



Retail MarketPlace Profile

184 Clarkson Rd, Ballwin, Missouri, 63011
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.59767
 Longitude: -90.58577

Summary Demographics

2019 Population	6,897
2019 Households	2,854
2019 Median Disposable Income	\$62,734
2019 Per Capita Income	\$47,728

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	\$149,914,477	\$493,656,690	-\$343,742,213	-53.4	122
Total Retail Trade	44-45	\$135,092,262	\$468,036,007	-\$332,943,745	-55.2	87
Total Food & Drink	722	\$14,822,215	\$25,620,683	-\$10,798,468	-26.7	35

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,510,427	\$279,323,513	-\$250,813,086	-81.5	11
Automobile Dealers	4411	\$22,852,024	\$273,233,300	-\$250,381,276	-84.6	6
Other Motor Vehicle Dealers	4412	\$3,039,701	\$1,426,684	\$1,613,017	36.1	1
Auto Parts, Accessories & Tire Stores	4413	\$2,618,702	\$4,663,529	-\$2,044,827	-28.1	4
Furniture & Home Furnishings Stores	442	\$4,495,406	\$8,972,279	-\$4,476,873	-33.2	6
Furniture Stores	4421	\$2,609,758	\$6,107,604	-\$3,497,846	-40.1	3
Home Furnishings Stores	4422	\$1,885,648	\$2,864,676	-\$979,028	-20.6	3
Electronics & Appliance Stores	443	\$4,220,270	\$5,320,454	-\$1,100,184	-11.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,111,487	\$5,250,250	\$4,861,237	31.6	8
Bldg Material & Supplies Dealers	4441	\$9,427,083	\$3,417,175	\$6,009,908	46.8	5
Lawn & Garden Equip & Supply Stores	4442	\$684,404	\$1,833,075	-\$1,148,671	-45.6	3
Food & Beverage Stores	445	\$21,729,182	\$80,399,078	-\$58,669,896	-57.4	5
Grocery Stores	4451	\$20,074,596	\$74,744,330	-\$54,669,734	-57.7	2
Specialty Food Stores	4452	\$739,215	\$1,000,405	-\$261,190	-15.0	2
Beer, Wine & Liquor Stores	4453	\$915,371	\$4,654,342	-\$3,738,971	-67.1	1
Health & Personal Care Stores	446,4461	\$8,024,787	\$23,646,205	-\$15,621,418	-49.3	11
Gasoline Stations	447,4471	\$14,787,365	\$16,486,418	-\$1,699,053	-5.4	3
Clothing & Clothing Accessories Stores	448	\$6,204,398	\$13,265,983	-\$7,061,585	-36.3	13
Clothing Stores	4481	\$3,962,511	\$7,823,017	-\$3,860,506	-32.8	9
Shoe Stores	4482	\$1,015,691	\$2,501,325	-\$1,485,634	-42.2	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,226,197	\$2,941,642	-\$1,715,445	-41.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$4,045,859	\$15,717,756	-\$11,671,897	-59.1	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,461,766	\$15,123,510	-\$11,661,744	-62.7	8
Book, Periodical & Music Stores	4512	\$584,093	\$594,246	-\$10,153	-0.9	1
General Merchandise Stores	452	\$25,755,875	\$2,518,619	\$23,237,256	82.2	2
Department Stores Excluding Leased Depts.	4521	\$19,719,206	\$0	\$19,719,206	100.0	0
Other General Merchandise Stores	4529	\$6,036,669	\$2,518,619	\$3,518,050	41.1	2
Miscellaneous Store Retailers	453	\$5,505,992	\$12,398,872	-\$6,892,880	-38.5	12
Florists	4531	\$439,608	\$0	\$439,608	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,406,278	\$4,021,751	-\$2,615,473	-48.2	4
Used Merchandise Stores	4533	\$665,840	\$4,346,976	-\$3,681,136	-73.4	1
Other Miscellaneous Store Retailers	4539	\$2,994,267	\$3,952,309	-\$958,042	-13.8	7
Nonstore Retailers	454	\$1,701,213	\$4,736,580	-\$3,035,367	-47.1	3
Electronic Shopping & Mail-Order Houses	4541	\$1,078,332	\$2,890,216	-\$1,811,884	-45.7	2
Vending Machine Operators	4542	\$143,354	\$0	\$143,354	100.0	0
Direct Selling Establishments	4543	\$479,527	\$1,846,364	-\$1,366,837	-58.8	1
Food Services & Drinking Places	722	\$14,822,215	\$25,620,683	-\$10,798,468	-26.7	35
Special Food Services	7223	\$380,013	\$0	\$380,013	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$458,622	\$1,497,735	-\$1,039,113	-53.1	3
Restaurants/Other Eating Places	7225	\$13,983,581	\$24,122,947	-\$10,139,366	-26.6	32

