



Retail MarketPlace Profile

7 N 9th St Columbia MO 65201
 7 N 9th St Columbia MO 65201
 Ring: 1 mile radius

Latitude: 38.9519
 Longitude: -92.3276

Summary Demographics

2016 Population	20,037
2016 Households	6,119
2016 Median Disposable Income	\$16,971
2016 Per Capita Income	\$14,312

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	\$118,080,588	\$376,151,473	-\$258,070,885	-52.2	322
Total Retail Trade	44-45	\$106,459,961	\$298,328,660	-\$191,868,699	-47.4	200
Total Food & Drink	722	\$11,620,627	\$77,822,812	-\$66,202,185	-74.0	122

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$24,784,725	\$32,373,769	-\$7,589,044	-13.3	19
Automobile Dealers	4411	\$20,635,681	\$22,195,666	-\$1,559,985	-3.6	10
Other Motor Vehicle Dealers	4412	\$2,489,752	\$505,743	\$1,984,009	66.2	1
Auto Parts, Accessories & Tire Stores	4413	\$1,659,292	\$9,672,360	-\$8,013,068	-70.7	8
Furniture & Home Furnishings Stores	442	\$2,995,690	\$11,134,044	-\$8,138,354	-57.6	11
Furniture Stores	4421	\$1,995,065	\$3,214,935	-\$1,219,870	-23.4	4
Home Furnishings Stores	4422	\$1,000,624	\$7,919,109	-\$6,918,485	-77.6	7
Electronics & Appliance Stores	443	\$5,251,045	\$16,193,504	-\$10,942,459	-51.0	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,212,359	\$12,825,833	-\$7,613,474	-42.2	15
Bldg Material & Supplies Dealers	4441	\$4,822,988	\$10,938,474	-\$6,115,486	-38.8	12
Lawn & Garden Equip & Supply Stores	4442	\$389,371	\$1,887,359	-\$1,497,988	-65.8	3
Food & Beverage Stores	445	\$18,907,256	\$20,327,908	-\$1,420,652	-3.6	18
Grocery Stores	4451	\$17,377,030	\$15,724,894	\$1,652,136	5.0	13
Specialty Food Stores	4452	\$870,856	\$2,488,069	-\$1,617,213	-48.1	2
Beer, Wine & Liquor Stores	4453	\$659,369	\$2,114,945	-\$1,455,576	-52.5	3
Health & Personal Care Stores	446,4461	\$5,400,692	\$53,772,434	-\$48,371,742	-81.7	17
Gasoline Stations	447,4471	\$7,774,258	\$12,347,509	-\$4,573,251	-22.7	5
Clothing & Clothing Accessories Stores	448	\$4,408,294	\$21,306,039	-\$16,897,745	-65.7	34
Clothing Stores	4481	\$2,920,863	\$12,817,758	-\$9,896,895	-62.9	24
Shoe Stores	4482	\$721,302	\$1,721,546	-\$1,000,244	-40.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$766,129	\$6,766,735	-\$6,000,606	-79.7	8
Sporting Goods, Hobby, Book & Music Stores	451	\$2,919,780	\$33,166,500	-\$30,246,720	-83.8	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,393,564	\$13,324,820	-\$10,931,256	-69.5	12
Book, Periodical & Music Stores	4512	\$526,216	\$19,841,680	-\$19,315,464	-94.8	6
General Merchandise Stores	452	\$22,344,311	\$45,122,680	-\$22,778,369	-33.8	7
Department Stores Excluding Leased Depts.	4521	\$17,692,888	\$38,433,116	-\$20,740,228	-37.0	2
Other General Merchandise Stores	4529	\$4,651,423	\$6,689,565	-\$2,038,142	-18.0	5
Miscellaneous Store Retailers	453	\$4,928,313	\$29,317,723	-\$24,389,410	-71.2	41
Florists	4531	\$221,876	\$2,142,104	-\$1,920,228	-81.2	6
Office Supplies, Stationery & Gift Stores	4532	\$992,431	\$7,913,672	-\$6,921,241	-77.7	6
Used Merchandise Stores	4533	\$482,259	\$1,146,179	-\$663,920	-40.8	9
Other Miscellaneous Store Retailers	4539	\$3,231,747	\$18,115,768	-\$14,884,021	-69.7	19
Nonstore Retailers	454	\$1,533,238	\$10,440,718	-\$8,907,480	-74.4	4
Electronic Shopping & Mail-Order Houses	4541	\$946,155	\$9,549,922	-\$8,603,767	-82.0	2
Vending Machine Operators	4542	\$144,148	\$0	\$144,148	100.0	0
Direct Selling Establishments	4543	\$442,935	\$890,796	-\$447,861	-33.6	2
Food Services & Drinking Places	722	\$11,620,627	\$77,822,812	-\$66,202,185	-74.0	122
Special Food Services	7223	\$281,643	\$5,380,819	-\$5,099,176	-90.1	6
Drinking Places - Alcoholic Beverages	7224	\$376,976	\$13,366,920	-\$12,989,944	-94.5	18
Restaurants/Other Eating Places	7225	\$10,962,008	\$59,075,073	-\$48,113,065	-69	98

