



# Retail MarketPlace Profile

Tammy Square  
15624 Manchester Rd, Ballwin, Missouri, 63011  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 38.59268  
Longitude: -90.57401

## Summary Demographics

2016 Population	9,712
2016 Households	3,730
2016 Median Disposable Income	\$59,660
2016 Per Capita Income	\$38,612

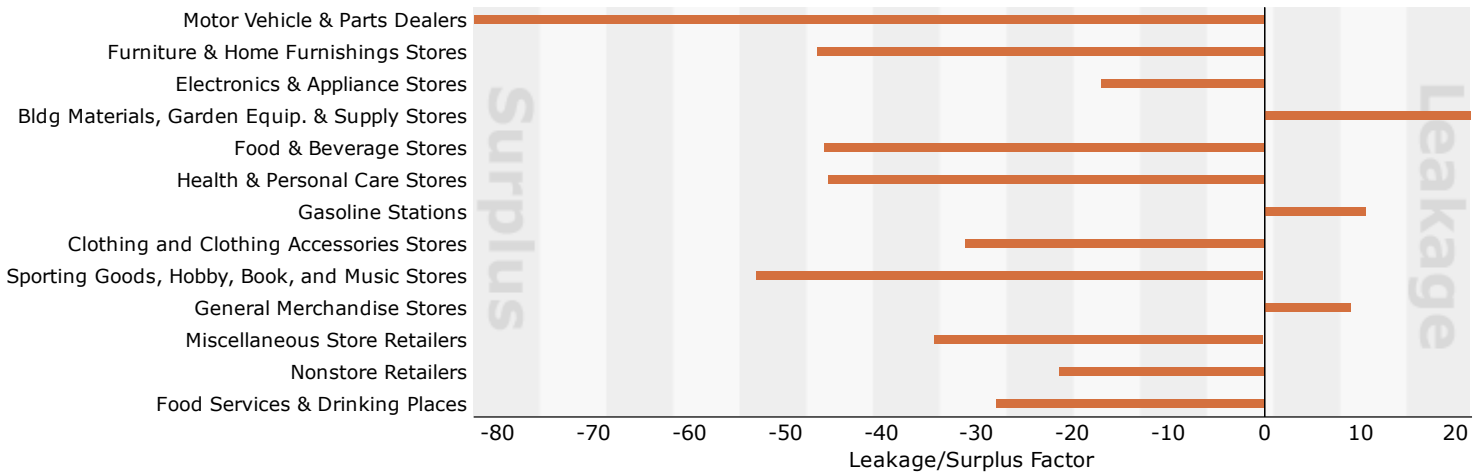
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$188,920,733	\$671,678,114	-\$482,757,381	-56.1	144
Total Retail Trade	44-45	\$170,801,767	\$639,475,593	-\$468,673,826	-57.8	100
Total Food & Drink	722	\$18,118,966	\$32,202,521	-\$14,083,555	-28.0	43