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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March 04, 2020

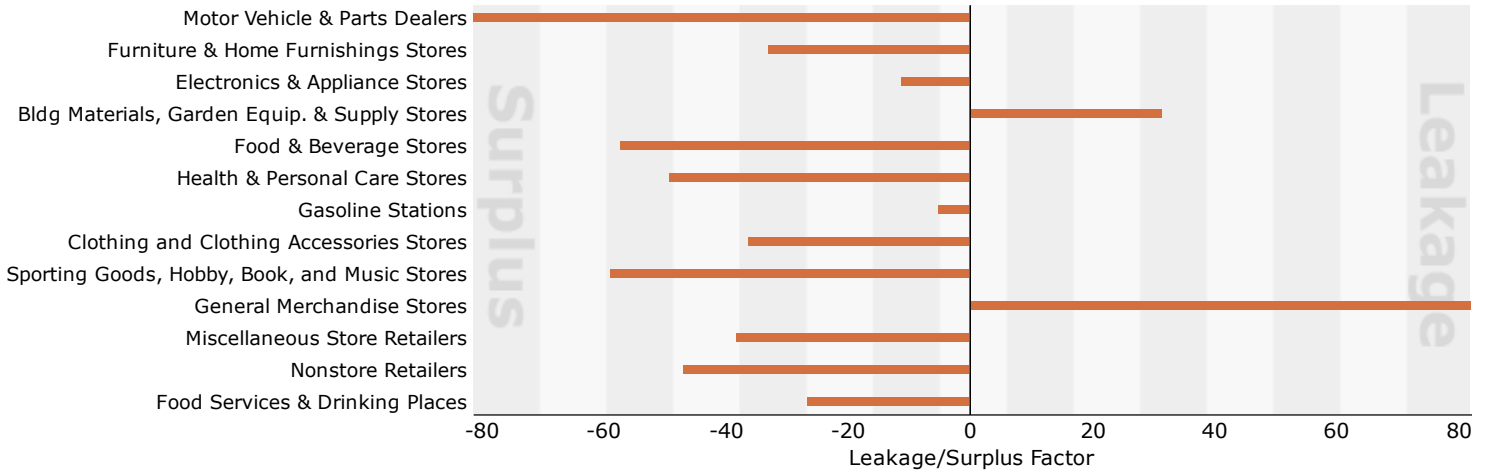


Retail MarketPlace Profile

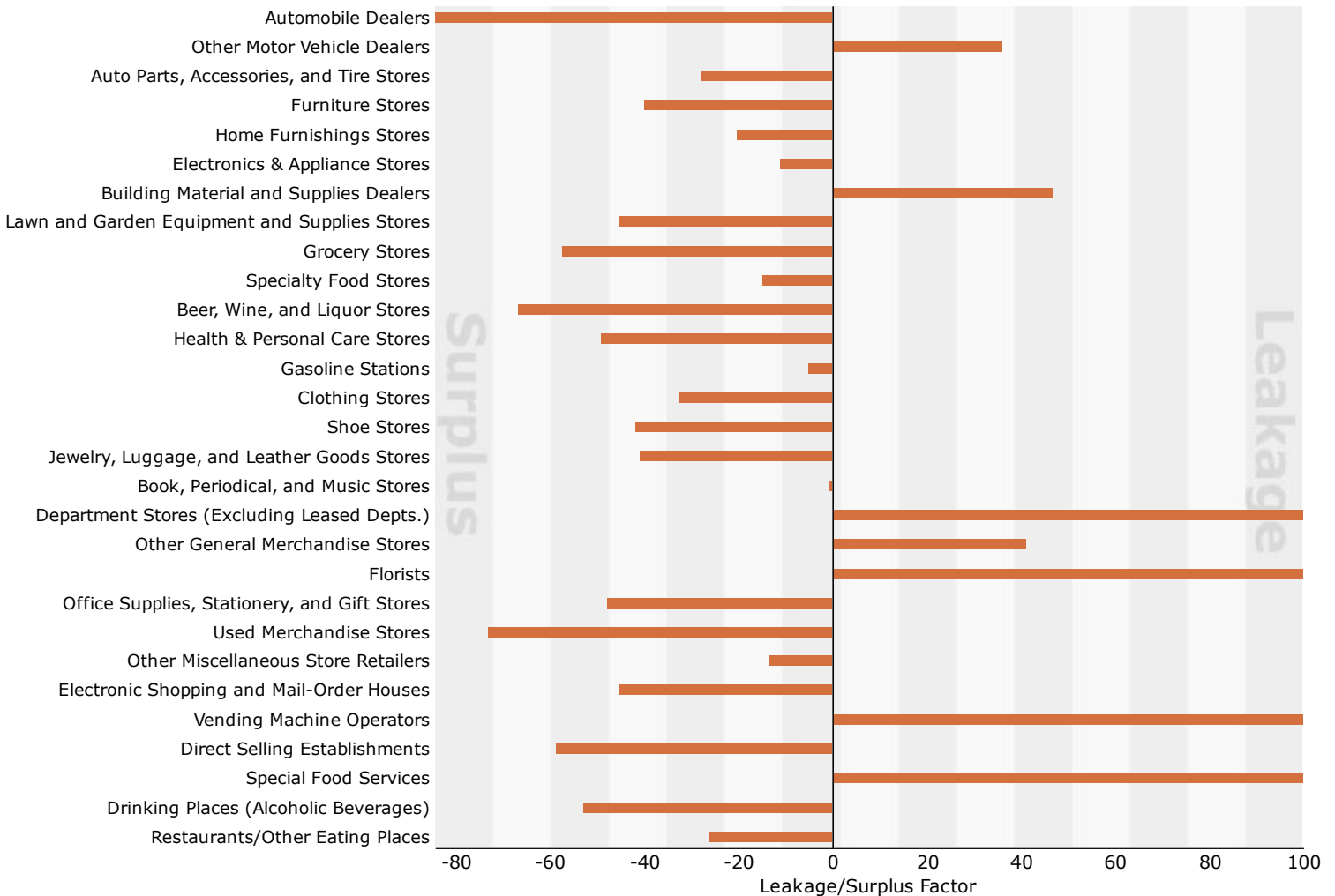
184 Clarkson Rd, Ballwin, Missouri, 63011
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.59767
 Longitude: -90.58577

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

184 Clarkson Rd, Ballwin, Missouri, 63011
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.59767
 Longitude: -90.58577

Summary Demographics

2019 Population	71,989
2019 Households	26,583
2019 Median Disposable Income	\$82,165
2019 Per Capita Income	\$53,238

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	\$1,640,723,356	\$1,508,298,714	\$132,424,642	4.2	399
Total Retail Trade	44-45	\$1,476,233,544	\$1,422,762,480	\$53,471,064	1.8	286
Total Food & Drink	722	\$164,489,812	\$85,536,233	\$78,953,579	31.6	114

