



Retail MarketPlace Profile

16006 Manchester Rd, Ballwin, Missouri, 63011
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.59146
 Longitude: -90.59192

Summary Demographics						
2019 Population						7,382
2019 Households						3,033
2019 Median Disposable Income						\$63,835
2019 Per Capita Income						\$46,898
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	\$146,355,567	\$473,198,798	-\$326,843,231	-52.8	111
Total Retail Trade	44-45	\$131,891,379	\$453,247,465	-\$321,356,086	-54.9	83
Total Food & Drink	722	\$14,464,187	\$19,951,334	-\$5,487,147	-15.9	28
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$27,847,830	\$244,359,359	-\$216,511,529	-79.5	8
Automobile Dealers	4411	\$22,324,321	\$240,701,315	-\$218,376,994	-83.0	5
Other Motor Vehicle Dealers	4412	\$2,970,137	\$0	\$2,970,137	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,553,372	\$2,962,742	-\$409,370	-7.4	3
Furniture & Home Furnishings Stores	442	\$4,389,600	\$7,511,068	-\$3,121,468	-26.2	5
Furniture Stores	4421	\$2,550,003	\$5,192,523	-\$2,642,520	-34.1	2
Home Furnishings Stores	4422	\$1,839,597	\$2,318,545	-\$478,948	-11.5	3
Electronics & Appliance Stores	443	\$4,127,721	\$14,016,557	-\$9,888,836	-54.5	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,787,236	\$23,430,179	-\$13,642,943	-41.1	9
Bldg Material & Supplies Dealers	4441	\$9,145,135	\$21,455,332	-\$12,310,197	-40.2	6
Lawn & Garden Equip & Supply Stores	4442	\$642,102	\$1,974,847	-\$1,332,745	-50.9	3
Food & Beverage Stores	445	\$21,253,285	\$58,249,509	-\$36,996,224	-46.5	4
Grocery Stores	4451	\$19,641,593	\$53,077,821	-\$33,436,228	-46.0	2
Specialty Food Stores	4452	\$723,472	\$517,345	\$206,127	16.6	1
Beer, Wine & Liquor Stores	4453	\$888,220	\$4,654,342	-\$3,766,122	-67.9	1
Health & Personal Care Stores	446,4461	\$7,829,701	\$22,633,603	-\$14,803,902	-48.6	9
Gasoline Stations	447,4471	\$14,516,834	\$20,096,706	-\$5,579,872	-16.1	5
Clothing & Clothing Accessories Stores	448	\$6,034,168	\$11,871,924	-\$5,837,756	-32.6	12
Clothing Stores	4481	\$3,859,309	\$6,323,912	-\$2,464,603	-24.2	8
Shoe Stores	4482	\$993,663	\$2,606,370	-\$1,612,707	-44.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,181,197	\$2,941,642	-\$1,760,445	-42.7	2
Sporting Goods, Hobby, Book & Music Stores	451	\$3,952,826	\$13,669,684	-\$9,716,858	-55.1	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,384,554	\$13,331,353	-\$9,946,799	-59.5	6
Book, Periodical & Music Stores	4512	\$568,271	\$0	\$568,271	100.0	0
General Merchandise Stores	452	\$25,154,220	\$19,793,653	\$5,360,567	11.9	3
Department Stores Excluding Leased Depts.	4521	\$19,250,695	\$17,327,239	\$1,923,456	5.3	1
Other General Merchandise Stores	4529	\$5,903,524	\$2,466,414	\$3,437,110	41.1	2
Miscellaneous Store Retailers	453	\$5,366,949	\$11,974,619	-\$6,607,670	-38.1	14
Florists	4531	\$407,237	\$0	\$407,237	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,374,630	\$4,693,359	-\$3,318,729	-54.7	5
Used Merchandise Stores	4533	\$649,570	\$0	\$649,570	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,935,512	\$4,806,338	-\$1,870,826	-24.2	8
Nonstore Retailers	454	\$1,631,010	\$5,640,606	-\$4,009,596	-55.1	3
Electronic Shopping & Mail-Order Houses	4541	\$1,050,531	\$4,589,390	-\$3,538,859	-62.7	2
Vending Machine Operators	4542	\$140,363	\$0	\$140,363	100.0	0
Direct Selling Establishments	4543	\$440,116	\$0	\$440,116	100.0	0
Food Services & Drinking Places	722	\$14,464,187	\$19,951,334	-\$5,487,147	-15.9	28
Special Food Services	7223	\$367,493	\$0	\$367,493	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$446,593	\$378,589	\$68,004	8.2	2
Restaurants/Other Eating Places	7225	\$13,650,101	\$19,572,745	-\$5,922,644	-17.8	26