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$39,784,864	\$418,193,866	-\$378,409,002	-82.6	15
Automobile Dealers	4411	\$32,722,003	\$408,547,336	-\$375,825,333	-85.2	9
Other Motor Vehicle Dealers	4412	\$4,328,371	\$2,426,930	\$1,901,441	28.1	1
Auto Parts, Accessories & Tire Stores	4413	\$2,734,490	\$7,219,600	-\$4,485,110	-45.1	6
Furniture & Home Furnishings Stores	442	\$5,105,463	\$14,046,558	-\$8,941,095	-46.7	8
Furniture Stores	4421	\$3,121,588	\$8,785,966	-\$5,664,378	-47.6	5
Home Furnishings Stores	4422	\$1,983,876	\$5,260,592	-\$3,276,716	-45.2	4
Electronics & Appliance Stores	443	\$8,233,266	\$11,621,717	-\$3,388,451	-17.1	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,153,008	\$7,169,877	\$3,983,131	21.7	10
Bldg Material & Supplies Dealers	4441	\$10,351,835	\$5,326,192	\$5,025,643	32.1	8
Lawn & Garden Equip & Supply Stores	4442	\$801,173	\$1,843,686	-\$1,042,513	-39.4	2
Food & Beverage Stores	445	\$28,621,928	\$77,134,599	-\$48,512,671	-45.9	5
Grocery Stores	4451	\$26,309,882	\$72,965,968	-\$46,656,086	-47.0	2
Specialty Food Stores	4452	\$1,312,759	\$1,996,821	-\$684,062	-20.7	3
Beer, Wine & Liquor Stores	4453	\$999,288	\$2,171,810	-\$1,172,522	-37.0	1
Health & Personal Care Stores	446,4461	\$9,179,155	\$24,512,330	-\$15,333,175	-45.5	10
Gasoline Stations	447,4471	\$11,808,985	\$9,514,355	\$2,294,630	10.8	3
Clothing & Clothing Accessories Stores	448	\$6,829,111	\$13,036,107	-\$6,206,996	-31.2	15
Clothing Stores	4481	\$4,464,556	\$8,206,816	-\$3,742,260	-29.5	10
Shoe Stores	4482	\$1,086,392	\$2,893,708	-\$1,807,316	-45.4	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,278,163	\$1,935,582	-\$657,419	-20.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$4,635,580	\$15,095,645	-\$10,460,065	-53.0	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,901,389	\$13,646,785	-\$9,745,396	-55.5	8
Book, Periodical & Music Stores	4512	\$734,191	\$1,448,860	-\$714,669	-32.7	1
General Merchandise Stores	452	\$35,130,689	\$29,250,256	\$5,880,433	9.1	3
Department Stores Excluding Leased Depts.	4521	\$27,927,515	\$26,214,362	\$1,713,153	3.2	1
Other General Merchandise Stores	4529	\$7,203,174	\$3,035,894	\$4,167,280	40.7	2
Miscellaneous Store Retailers	453	\$7,762,220	\$15,942,996	-\$8,180,776	-34.5	13
Florists	4531	\$482,917	\$353,776	\$129,141	15.4	1
Office Supplies, Stationery & Gift Stores	4532	\$1,652,710	\$4,116,978	-\$2,464,268	-42.7	3
Used Merchandise Stores	4533	\$754,695	\$6,019,609	-\$5,264,914	-77.7	2
Other Miscellaneous Store Retailers	4539	\$4,871,899	\$5,452,633	-\$580,734	-5.6	7
Nonstore Retailers	454	\$2,557,499	\$3,957,287	-\$1,399,788	-21.5	2
Electronic Shopping & Mail-Order Houses	4541	\$1,472,713	\$3,802,581	-\$2,329,868	-44.2	1
Vending Machine Operators	4542	\$216,187	\$0	\$216,187	100.0	0
Direct Selling Establishments	4543	\$868,599	\$0	\$868,599	100.0	0
Food Services & Drinking Places	722	\$18,118,966	\$32,202,521	-\$14,083,555	-28.0	43
Special Food Services	7223	\$497,181	\$0	\$497,181	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$539,141	\$508,537	\$30,604	2.9	2
Restaurants/Other Eating Places	7225	\$17,082,644	31,672,122	-\$14,589,478L/	-30	41