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/data/esri_data/methodology-statements

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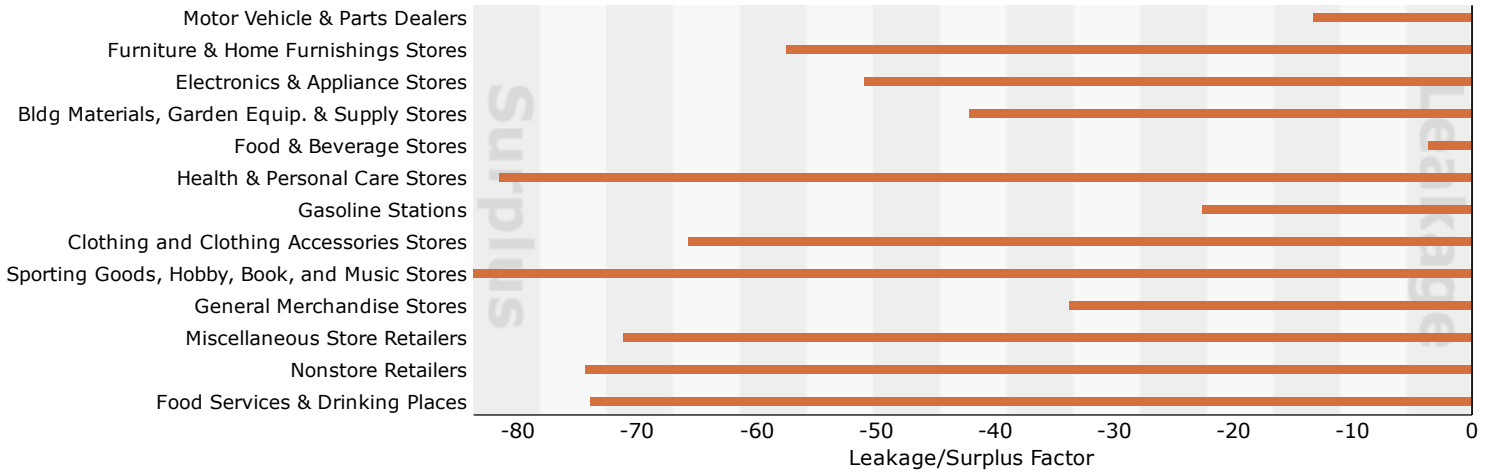