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>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

June 23, 2020

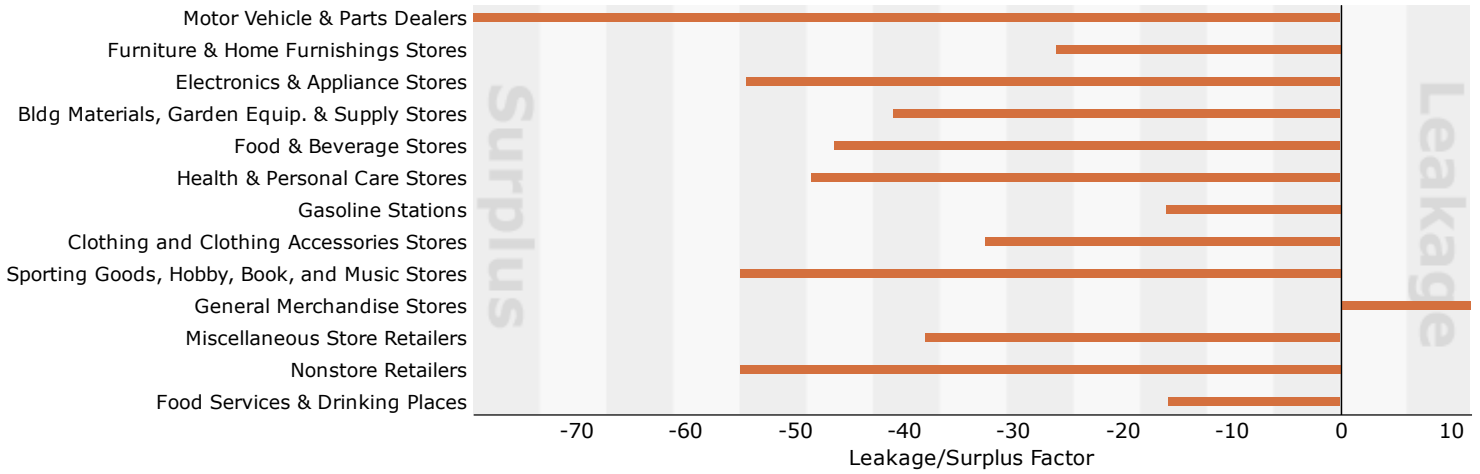


Retail MarketPlace Profile

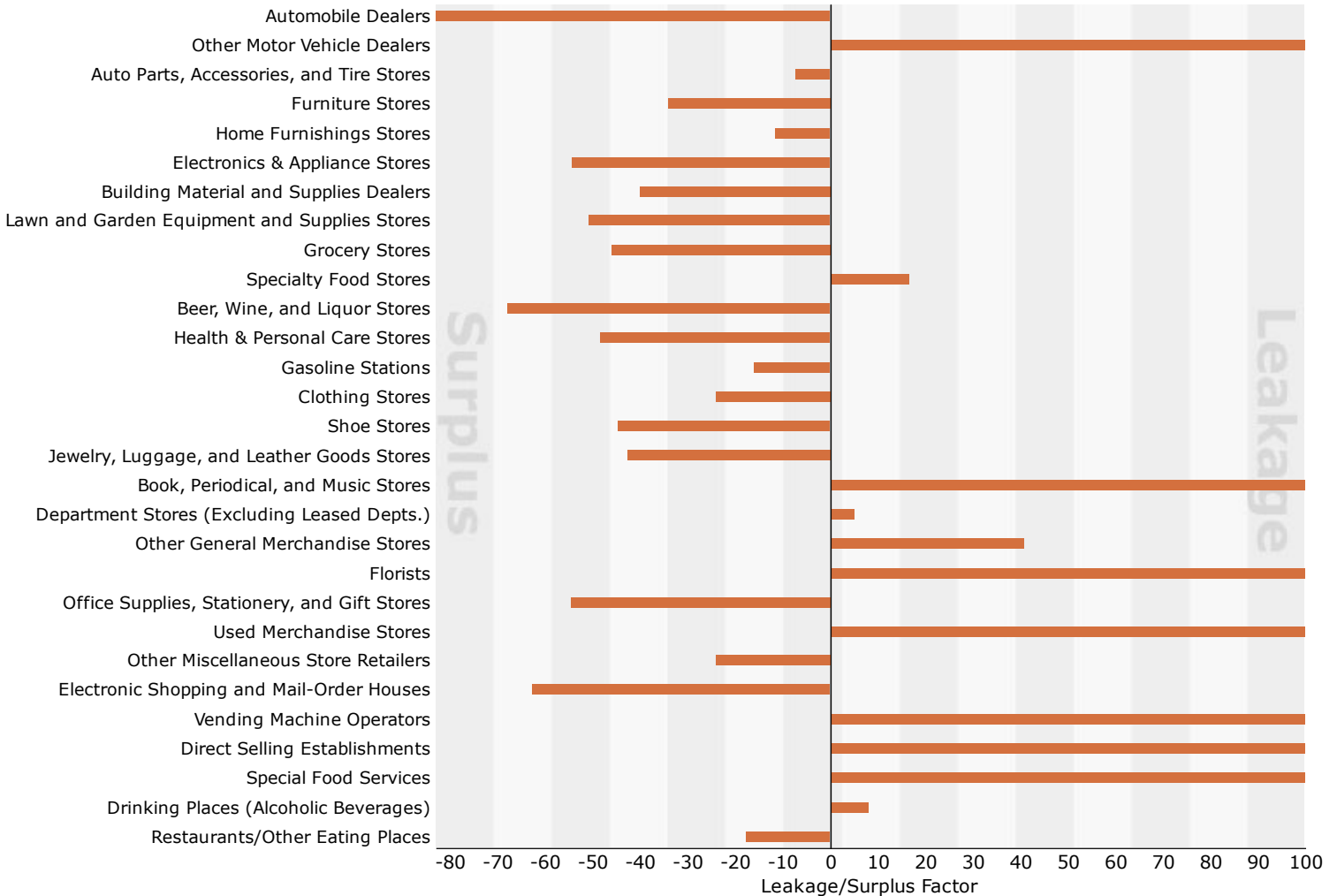
16006 Manchester Rd, Ballwin, Missouri, 63011
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.59146
 Longitude: -90.59192

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

16006 Manchester Rd, Ballwin, Missouri, 63011
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.59146
 Longitude: -90.59192

Summary Demographics

2019 Population	65,336
2019 Households	23,876
2019 Median Disposable Income	\$82,407
2019 Per Capita Income	\$52,513

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	\$1,464,917,940	\$1,368,442,699	\$96,475,241	3.4	350
Total Retail Trade	44-45	\$1,317,969,770	\$1,290,544,150	\$27,425,620	1.1	247
Total Food & Drink	722	\$146,948,171	\$77,898,549	\$69,049,622	30.7	103