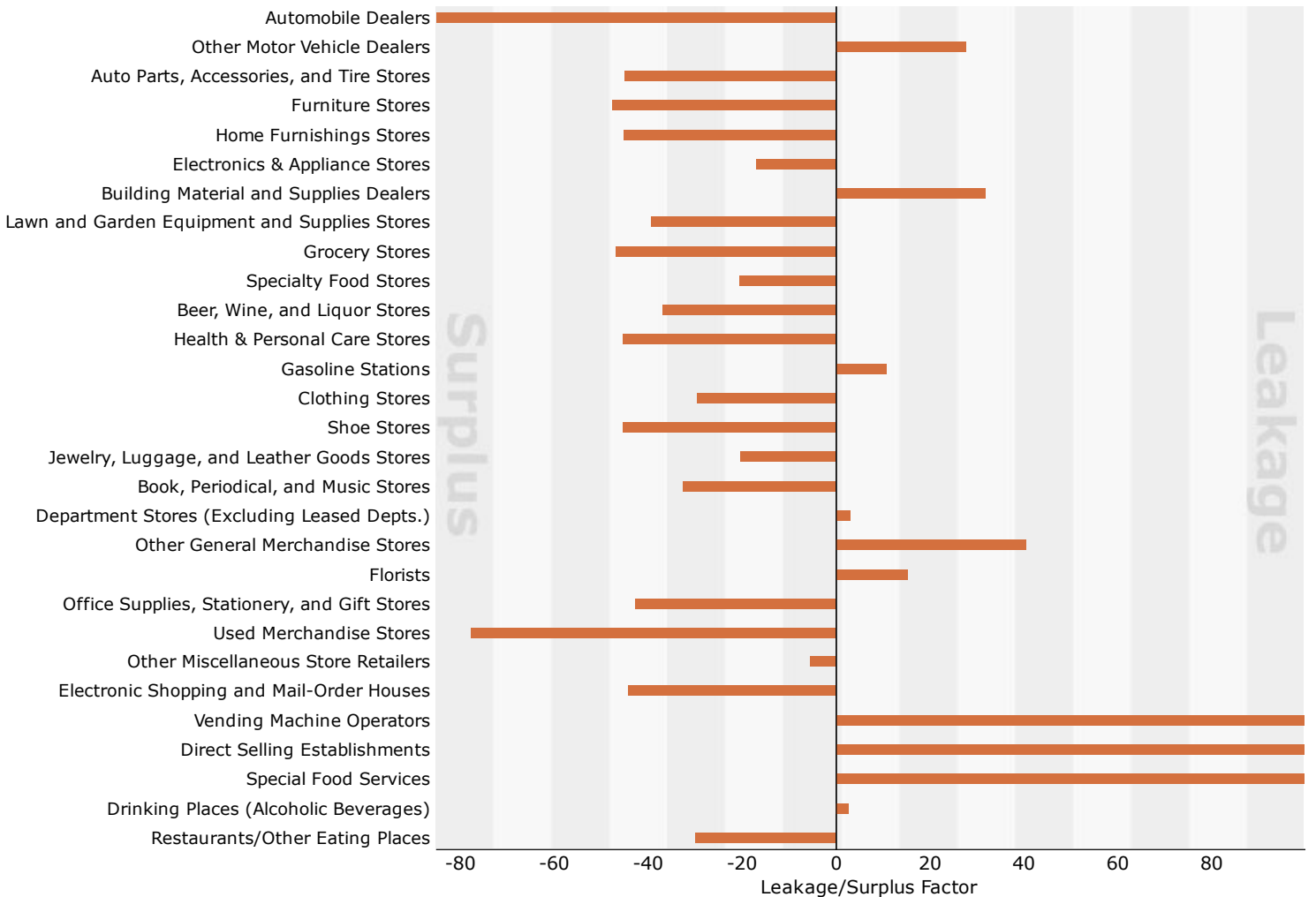
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Tammy Square  
15624 Manchester Rd, Ballwin, Missouri, 63011  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 38.59268  
Longitude: -90.57401

## Summary Demographics

2016 Population	73,389
2016 Households	27,334
2016 Median Disposable Income	\$73,094
2016 Per Capita Income	\$46,553

## 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	\$1,704,684,224	\$1,583,258,103	\$121,426,121	3.7	446
Total Retail Trade	44-45	\$1,539,631,647	\$1,493,358,345	\$46,273,302	1.5	321
Total Food & Drink	722	\$165,052,577	\$89,899,758	\$75,152,819	29.5	125