Retail MarketPlace Profile

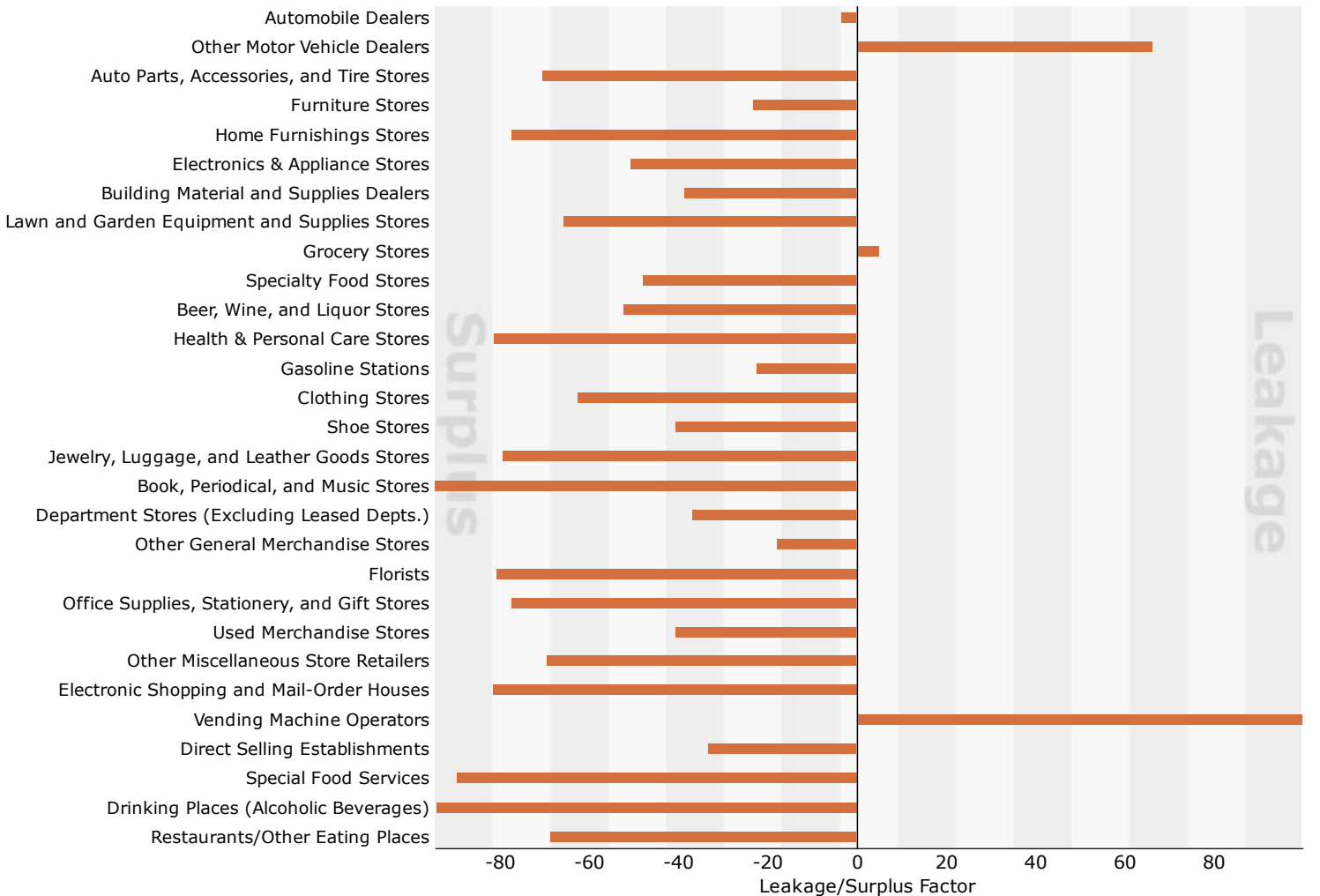
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

7 N 9th St Columbia MO 65201
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Summary Demographics

2016 Population	129,990
2016 Households	51,463
2016 Median Disposable Income	\$36,341
2016 Per Capita Income	\$25,580

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	\$1,768,974,926	\$2,917,046,782	-\$1,148,071,856	-24.5	1,193
Total Retail Trade	44-45	\$1,597,242,023	\$2,598,557,794	-\$1,001,315,771	-23.9	789
Total Food & Drink	722	\$171,732,903	\$318,488,988	-\$146,756,085	-29.9	404