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$280,073,046	\$548,520,799	-\$268,447,753	-32.4	25
Automobile Dealers	4411	\$224,811,310	\$530,993,334	-\$306,182,024	-40.5	11
Other Motor Vehicle Dealers	4412	\$29,973,544	\$4,185,853	\$25,787,691	75.5	3
Auto Parts, Accessories & Tire Stores	4413	\$25,288,192	\$13,341,611	\$11,946,581	30.9	11
Furniture & Home Furnishings Stores	442	\$44,447,849	\$30,300,398	\$14,147,451	18.9	17
Furniture Stores	4421	\$25,949,657	\$17,232,856	\$8,716,801	20.2	7
Home Furnishings Stores	4422	\$18,498,193	\$13,067,542	\$5,430,651	17.2	10
Electronics & Appliance Stores	443	\$41,110,052	\$26,229,125	\$14,880,927	22.1	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$99,136,970	\$33,443,141	\$65,693,829	49.6	22
Bldg Material & Supplies Dealers	4441	\$92,244,190	\$30,493,143	\$61,751,047	50.3	16
Lawn & Garden Equip & Supply Stores	4442	\$6,892,780	\$2,949,998	\$3,942,782	40.1	6
Food & Beverage Stores	445	\$210,306,643	\$329,482,612	-\$119,175,969	-22.1	18
Grocery Stores	4451	\$194,234,801	\$321,870,232	-\$127,635,431	-24.7	13
Specialty Food Stores	4452	\$7,176,723	\$2,958,038	\$4,218,685	41.6	4
Beer, Wine & Liquor Stores	4453	\$8,895,119	\$4,654,342	\$4,240,777	31.3	1
Health & Personal Care Stores	446,4461	\$75,553,322	\$93,757,977	-\$18,204,655	-10.8	30
Gasoline Stations	447,4471	\$142,900,837	\$47,941,873	\$94,958,964	49.8	11
Clothing & Clothing Accessories Stores	448	\$61,697,708	\$26,854,251	\$34,843,457	39.3	26
Clothing Stores	4481	\$39,321,068	\$17,525,248	\$21,795,820	38.3	17
Shoe Stores	4482	\$10,317,594	\$6,061,057	\$4,256,537	26.0	5
Jewelry, Luggage & Leather Goods Stores	4483	\$12,059,046	\$3,267,946	\$8,791,100	57.4	4
Sporting Goods, Hobby, Book & Music Stores	451	\$39,981,661	\$28,785,761	\$11,195,900	16.3	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$34,209,253	\$28,026,688	\$6,182,565	9.9	18
Book, Periodical & Music Stores	4512	\$5,772,407	\$759,073	\$5,013,334	76.8	1
General Merchandise Stores	452	\$252,961,057	\$85,868,126	\$167,092,931	49.3	10
Department Stores Excluding Leased Depts.	4521	\$194,155,753	\$77,003,435	\$117,152,318	43.2	5
Other General Merchandise Stores	4529	\$58,805,304	\$8,864,691	\$49,940,613	73.8	5
Miscellaneous Store Retailers	453	\$53,451,802	\$28,625,857	\$24,825,945	30.2	47
Florists	4531	\$4,497,023	\$1,495,988	\$3,001,035	50.1	5
Office Supplies, Stationery & Gift Stores	4532	\$13,738,160	\$9,182,618	\$4,555,542	19.9	14
Used Merchandise Stores	4533	\$6,560,039	\$7,278,232	-\$718,193	-5.2	5
Other Miscellaneous Store Retailers	4539	\$28,656,580	\$10,669,019	\$17,987,561	45.7	22
Nonstore Retailers	454	\$16,348,824	\$10,734,230	\$5,614,594	20.7	6
Electronic Shopping & Mail-Order Houses	4541	\$10,549,861	\$7,920,869	\$2,628,992	14.2	4
Vending Machine Operators	4542	\$1,390,538	\$454,869	\$935,669	50.7	1
Direct Selling Establishments	4543	\$4,408,425	\$2,358,492	\$2,049,933	30.3	1
Food Services & Drinking Places	722	\$146,948,171	\$77,898,549	\$69,049,622	30.7	103
Special Food Services	7223	\$3,948,623	\$181,665	\$3,766,958	91.2	1
Drinking Places - Alcoholic Beverages	7224	\$4,524,543	\$4,349,371	\$175,172	2.0	6
Restaurants/Other Eating Places	7225	\$138,475,005	\$73,367,513	\$65,107,492	30.7	96

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>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