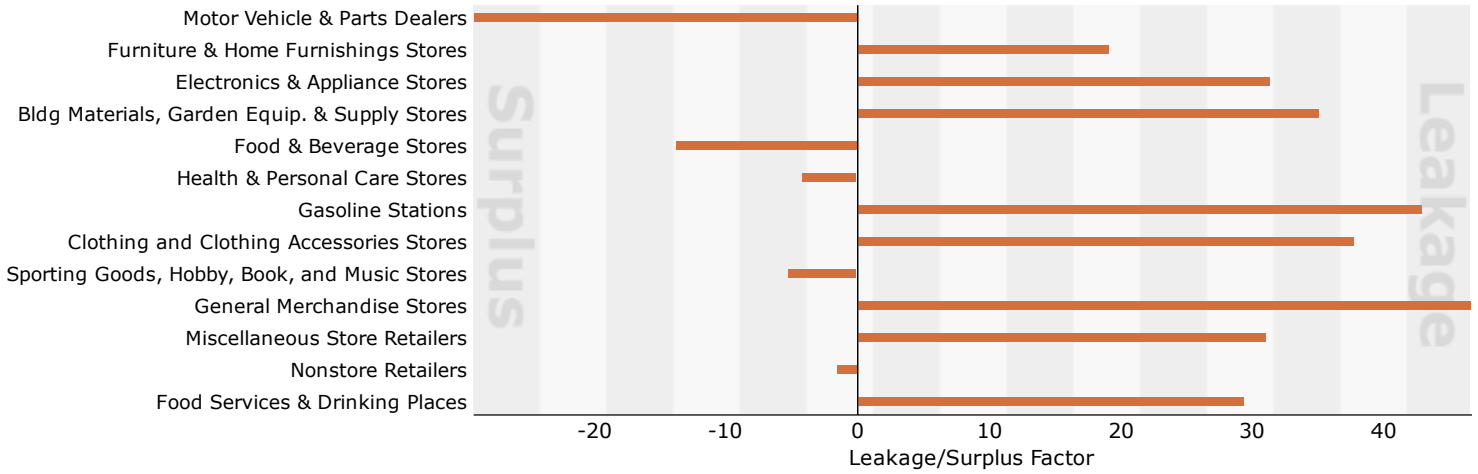
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$358,140,875	\$653,391,305	-\$295,250,430	-29.2	35
Automobile Dealers	4411	\$293,883,305	\$631,974,631	-\$338,091,326	-36.5	17
Other Motor Vehicle Dealers	4412	\$39,455,341	\$7,939,234	\$31,516,107	66.5	4
Auto Parts, Accessories & Tire Stores	4413	\$24,802,229	\$13,477,439	\$11,324,790	29.6	14
Furniture & Home Furnishings Stores	442	\$46,556,448	\$31,563,624	\$14,992,824	19.2	22
Furniture Stores	4421	\$28,413,388	\$15,907,929	\$12,505,459	28.2	8
Home Furnishings Stores	4422	\$18,143,060	\$15,655,695	\$2,487,365	7.4	14
Electronics & Appliance Stores	443	\$75,260,956	\$39,261,009	\$35,999,947	31.4	20
Bldg Materials, Garden Equip. & Supply Stores	444	\$102,376,489	\$49,126,537	\$53,249,952	35.1	29
Bldg Material & Supplies Dealers	4441	\$95,045,187	\$43,551,947	\$51,493,240	37.2	19
Lawn & Garden Equip & Supply Stores	4442	\$7,331,302	\$5,574,590	\$1,756,712	13.6	10
Food & Beverage Stores	445	\$255,374,137	\$337,442,681	-\$82,068,544	-13.8	25
Grocery Stores	4451	\$234,540,986	\$324,212,912	-\$89,671,926	-16.0	15
Specialty Food Stores	4452	\$11,700,364	\$7,969,450	\$3,730,914	19.0	8
Beer, Wine & Liquor Stores	4453	\$9,132,787	\$5,260,319	\$3,872,468	26.9	2
Health & Personal Care Stores	446,4461	\$82,546,430	\$89,793,861	-\$7,247,431	-4.2	40
Gasoline Stations	447,4471	\$104,197,534	\$41,498,835	\$62,698,699	43.0	13
Clothing & Clothing Accessories Stores	448	\$62,419,015	\$28,205,528	\$34,213,487	37.8	36
Clothing Stores	4481	\$40,683,752	\$15,693,051	\$24,990,701	44.3	22
Shoe Stores	4482	\$9,861,561	\$6,093,328	\$3,768,233	23.6	5
Jewelry, Luggage & Leather Goods Stores	4483	\$11,873,702	\$6,419,149	\$5,454,553	29.8	9
Sporting Goods, Hobby, Book & Music Stores	451	\$42,193,060	\$46,899,911	-\$4,706,851	-5.3	28
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,501,554	\$44,818,625	-\$9,317,071	-11.6	26
Book, Periodical & Music Stores	4512	\$6,691,506	\$2,081,286	\$4,610,220	52.6	2
General Merchandise Stores	452	\$317,443,372	\$115,342,030	\$202,101,342	46.7	11
Department Stores Excluding Leased Depts.	4521	\$252,971,556	\$105,950,073	\$147,021,483	41.0	6
Other General Merchandise Stores	4529	\$64,471,816	\$9,391,957	\$55,079,859	74.6	5
Miscellaneous Store Retailers	453	\$69,625,342	\$36,584,462	\$33,040,880	31.1	54
Florists	4531	\$4,485,547	\$1,927,499	\$2,558,048	39.9	8
Office Supplies, Stationery & Gift Stores	4532	\$15,072,563	\$7,520,583	\$7,551,980	33.4	13
Used Merchandise Stores	4533	\$6,838,130	\$8,824,948	-\$1,986,818	-12.7	8
Other Miscellaneous Store Retailers	4539	\$43,229,101	\$18,311,432	\$24,917,669	40.5	25
Nonstore Retailers	454	\$23,497,989	\$24,248,563	-\$750,574	-1.6	9
Electronic Shopping & Mail-Order Houses	4541	\$13,443,649	\$16,198,888	-\$2,755,239	-9.3	5
Vending Machine Operators	4542	\$1,925,876	\$459,191	\$1,466,685	61.5	1
Direct Selling Establishments	4543	\$8,128,464	\$7,590,483	\$537,981	3.4	3
Food Services & Drinking Places	722	\$165,052,577	\$89,899,758	\$75,152,819	29.5	125
Special Food Services	7223	\$4,605,241	\$1,116,232	\$3,489,009	61.0	4
Drinking Places - Alcoholic Beverages	7224	\$4,891,693	\$4,292,647	\$599,046	6.5	6
Restaurants/Other Eating Places	7225	\$155,555,643	\$84,490,879	\$71,064,764L/	30	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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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Tammy Square  
 15624 Manchester Rd, Ballwin, Missouri, 63011  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.59268  
 Longitude: -90.57401