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$375,413,674	\$530,470,729	-\$155,057,055	-17.1	88
Automobile Dealers	4411	\$311,295,662	\$483,601,588	-\$172,305,926	-21.7	51
Other Motor Vehicle Dealers	4412	\$39,061,457	\$18,249,223	\$20,812,234	36.3	7
Auto Parts, Accessories & Tire Stores	4413	\$25,056,555	\$28,619,918	-\$3,563,363	-6.6	29
Furniture & Home Furnishings Stores	442	\$46,016,265	\$58,554,140	-\$12,537,875	-12.0	49
Furniture Stores	4421	\$29,587,945	\$31,958,685	-\$2,370,740	-3.9	26
Home Furnishings Stores	4422	\$16,428,320	\$26,595,456	-\$10,167,136	-23.6	23
Electronics & Appliance Stores	443	\$77,074,509	\$69,406,140	\$7,668,369	5.2	49
Bldg Materials, Garden Equip. & Supply Stores	444	\$87,615,361	\$141,136,727	-\$53,521,366	-23.4	61
Bldg Material & Supplies Dealers	4441	\$81,134,942	\$134,205,328	-\$53,070,386	-24.6	52
Lawn & Garden Equip & Supply Stores	4442	\$6,480,418	\$6,931,399	-\$450,981	-3.4	9
Food & Beverage Stores	445	\$277,796,324	\$391,259,319	-\$113,462,995	-17.0	68
Grocery Stores	4451	\$255,518,779	\$370,902,870	-\$115,384,091	-18.4	42
Specialty Food Stores	4452	\$12,786,403	\$12,644,134	\$142,269	0.6	14
Beer, Wine & Liquor Stores	4453	\$9,491,142	\$7,712,315	\$1,778,827	10.3	13
Health & Personal Care Stores	446,4461	\$82,523,468	\$161,048,565	-\$78,525,097	-32.2	88
Gasoline Stations	447,4471	\$115,387,728	\$139,148,394	-\$23,760,666	-9.3	48
Clothing & Clothing Accessories Stores	448	\$64,651,803	\$126,054,742	-\$61,402,939	-32.2	111
Clothing Stores	4481	\$42,728,633	\$96,428,037	-\$53,699,404	-38.6	81
Shoe Stores	4482	\$10,517,927	\$13,517,315	-\$2,999,388	-12.5	12
Jewelry, Luggage & Leather Goods Stores	4483	\$11,405,243	\$16,109,390	-\$4,704,147	-17.1	18
Sporting Goods, Hobby, Book & Music Stores	451	\$43,135,310	\$302,336,534	-\$259,201,224	-75.0	76
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,930,435	\$107,726,406	-\$71,795,971	-50.0	57
Book, Periodical & Music Stores	4512	\$7,204,876	\$194,610,128	-\$187,405,252	-92.9	19
General Merchandise Stores	452	\$331,947,722	\$577,315,966	-\$245,368,244	-27.0	33
Department Stores Excluding Leased Depts.	4521	\$263,035,820	\$451,953,501	-\$188,917,681	-26.4	13
Other General Merchandise Stores	4529	\$68,911,902	\$125,362,465	-\$56,450,563	-29.1	20
Miscellaneous Store Retailers	453	\$73,352,029	\$84,975,092	-\$11,623,063	-7.3	110
Florists	4531	\$3,804,977	\$4,611,446	-\$806,469	-9.6	14
Office Supplies, Stationery & Gift Stores	4532	\$15,104,956	\$20,764,029	-\$5,659,073	-15.8	23
Used Merchandise Stores	4533	\$7,086,733	\$6,113,953	\$972,780	7.4	28
Other Miscellaneous Store Retailers	4539	\$47,355,362	\$53,485,664	-\$6,130,302	-6.1	45
Nonstore Retailers	454	\$22,327,830	\$16,851,445	\$5,476,385	14.0	8
Electronic Shopping & Mail-Order Houses	4541	\$13,717,669	\$15,213,433	-\$1,495,764	-5.2	5
Vending Machine Operators	4542	\$2,113,927	\$0	\$2,113,927	100.0	0
Direct Selling Establishments	4543	\$6,496,235	\$1,638,012	\$4,858,223	59.7	3
Food Services & Drinking Places	722	\$171,732,903	\$318,488,988	-\$146,756,085	-29.9	404
Special Food Services	7223	\$4,298,860	\$9,035,412	-\$4,736,552	-35.5	13
Drinking Places - Alcoholic Beverages	7224	\$5,320,694	\$18,987,283	-\$13,666,589	-56.2	29
Restaurants/Other Eating Places	7225	\$162,113,349	\$290,466,293	-\$128,352,944	-28	362

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/data/esri_data/methodology-statements