2017 Industry Group

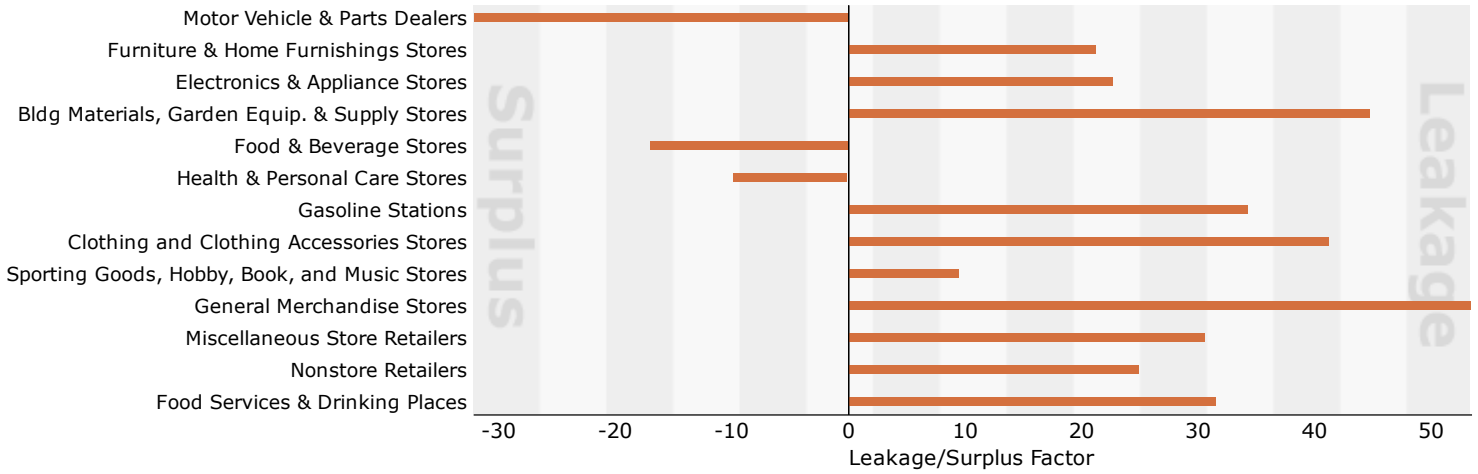
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$313,234,043	\$610,665,187	-\$297,431,144	-32.2	28
Automobile Dealers	4411	\$251,364,503	\$592,756,395	-\$341,391,892	-40.4	13
Other Motor Vehicle Dealers	4412	\$33,499,812	\$3,851,014	\$29,648,798	79.4	3
Auto Parts, Accessories & Tire Stores	4413	\$28,369,728	\$14,057,778	\$14,311,950	33.7	12
Furniture & Home Furnishings Stores	442	\$49,740,669	\$32,286,863	\$17,453,806	21.3	18
Furniture Stores	4421	\$29,023,622	\$16,681,221	\$12,342,401	27.0	6
Home Furnishings Stores	4422	\$20,717,047	\$15,605,642	\$5,111,405	14.1	11
Electronics & Appliance Stores	443	\$46,136,943	\$29,069,430	\$17,067,513	22.7	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$111,004,023	\$42,345,373	\$68,658,650	44.8	23
Bldg Material & Supplies Dealers	4441	\$103,290,641	\$39,325,591	\$63,965,050	44.9	17
Lawn & Garden Equip & Supply Stores	4442	\$7,713,382	\$3,019,782	\$4,693,600	43.7	6
Food & Beverage Stores	445	\$235,706,280	\$332,342,922	-\$96,636,642	-17.0	22
Grocery Stores	4451	\$217,673,555	\$323,346,822	-\$105,673,267	-19.5	14
Specialty Food Stores	4452	\$8,039,195	\$4,237,348	\$3,801,847	31.0	7
Beer, Wine & Liquor Stores	4453	\$9,993,531	\$4,758,752	\$5,234,779	35.5	1
Health & Personal Care Stores	446,4461	\$84,900,484	\$103,626,379	-\$18,725,895	-9.9	36
Gasoline Stations	447,4471	\$160,053,713	\$78,126,402	\$81,927,311	34.4	17
Clothing & Clothing Accessories Stores	448	\$69,130,806	\$28,741,919	\$40,388,887	41.3	30
Clothing Stores	4481	\$44,046,229	\$18,169,108	\$25,877,121	41.6	19
Shoe Stores	4482	\$11,509,671	\$6,024,946	\$5,484,725	31.3	5
Jewelry, Luggage & Leather Goods Stores	4483	\$13,574,906	\$4,547,865	\$9,027,041	49.8	6
Sporting Goods, Hobby, Book & Music Stores	451	\$44,764,384	\$36,927,680	\$7,836,704	9.6	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$38,296,021	\$35,330,903	\$2,965,118	4.0	22
Book, Periodical & Music Stores	4512	\$6,468,363	\$1,596,777	\$4,871,586	60.4	2
General Merchandise Stores	452	\$283,266,407	\$85,782,329	\$197,484,078	53.5	10
Department Stores Excluding Leased Depts.	4521	\$217,416,018	\$77,003,435	\$140,412,583	47.7	5
Other General Merchandise Stores	4529	\$65,850,390	\$8,778,894	\$57,071,496	76.5	5
Miscellaneous Store Retailers	453	\$59,903,085	\$31,819,129	\$28,083,956	30.6	55
Florists	4531	\$5,035,749	\$2,121,942	\$2,913,807	40.7	8
Office Supplies, Stationery & Gift Stores	4532	\$15,390,477	\$9,199,047	\$6,191,430	25.2	15
Used Merchandise Stores	4533	\$7,346,024	\$8,747,684	-\$1,401,660	-8.7	7
Other Miscellaneous Store Retailers	4539	\$32,130,835	\$11,750,456	\$20,380,379	46.4	25
Nonstore Retailers	454	\$18,392,706	\$11,028,867	\$7,363,839	25.0	7
Electronic Shopping & Mail-Order Houses	4541	\$11,833,330	\$8,076,176	\$3,757,154	18.9	4
Vending Machine Operators	4542	\$1,557,889	\$454,869	\$1,103,020	54.8	1
Direct Selling Establishments	4543	\$5,001,488	\$2,497,822	\$2,503,666	33.4	2
Food Services & Drinking Places	722	\$164,489,812	\$85,536,233	\$78,953,579	31.6	114
Special Food Services	7223	\$4,392,489	\$814,353	\$3,578,136	68.7	3
Drinking Places - Alcoholic Beverages	7224	\$5,070,103	\$4,789,733	\$280,370	2.8	7
Restaurants/Other Eating Places	7225	\$155,027,220	\$79,932,147	\$75,095,073	32.0	104