June 23, 2020

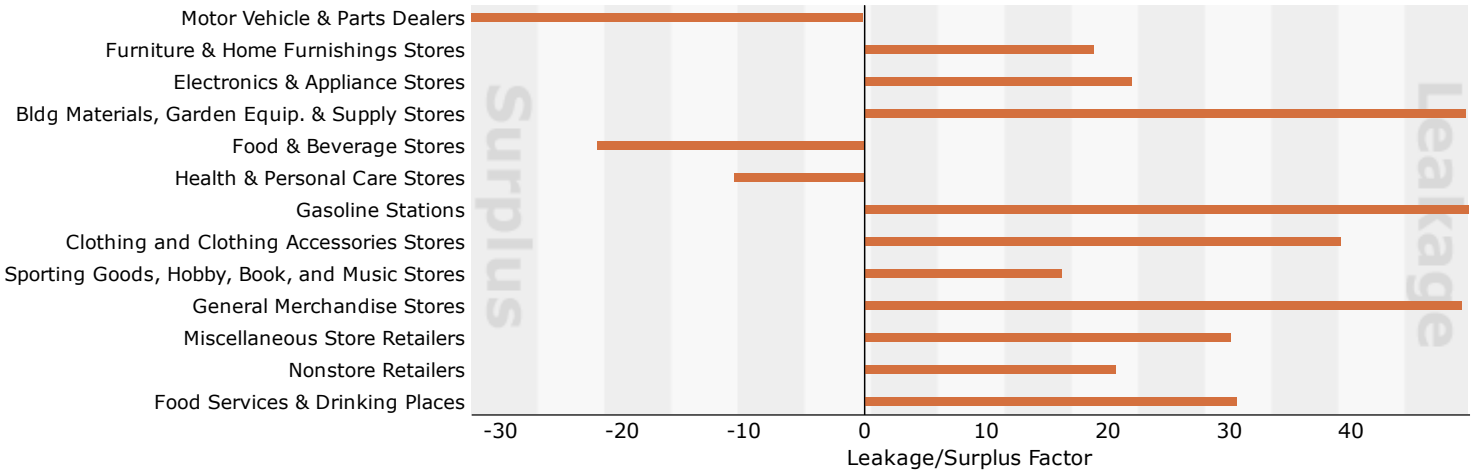


Retail MarketPlace Profile

16006 Manchester Rd, Ballwin, Missouri, 63011
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.59146
 Longitude: -90.59192

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

16006 Manchester Rd, Ballwin, Missouri, 63011
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.59146
 Longitude: -90.59192

Summary Demographics

2019 Population	134,335
2019 Households	50,601
2019 Median Disposable Income	\$81,343
2019 Per Capita Income	\$54,410

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	\$3,116,213,936	\$2,774,521,784	\$341,692,152	5.8	834
Total Retail Trade	44-45	\$2,803,834,171	\$2,580,547,301	\$223,286,870	4.1	601
Total Food & Drink	722	\$312,379,765	\$193,974,484	\$118,405,281	23.4	232

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$593,751,202	\$755,983,044	-\$162,231,842	-12.0	46
Automobile Dealers	4411	\$476,473,265	\$724,847,025	-\$248,373,760	-20.7	20
Other Motor Vehicle Dealers	4412	\$63,336,224	\$7,306,826	\$56,029,398	79.3	6
Auto Parts, Accessories & Tire Stores	4413	\$53,941,713	\$23,829,194	\$30,112,519	38.7	19
Furniture & Home Furnishings Stores	442	\$94,229,722	\$82,193,037	\$12,036,685	6.8	39
Furniture Stores	4421	\$55,072,216	\$52,976,597	\$2,095,619	1.9	18
Home Furnishings Stores	4422	\$39,157,507	\$29,216,439	\$9,941,068	14.5	20
Electronics & Appliance Stores	443	\$87,706,507	\$62,328,549	\$25,377,958	16.9	30
Bldg Materials, Garden Equip. & Supply Stores	444	\$209,796,583	\$72,385,305	\$137,411,278	48.7	40
Bldg Material & Supplies Dealers	4441	\$195,198,450	\$66,787,234	\$128,411,216	49.0	29
Lawn & Garden Equip & Supply Stores	4442	\$14,598,133	\$5,598,071	\$9,000,062	44.6	11
Food & Beverage Stores	445	\$448,877,631	\$624,144,079	-\$175,266,448	-16.3	48
Grocery Stores	4451	\$414,526,956	\$601,990,199	-\$187,463,243	-18.4	29
Specialty Food Stores	4452	\$15,308,022	\$8,453,029	\$6,854,993	28.8	13
Beer, Wine & Liquor Stores	4453	\$19,042,653	\$13,700,851	\$5,341,802	16.3	5