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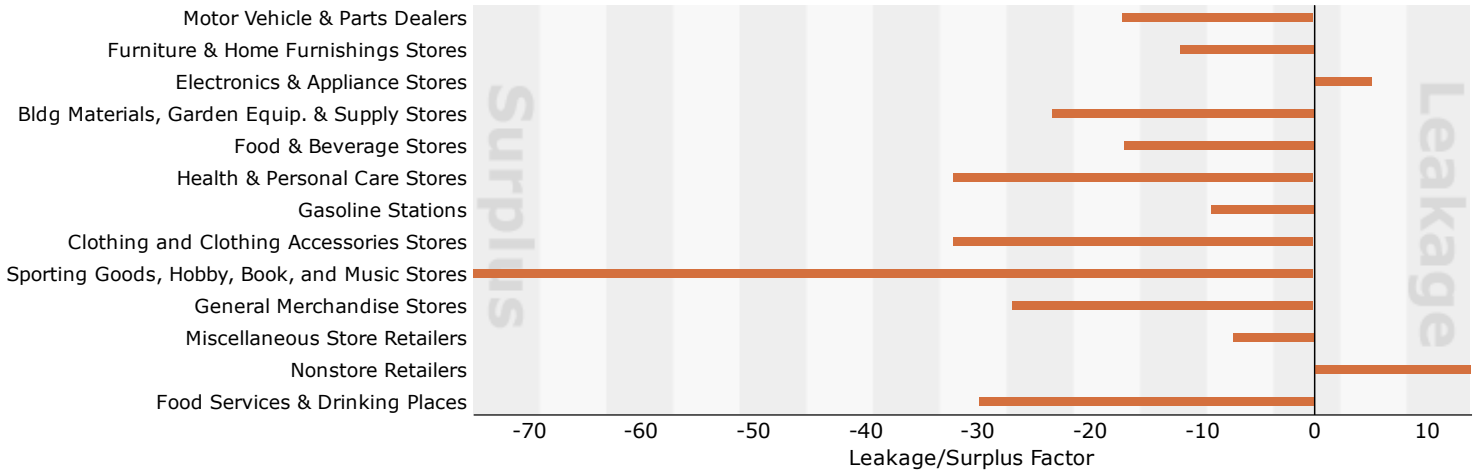


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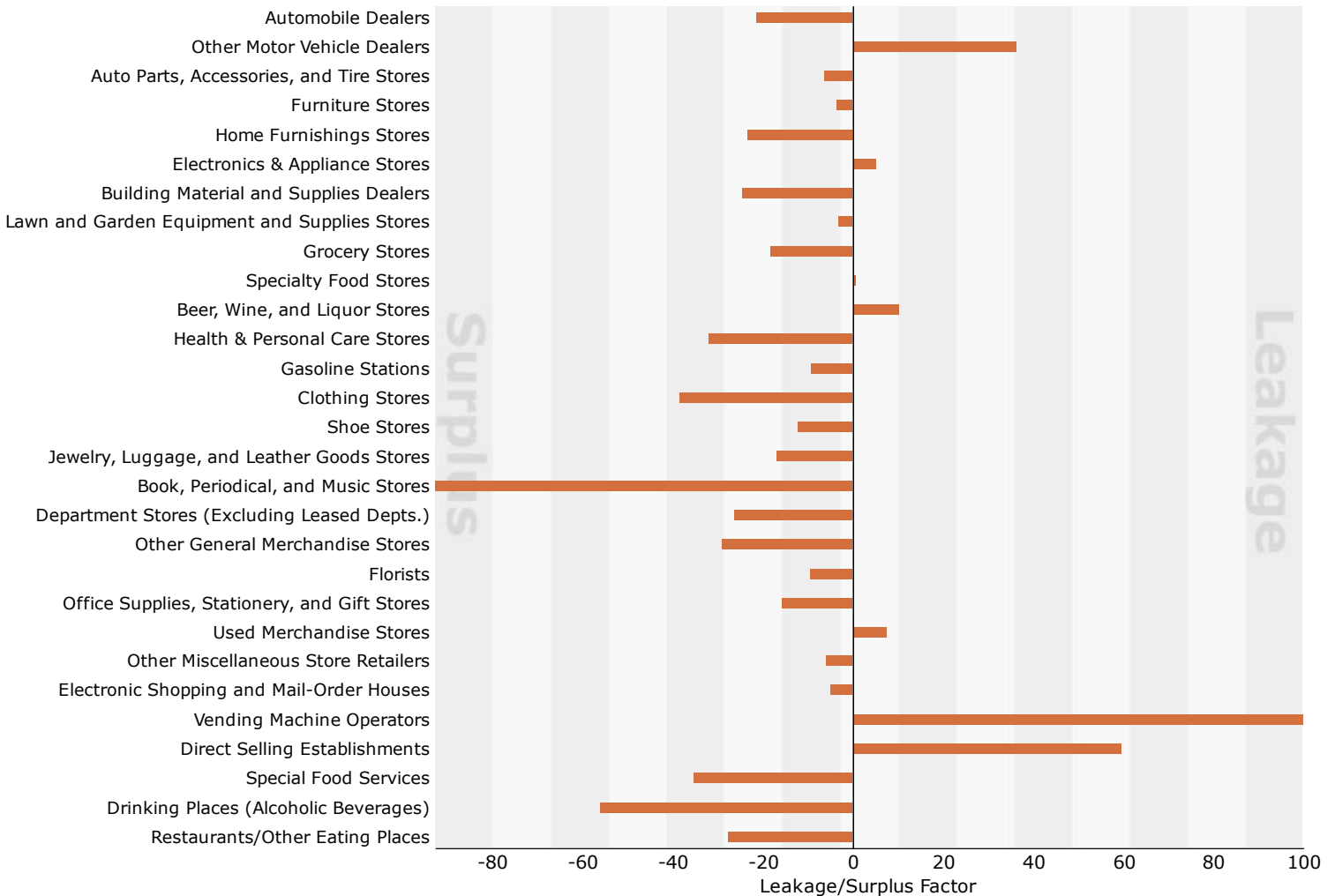
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