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>

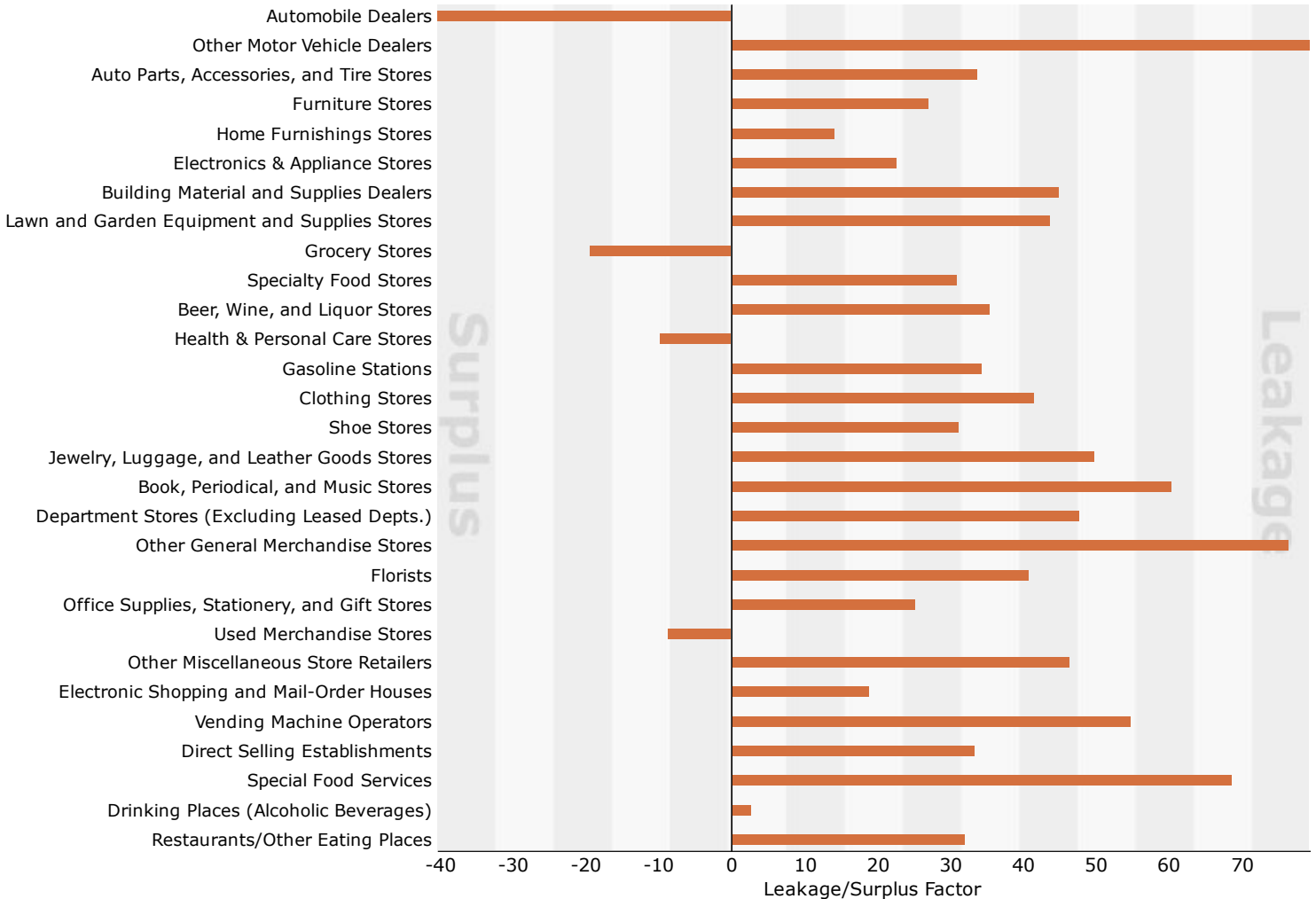
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