## Summary Demographics

2016 Population	149,021
2016 Households	56,954
2016 Median Disposable Income	\$71,364
2016 Per Capita Income	\$48,488

## 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	\$3,608,791,005	\$3,374,609,374	\$234,181,631	3.4	1,040
Total Retail Trade	44-45	\$3,258,831,567	\$3,154,222,843	\$104,608,724	1.6	761
Total Food & Drink	722	\$349,959,438	\$220,386,531	\$129,572,907	22.7	280

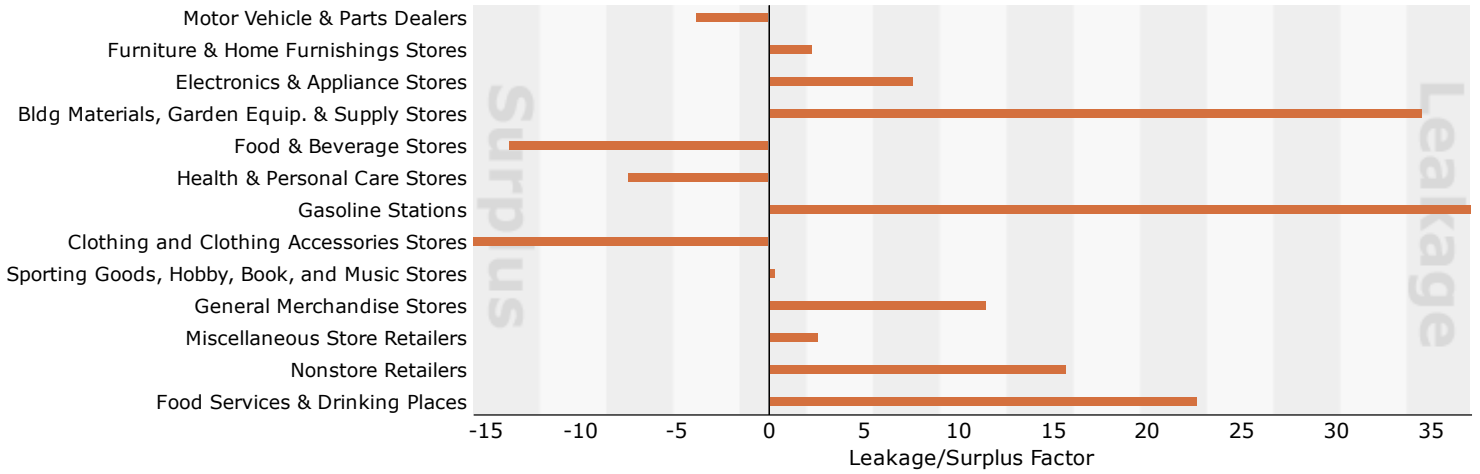
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$756,966,700	\$818,844,196	-\$61,877,496	-3.9	23
Automobile Dealers	4411	\$621,416,089	\$780,696,832	-\$159,280,743	-11.4	55
Other Motor Vehicle Dealers	4412	\$83,080,104	\$14,465,138	\$68,614,966	70.3	7
Auto Parts, Accessories & Tire Stores	4413	\$52,470,507	\$23,682,227	\$28,788,280	37.8	21
Furniture & Home Furnishings Stores	442	\$98,425,622	\$93,915,422	\$4,510,200	2.3	53
Furniture Stores	4421	\$60,274,133	\$60,329,146	-\$55,013	0.0	25
Home Furnishings Stores	4422	\$38,151,490	\$33,586,276	\$4,565,214	6.4	27
Electronics & Appliance Stores	443	\$159,336,710	\$136,883,235	\$22,453,475	7.6	59
Bldg Materials, Garden Equip. & Supply Stores	444	\$214,354,846	\$104,196,070	\$110,158,776	34.6	49
Bldg Material & Supplies Dealers	4441	\$198,985,697	\$95,573,907	\$103,411,790	35.1	37
Lawn & Garden Equip & Supply Stores	4442	\$15,369,149	\$8,622,164	\$6,746,985	28.1	13
Food & Beverage Stores	445	\$542,371,427	\$715,865,126	-\$173,493,699	-13.8	61
Grocery Stores	4451	\$498,097,075	\$683,664,156	-\$185,567,081	-15.7	36
Specialty Food Stores	4452	\$24,848,791	\$17,572,161	\$7,276,630	17.2	17
Beer, Wine & Liquor Stores	4453	\$19,425,561	\$14,628,810	\$4,796,751	14.1	8
Health & Personal Care Stores	446,4461	\$174,917,748	\$203,130,463	-\$28,212,715	-7.5	90
Gasoline Stations	447,4471	\$220,658,720	\$100,907,481	\$119,751,239	37.2	30