7 N 9th St Columbia MO 65201
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Summary Demographics

2016 Population	153,145
2016 Households	60,116
2016 Median Disposable Income	\$38,415
2016 Per Capita Income	\$26,700

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	\$2,164,711,252	\$3,204,267,734	-\$1,039,556,482	-19.4	1,280
Total Retail Trade	44-45	\$1,955,275,771	\$2,879,068,105	-\$923,792,334	-19.1	865
Total Food & Drink	722	\$209,435,481	\$325,199,629	-\$115,764,148	-21.7	414

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$459,713,055	\$575,277,267	-\$115,564,212	-11.2	103
Automobile Dealers	4411	\$380,787,388	\$514,507,181	-\$133,719,793	-14.9	59
Other Motor Vehicle Dealers	4412	\$48,211,772	\$28,502,140	\$19,709,632	25.7	14
Auto Parts, Accessories & Tire Stores	4413	\$30,713,895	\$32,267,945	-\$1,554,050	-2.5	31
Furniture & Home Furnishings Stores	442	\$56,524,191	\$72,509,075	-\$15,984,884	-12.4	59
Furniture Stores	4421	\$36,072,352	\$43,791,013	-\$7,718,661	-9.7	33
Home Furnishings Stores	4422	\$20,451,839	\$28,718,062	-\$8,266,223	-16.8	26
Electronics & Appliance Stores	443	\$94,152,318	\$82,227,864	\$11,924,454	6.8	58
Bldg Materials, Garden Equip. & Supply Stores	444	\$110,201,073	\$158,326,350	-\$48,125,277	-17.9	73
Bldg Material & Supplies Dealers	4441	\$102,076,473	\$150,789,658	-\$48,713,185	-19.3	62
Lawn & Garden Equip & Supply Stores	4442	\$8,124,600	\$7,536,691	\$587,909	3.8	11
Food & Beverage Stores	445	\$338,274,636	\$414,199,550	-\$75,924,914	-10.1	74
Grocery Stores	4451	\$311,171,371	\$391,555,591	-\$80,384,220	-11.4	44
Specialty Food Stores	4452	\$15,565,982	\$14,931,644	\$634,338	2.1	17
Beer, Wine & Liquor Stores	4453	\$11,537,282	\$7,712,315	\$3,824,967	19.9	13
Health & Personal Care Stores	446,4461	\$101,523,542	\$161,959,698	-\$60,436,156	-22.9	88
Gasoline Stations	447,4471	\$140,758,266	\$220,271,478	-\$79,513,212	-22.0	53
Clothing & Clothing Accessories Stores	448	\$78,756,262	\$127,562,058	-\$48,805,796	-23.7	112