184 Clarkson Rd, Ballwin, Missouri, 63011
 Ring: 5 mile radius

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 Latitude: 38.59767
 Longitude: -90.58577

Summary Demographics

2019 Population	142,993
2019 Households	54,076
2019 Median Disposable Income	\$80,662
2019 Per Capita Income	\$54,313

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	\$3,299,556,522	\$3,455,110,727	-\$155,554,205	-2.3	1,035
Total Retail Trade	44-45	\$2,968,922,621	\$3,212,501,887	-\$243,579,266	-3.9	756
Total Food & Drink	722	\$330,633,901	\$242,608,839	\$88,025,062	15.4	279

2017 Industry Group

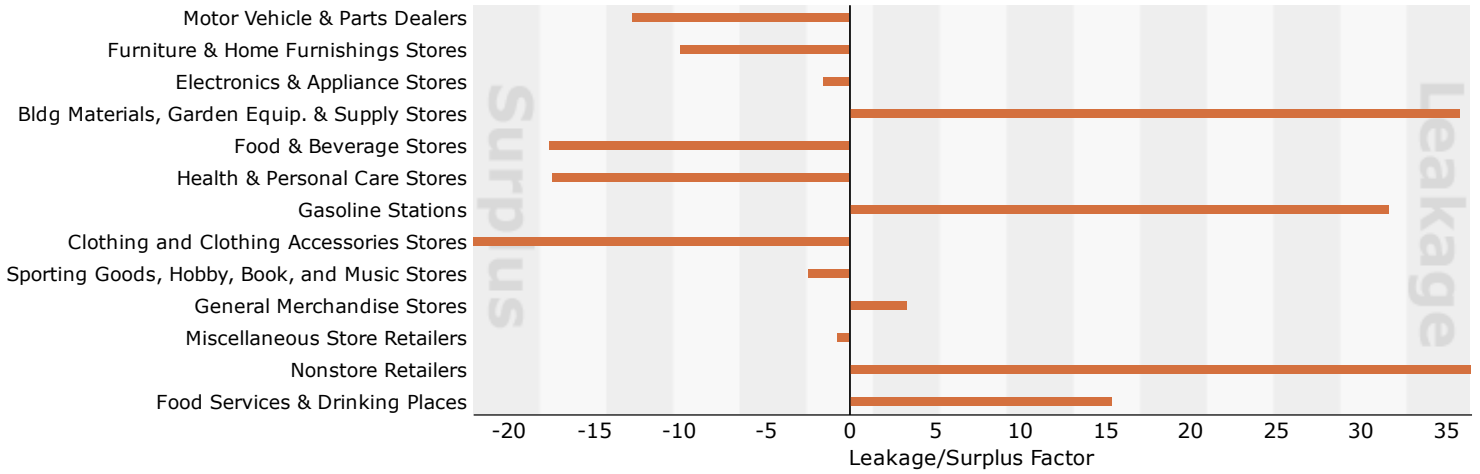
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$628,392,908	\$812,864,265	-\$184,471,357	-12.8	55
Automobile Dealers	4411	\$504,306,837	\$771,566,062	-\$267,259,225	-20.9	24
Other Motor Vehicle Dealers	4412	\$66,951,853	\$15,061,431	\$51,890,422	63.3	9
Auto Parts, Accessories & Tire Stores	4413	\$57,134,218	\$26,236,772	\$30,897,446	37.1	21
Furniture & Home Furnishings Stores	442	\$99,645,132	\$121,865,415	-\$22,220,283	-10.0	57
Furniture Stores	4421	\$58,283,290	\$76,079,652	-\$17,796,362	-13.2	28
Home Furnishings Stores	4422	\$41,361,842	\$45,785,763	-\$4,423,921	-5.1	29
Electronics & Appliance Stores	443	\$92,830,084	\$95,944,393	-\$3,114,309	-1.6	39
Bldg Materials, Garden Equip. & Supply Stores	444	\$221,539,713	\$104,761,765	\$116,777,948	35.8	51
Bldg Material & Supplies Dealers	4441	\$206,126,520	\$98,728,274	\$107,398,246	35.2	38
Lawn & Garden Equip & Supply Stores	4442	\$15,413,193	\$6,033,490	\$9,379,703	43.7	13
Food & Beverage Stores	445	\$475,976,280	\$680,461,093	-\$204,484,813	-17.7	57
Grocery Stores	4451	\$439,568,797	\$653,036,091	-\$213,467,294	-19.5	34
Specialty Food Stores	4452	\$16,232,310	\$11,568,542	\$4,663,768	16.8	16
Beer, Wine & Liquor Stores	4453	\$20,175,174	\$15,856,460	\$4,318,714	12.0	7
Health & Personal Care Stores	446,4461	\$171,379,288	\$244,174,931	-\$72,795,643	-17.5	85
Gasoline Stations	447,4471	\$322,837,207	\$167,414,847	\$155,422,360	31.7	34