Clothing & Clothing Accessories Stores	448	\$132,393,173	\$181,838,602	-\$49,445,429	-15.7	151
Clothing Stores	4481	\$86,369,519	\$130,475,087	-\$44,105,568	-20.3	97
Shoe Stores	4482	\$20,918,301	\$24,804,543	-\$3,886,242	-8.5	23
Jewelry, Luggage & Leather Goods Stores	4483	\$25,105,353	\$26,558,971	-\$1,453,618	-2.8	30
Sporting Goods, Hobby, Book & Music Stores	451	\$89,293,292	\$88,837,800	\$455,492	0.3	56
Sporting Goods/Hobby/Musical Instr Stores	4511	\$75,109,351	\$78,628,278	-\$3,518,927	-2.3	50
Book, Periodical & Music Stores	4512	\$14,183,941	\$10,209,522	\$3,974,419	16.3	6
General Merchandise Stores	452	\$672,757,887	\$533,494,819	\$139,263,068	11.5	28
Department Stores Excluding Leased Depts.	4521	\$536,063,684	\$359,637,110	\$176,426,574	19.7	11
Other General Merchandise Stores	4529	\$136,694,203	\$173,857,709	-\$37,163,506	-12.0	17
Miscellaneous Store Retailers	453	\$147,523,784	\$140,111,712	\$7,412,072	2.6	117
Florists	4531	\$9,408,272	\$31,896,795	-\$22,488,523	-54.4	12
Office Supplies, Stationery & Gift Stores	4532	\$31,928,647	\$23,272,506	\$8,656,141	15.7	35
Used Merchandise Stores	4533	\$14,501,628	\$13,264,846	\$1,236,782	4.5	14
Other Miscellaneous Store Retailers	4539	\$91,685,236	\$71,677,564	\$20,007,672	12.2	56
Nonstore Retailers	454	\$49,831,657	\$36,197,916	\$13,633,741	15.8	15
Electronic Shopping & Mail-Order Houses	4541	\$28,465,005	\$27,454,808	\$1,010,197	1.8	8
Vending Machine Operators	4542	\$4,091,107	\$1,103,885	\$2,987,222	57.5	3
Direct Selling Establishments	4543	\$17,275,545	\$7,639,223	\$9,636,322	38.7	3
Food Services & Drinking Places	722	\$349,959,438	\$220,386,531	\$129,572,907	22.7	280
Special Food Services	7223	\$9,698,187	\$3,071,246	\$6,626,941	51.9	6
Drinking Places - Alcoholic Beverages	7224	\$10,402,000	\$11,141,576	-\$739,576	-3.4	12
Restaurants/Other Eating Places	7225	\$329,859,252	206,173,710	123,685,542L/	23	261