Clothing Stores	4481	\$51,981,427	\$96,512,683	-\$44,531,256	-30.0	81
Shoe Stores	4482	\$12,793,786	\$14,939,985	-\$2,146,199	-7.7	13
Jewelry, Luggage & Leather Goods Stores	4483	\$13,981,049	\$16,109,390	-\$2,128,341	-7.1	18
Sporting Goods, Hobby, Book & Music Stores	451	\$52,752,060	\$317,966,394	-\$265,214,334	-71.5	82
Sporting Goods/Hobby/Musical Instr Stores	4511	\$44,020,267	\$122,789,568	-\$78,769,301	-47.2	62
Book, Periodical & Music Stores	4512	\$8,731,793	\$195,176,826	-\$186,445,033	-91.4	19
General Merchandise Stores	452	\$405,425,404	\$577,963,824	-\$172,538,420	-17.5	35
Department Stores Excluding Leased Depts.	4521	\$321,300,733	\$452,055,588	-\$130,754,855	-16.9	13
Other General Merchandise Stores	4529	\$84,124,671	\$125,908,236	-\$41,783,565	-19.9	21
Miscellaneous Store Retailers	453	\$89,765,551	\$87,565,059	\$2,200,492	1.2	118
Florists	4531	\$4,782,402	\$4,725,716	\$56,686	0.6	15
Office Supplies, Stationery & Gift Stores	4532	\$18,516,789	\$20,764,029	-\$2,247,240	-5.7	23
Used Merchandise Stores	4533	\$8,653,236	\$7,191,931	\$1,461,305	9.2	32
Other Miscellaneous Store Retailers	4539	\$57,813,124	\$54,883,383	\$2,929,741	2.6	47
Nonstore Retailers	454	\$27,429,413	\$83,239,491	-\$55,810,078	-50.4	9
Electronic Shopping & Mail-Order Houses	4541	\$16,770,209	\$81,046,403	-\$64,276,194	-65.7	6
Vending Machine Operators	4542	\$2,572,026	\$0	\$2,572,026	100.0	0
Direct Selling Establishments	4543	\$8,087,178	\$2,193,088	\$5,894,090	57.3	3
Food Services & Drinking Places	722	\$209,435,481	\$325,199,629	-\$115,764,148	-21.7	414
Special Food Services	7223	\$5,316,598	\$9,091,417	-\$3,774,819	-26.2	14
Drinking Places - Alcoholic Beverages	7224	\$6,443,434	\$18,987,283	-\$12,543,849	-49.3	29
Restaurants/Other Eating Places	7225	\$197,675,449	\$297,120,929	-\$99,445,480	-20	371

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/data/esri_data/methodology-statements

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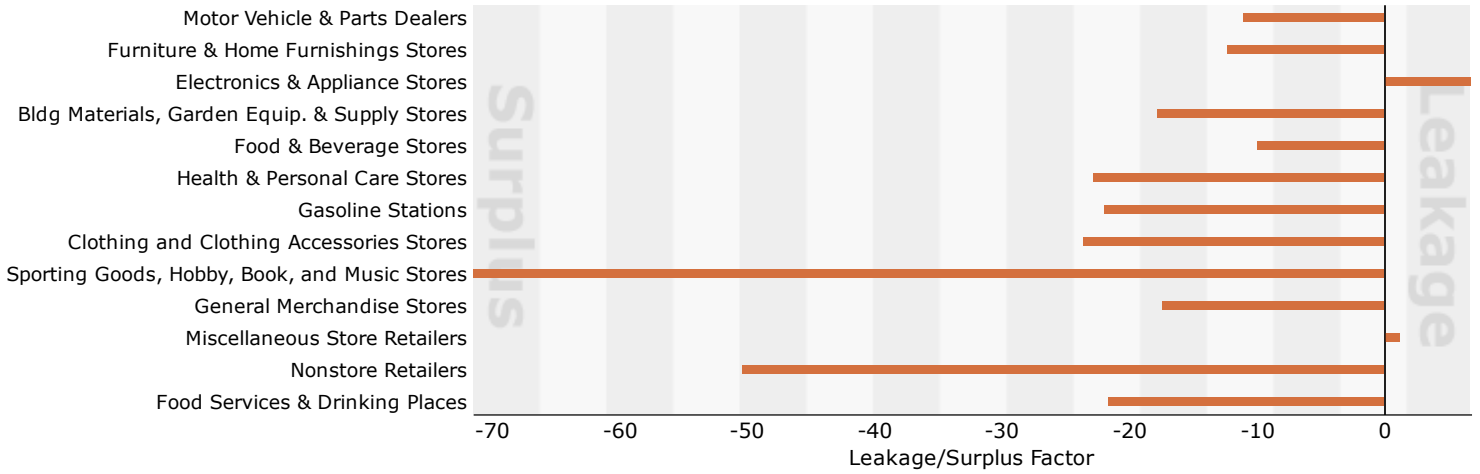


