19,325,959	\$3,042,061	\$16,283,898	72.8	5
Food Services & Drinking Places	722		\$321,308,458	\$177,268,952	\$144,039,506	28.9	250
Full-Service Restaurants	7221		\$154,983,057	\$107,572,521	\$47,410,536	18.1	159
Limited-Service Eating Places	7222		\$132,796,874	\$61,937,832	\$70,859,042	36.4	73
Special Food Services	7223		\$7,922,937	\$2,021,903	\$5,901,034	59.3	6
Drinking Places - Alcoholic Beverages	7224		\$25,605,590	\$5,736,696	\$19,868,894	63.4	12

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

