



Retail MarketPlace Profile

Nodaway County, MO
Nodaway County, MO (29147)
Geography: County

By Rebecca Lobina with NW MO State Univ.

Summary Demographics

2016 Population	23,749
2016 Households	8,841
2016 Median Disposable Income	\$31,267
2016 Per Capita Income	\$20,060

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	\$264,485,954	\$253,206,574	\$11,279,380	2.2	150
Total Retail Trade	44-45	\$241,126,508	\$226,384,417	\$14,742,091	3.2	112
Total Food & Drink	722	\$23,359,446	\$26,822,157	-\$3,462,711	-6.9	38

Industry Group

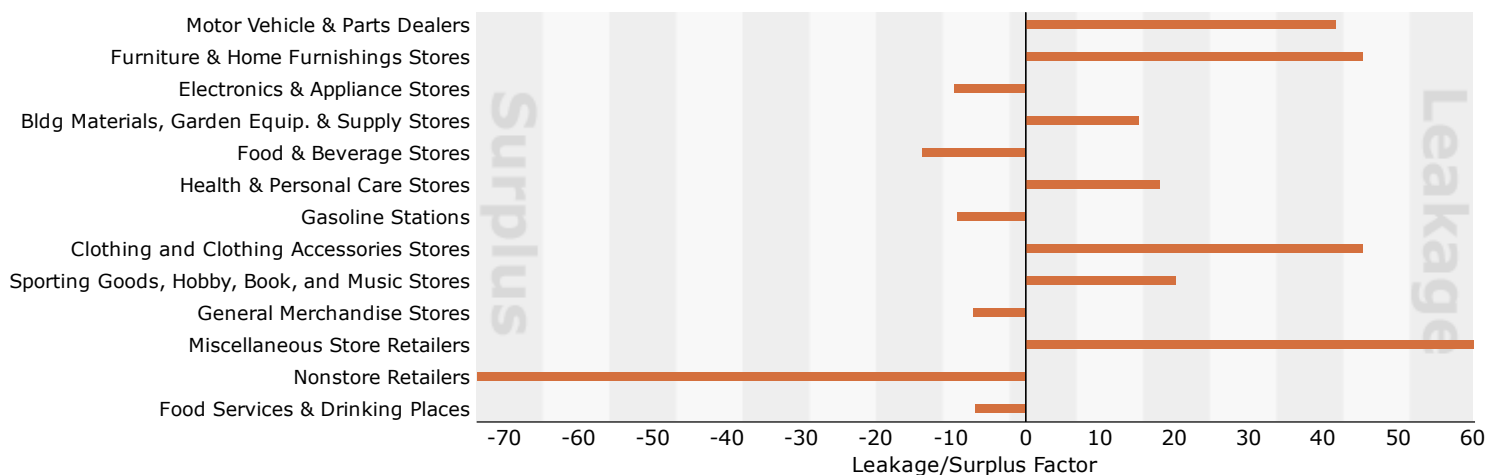
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$58,379,565	\$23,950,165	\$34,429,400	41.8	17
Automobile Dealers	4411	\$48,351,773	\$18,965,938	\$29,385,835	43.7	5
Other Motor Vehicle Dealers	4412	\$6,241,562	\$1,717,312	\$4,524,250	56.8	4
Auto Parts, Accessories & Tire Stores	4413	\$3,786,230	\$3,266,915	\$519,315	7.4	8
Furniture & Home Furnishings Stores	442	\$6,193,569	\$2,325,701	\$3,867,868	45.4	5
Furniture Stores	4421	\$3,848,743	\$515,347	\$3,333,396	76.4	1
Home Furnishings Stores	4422	\$2,344,826	\$1,810,354	\$534,472	12.9	4
Electronics & Appliance Stores	443	\$10,397,246	\$12,613,316	-\$2,216,070	-9.6	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,683,380	\$10,761,230	\$3,922,150	15.4	20
Bldg Material & Supplies Dealers	4441	\$13,461,821	\$7,682,316	\$5,779,505	27.3	10
Lawn & Garden Equip & Supply Stores	4442	\$1,221,559	\$3,078,914	-\$1,857,355	-43.2	10
Food & Beverage Stores	445	\$41,455,886	\$54,795,170	-\$13,339,284	-13.9	9
Grocery Stores	4451	\$38,182,563	\$54,153,027	-\$15,970,464	-17.3	7
Specialty Food Stores	4452	\$1,895,991	\$642,143	\$1,253,848	49.4	2
Beer, Wine & Liquor Stores	4453	\$1,377,332	\$0	\$1,377,332	100.0	0
Health & Personal Care Stores	446,4461	\$13,214,311	\$9,117,864	\$4,096,447	18.3	8
Gasoline Stations	447,4471	\$18,171,605	\$21,916,695	-\$3,745,090	-9.3	8
Clothing & Clothing Accessories Stores	448	\$8,703,982	\$3,256,318	\$5,447,664	45.5	6
Clothing Stores	4481	\$5,794,414	\$2,595,193	\$3,199,221	38.1	4
Shoe Stores	4482	\$1,427,244	\$661,125	\$766,119	36.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,482,324	\$0	\$1,482,324	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$6,165,742	\$4,077,313	\$2,088,429	20.4	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,118,197	\$2,986,171	\$2,132,026	26.3	8
Book, Periodical & Music Stores	4512	\$1,047,545	\$1,091,142	-\$43,597	-2.0	2
General Merchandise Stores	452	\$47,930,396	\$55,185,271	-\$7,254,875	-7.0	7
Department Stores Excluding Leased Depts.	4521	\$37,515,981	\$50,710,261	-\$13,194,280	-15.0	2
Other General Merchandise Stores	4529	\$10,414,415	\$4,475,010	\$5,939,405	39.9	5
Miscellaneous Store Retailers	453	\$11,975,112	\$2,960,943	\$9,014,169	60.4	11
Florists	4531	\$634,358	\$603,950	\$30,408	2.5	4
Office Supplies, Stationery & Gift Stores	4532	\$2,088,200	\$1,039,737	\$1,048,463	33.5	1
Used Merchandise Stores	4533	\$983,751	\$290,102	\$693,649	54.5	3
Other Miscellaneous Store Retailers	4539	\$8,268,803	\$1,027,154	\$7,241,649	77.9	3
Nonstore Retailers	454	\$3,855,714	\$25,424,431	-\$21,568,717	-73.7	4
Electronic Shopping & Mail-Order Houses	4541	\$2,043,532	\$2,843,376	-\$799,844	-16.4	2
Vending Machine Operators	4542	\$311,674	\$0	\$311,674	100.0	0
Direct Selling Establishments	4543	\$1,500,508	\$22,581,055	-\$21,080,547	-87.5	2
Food Services & Drinking Places	722	\$23,359,446	\$26,822,157	-\$3,462,711	-6.9	38
Special Food Services	7223	\$637,338	\$597,797	\$39,541	3.2	3
Drinking Places - Alcoholic Beverages	7224	\$698,079	\$605,604	\$92,475	7.1	4
Restaurants/Other Eating Places	7225	\$22,024,029	25,618,756	-3,594,727	-8	31

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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February 15, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