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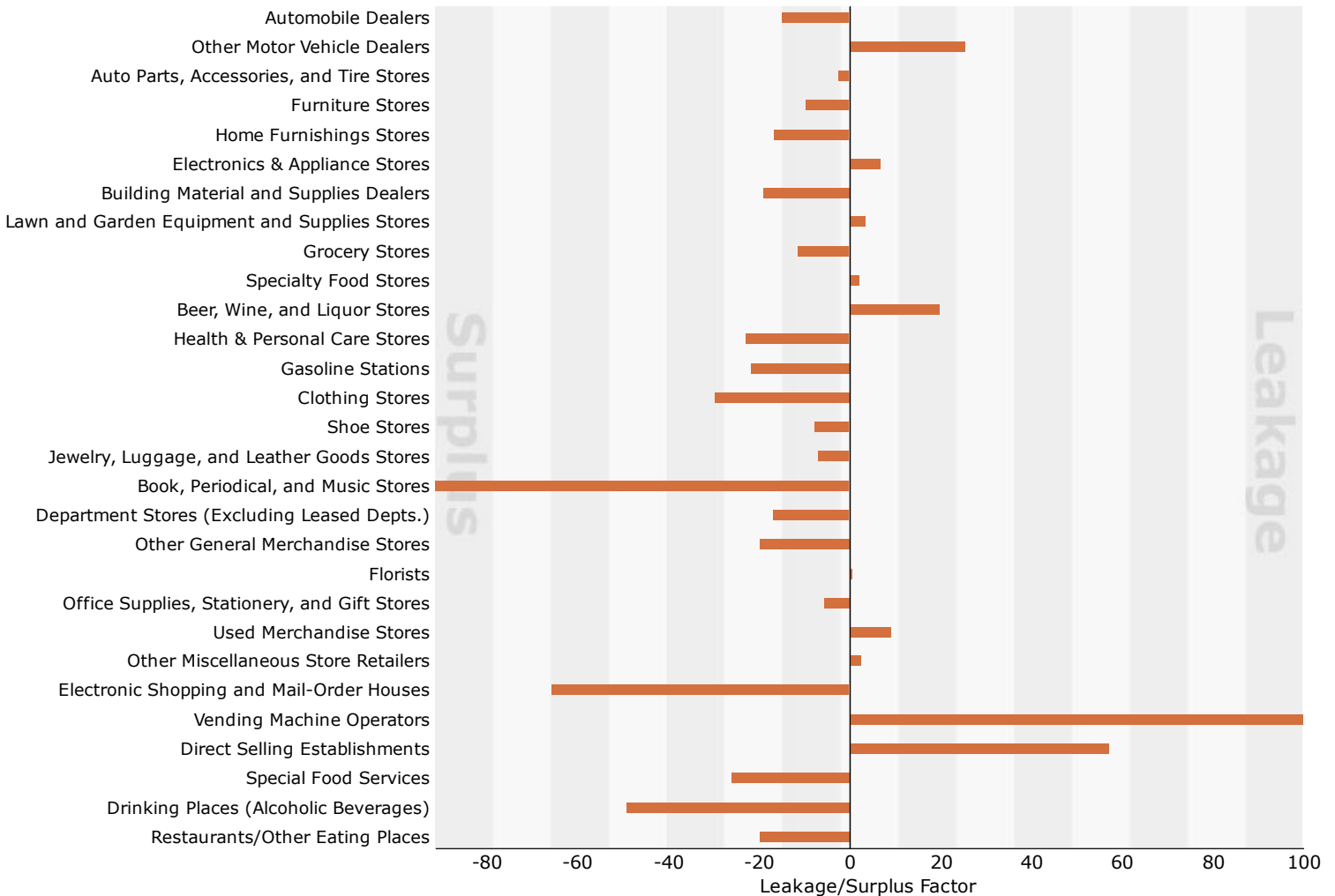
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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