Health & Personal Care Stores	446,4461	\$161,610,699	\$180,894,309	-\$19,283,610	-5.6	72
Gasoline Stations	447,4471	\$304,550,854	\$134,226,616	\$170,324,238	38.8	29
Clothing & Clothing Accessories Stores	448	\$131,355,718	\$156,593,464	-\$25,237,746	-8.8	120
Clothing Stores	4481	\$83,701,206	\$114,344,406	-\$30,643,200	-15.5	80
Shoe Stores	4482	\$21,797,353	\$20,292,702	\$1,504,651	3.6	17
Jewelry, Luggage & Leather Goods Stores	4483	\$25,857,159	\$21,956,356	\$3,900,803	8.2	23
Sporting Goods, Hobby, Book & Music Stores	451	\$84,888,213	\$73,271,966	\$11,616,247	7.3	42
Sporting Goods/Hobby/Musical Instr Stores	4511	\$72,575,105	\$64,169,499	\$8,405,606	6.1	37
Book, Periodical & Music Stores	4512	\$12,313,107	\$9,102,467	\$3,210,640	15.0	5
General Merchandise Stores	452	\$538,116,293	\$346,273,065	\$191,843,228	21.7	23
Department Stores Excluding Leased Depts.	4521	\$412,901,590	\$262,437,964	\$150,463,626	22.3	11
Other General Merchandise Stores	4529	\$125,214,703	\$83,835,101	\$41,379,602	19.8	13
Miscellaneous Store Retailers	453	\$113,844,792	\$78,176,926	\$35,667,866	18.6	103
Florists	4531	\$9,535,455	\$3,432,576	\$6,102,879	47.1	12
Office Supplies, Stationery & Gift Stores	4532	\$29,228,861	\$19,798,746	\$9,430,115	19.2	29
Used Merchandise Stores	4533	\$13,959,139	\$11,545,596	\$2,413,543	9.5	11
Other Miscellaneous Store Retailers	4539	\$61,121,337	\$43,400,008	\$17,721,329	17.0	51
Nonstore Retailers	454	\$35,105,958	\$14,076,940	\$21,029,018	42.8	10
Electronic Shopping & Mail-Order Houses	4541	\$22,498,987	\$10,949,393	\$11,549,594	34.5	5
Vending Machine Operators	4542	\$2,966,826	\$569,154	\$2,397,672	67.8	2
Direct Selling Establishments	4543	\$9,640,145	\$2,558,394	\$7,081,751	58.1	3
Food Services & Drinking Places	722	\$312,379,765	\$193,974,484	\$118,405,281	23.4	232
Special Food Services	7223	\$8,295,024	\$2,420,690	\$5,874,334	54.8	5
Drinking Places - Alcoholic Beverages	7224	\$9,653,657	\$8,976,907	\$676,750	3.6	11
Restaurants/Other Eating Places	7225	\$294,431,083	\$182,576,886	\$111,854,197	23.4	216