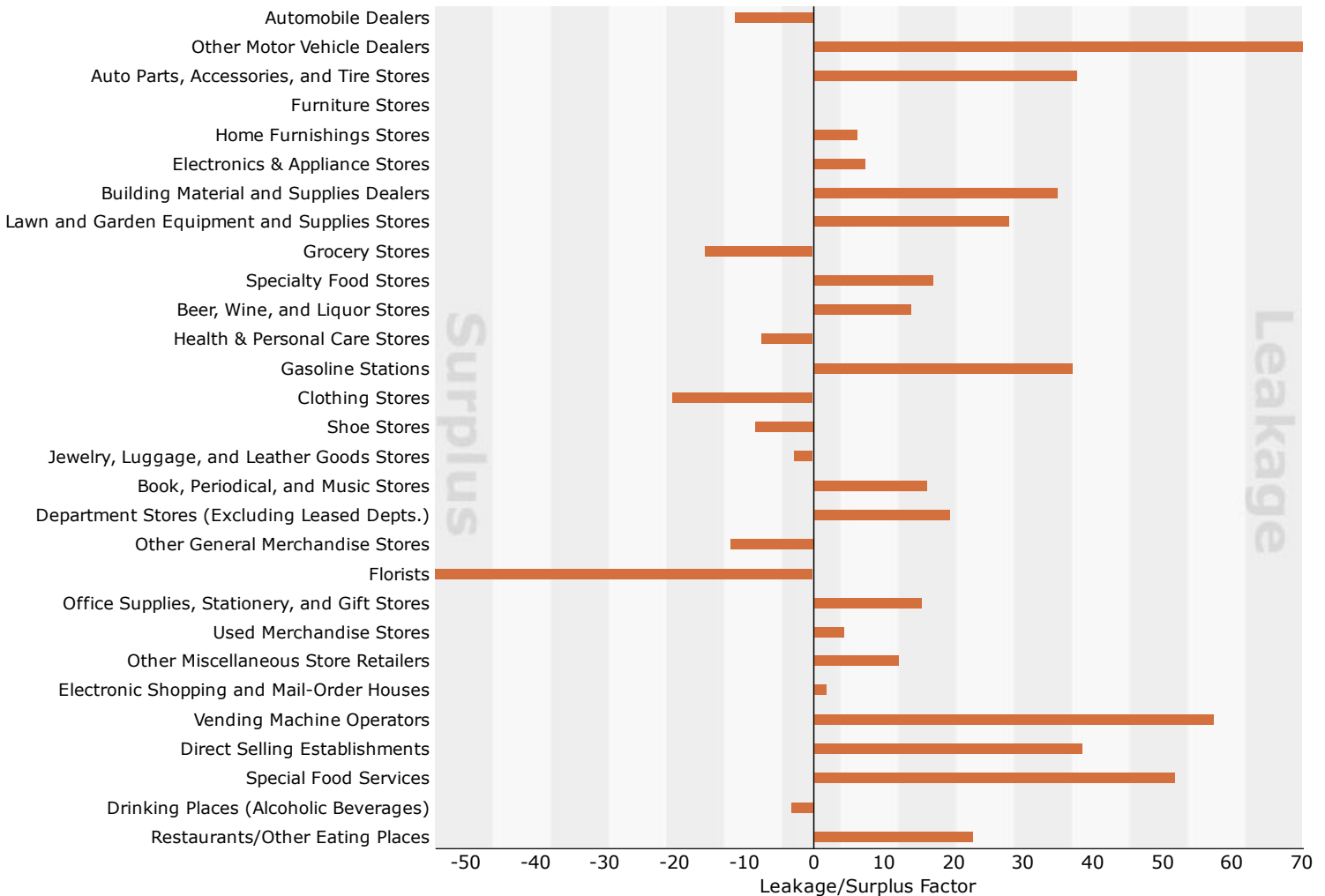
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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