Clothing & Clothing Accessories Stores	448	\$138,983,374	\$218,014,167	-\$79,030,793	-22.1	157
Clothing Stores	4481	\$88,580,750	\$161,526,713	-\$72,945,963	-29.2	106
Shoe Stores	4482	\$23,053,160	\$31,561,515	-\$8,508,355	-15.6	24
Jewelry, Luggage & Leather Goods Stores	4483	\$27,349,464	\$24,925,939	\$2,423,525	4.6	26
Sporting Goods, Hobby, Book & Music Stores	451	\$89,792,868	\$94,402,720	-\$4,609,852	-2.5	50
Sporting Goods/Hobby/Musical Instr Stores	4511	\$76,749,921	\$84,858,834	-\$8,108,913	-5.0	45
Book, Periodical & Music Stores	4512	\$13,042,947	\$9,543,887	\$3,499,060	15.5	5
General Merchandise Stores	452	\$569,750,261	\$532,805,658	\$36,944,603	3.4	29
Department Stores Excluding Leased Depts.	4521	\$437,063,454	\$335,382,581	\$101,680,873	13.2	13
Other General Merchandise Stores	4529	\$132,686,807	\$197,423,078	-\$64,736,271	-19.6	16
Miscellaneous Store Retailers	453	\$120,587,739	\$122,500,859	-\$1,913,120	-0.8	129
Florists	4531	\$10,061,273	\$4,032,381	\$6,028,892	42.8	12
Office Supplies, Stationery & Gift Stores	4532	\$30,947,553	\$23,348,424	\$7,599,129	14.0	33
Used Merchandise Stores	4533	\$14,779,479	\$12,708,886	\$2,070,593	7.5	13
Other Miscellaneous Store Retailers	4539	\$64,799,434	\$82,411,168	-\$17,611,734	-12.0	70
Nonstore Retailers	454	\$37,207,768	\$17,291,773	\$19,915,995	36.5	12
Electronic Shopping & Mail-Order Houses	4541	\$23,818,791	\$13,994,946	\$9,823,845	26.0	7
Vending Machine Operators	4542	\$3,146,086	\$569,154	\$2,576,932	69.4	2
Direct Selling Establishments	4543	\$10,242,890	\$2,727,673	\$7,515,217	57.9	3
Food Services & Drinking Places	722	\$330,633,901	\$242,608,839	\$88,025,062	15.4	279
Special Food Services	7223	\$8,760,313	\$2,929,665	\$5,830,648	49.9	5
Drinking Places - Alcoholic Beverages	7224	\$10,224,911	\$11,408,401	-\$1,183,490	-5.5	12
Restaurants/Other Eating Places	7225	\$311,648,677	\$228,270,773	\$83,377,904	15.4	262

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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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