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>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

June 23, 2020

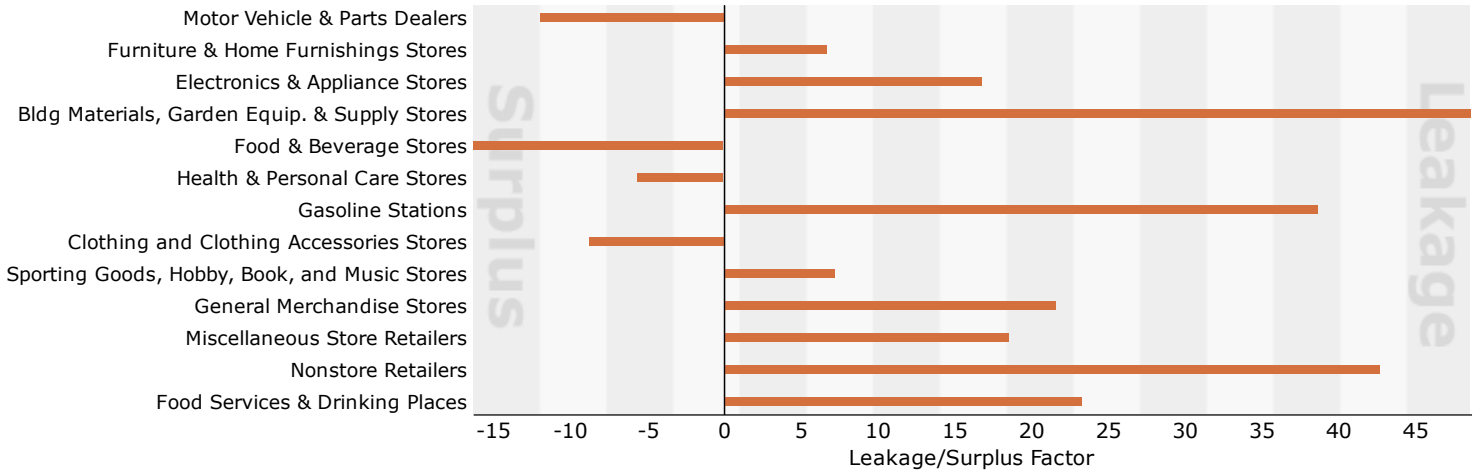


Retail MarketPlace Profile

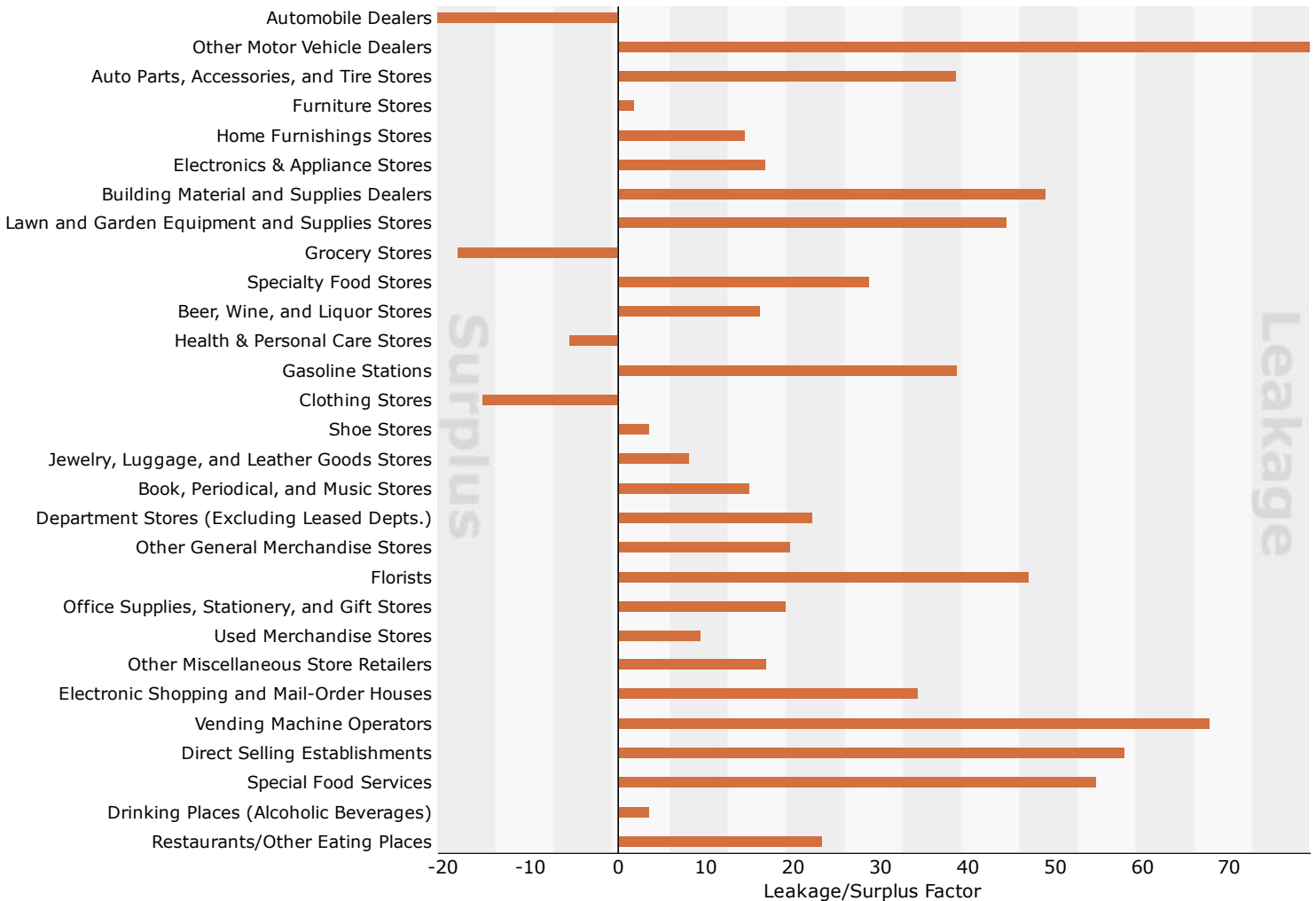
16006 Manchester Rd, Ballwin, Missouri, 63011
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.59146
 Longitude: -90.59192

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.