



# Retail Marketplace Profile Report

Litwin's Building Independence , KS  
 Drive Time: 5 minute radius

Latitude: 37.2250  
 Longitude: -95.7066

## Summary Demographics

2018 Population	7,777
2018 Households	3,174
2018 Median Disposable Income	\$36,337
2018 Per Capita Income	\$22,991

## 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	\$93,326,999	\$120,820,635	-\$27,493,636	-12.8	98
Total Retail Trade	44-45	\$84,836,363	\$107,967,589	-\$23,131,226	-12.0	73
Total Food & Drink	722	\$8,490,636	\$12,853,045	-\$4,362,409	-20.4	24

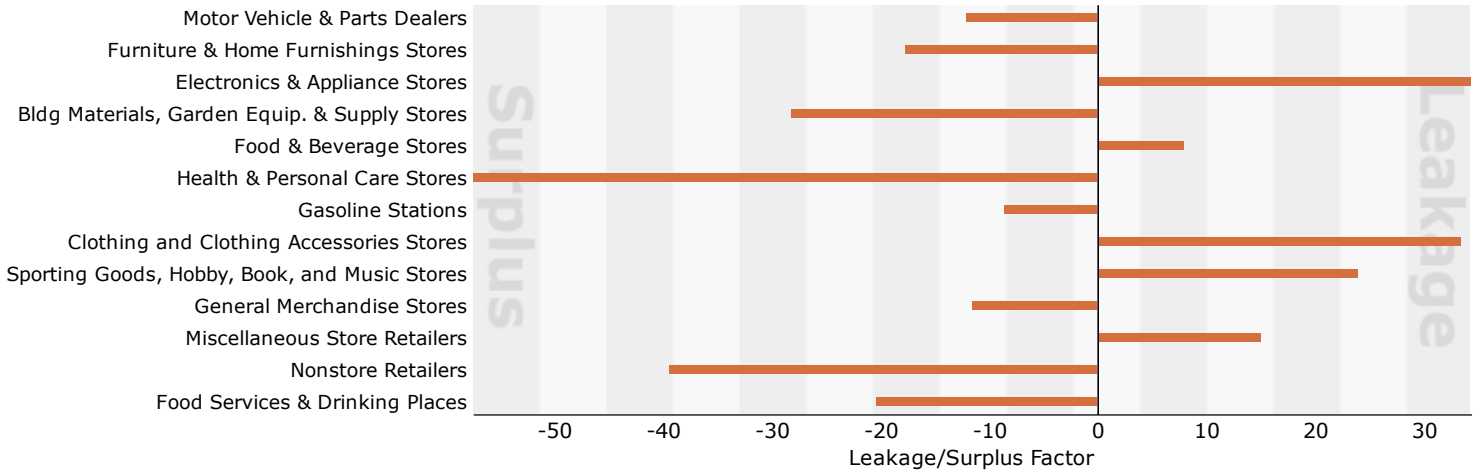
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,868,123	\$26,690,428	-\$5,822,305	-12.2	7
Automobile Dealers	4411	\$12,922,081	\$24,527,527	-\$11,605,446	-31.0	4
Other Motor Vehicle Dealers	4412	\$6,496,082	\$0	\$6,496,082	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,449,960	\$2,162,901	-\$712,941	-19.7	3
Furniture & Home Furnishings Stores	442	\$2,620,449	\$3,764,486	-\$1,144,037	-17.9	3
Furniture Stores	4421	\$1,829,419	\$3,066,785	-\$1,237,366	-25.3	2
Home Furnishings Stores	4422	\$791,030	\$697,701	\$93,329	6.3	1
Electronics & Appliance Stores	443	\$2,347,260	\$1,145,011	\$1,202,249	34.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,395,292	\$9,674,431	-\$4,279,139	-28.4	11
Bldg Material & Supplies Dealers	4441	\$4,914,164	\$8,896,760	-\$3,982,596	-28.8	9
Lawn & Garden Equip & Supply Stores	4442	\$481,128	\$777,671	-\$296,543	-23.6	2
Food & Beverage Stores	445	\$15,722,849	\$13,394,241	\$2,328,608	8.0	7
Grocery Stores	4451	\$13,837,520	\$11,680,781	\$2,156,739	8.5	4
Specialty Food Stores	4452	\$378,120	\$181,744	\$196,376	35.1	1
Beer, Wine & Liquor Stores	4453	\$1,507,208	\$1,531,716	-\$24,508	-0.8	2
Health & Personal Care Stores	446,4461	\$4,096,033	\$15,232,139	-\$11,136,106	-57.6	10
Gasoline Stations	447,4471	\$8,126,341	\$9,649,091	-\$1,522,750	-8.6	4
Clothing & Clothing Accessories Stores	448	\$3,155,617	\$1,576,982	\$1,578,635	33.4	4
Clothing Stores	4481	\$2,125,715	\$671,952	\$1,453,763	52.0	3
Shoe Stores	4482	\$392,086	\$613,365	-\$221,279	-22.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$637,816	\$291,665	\$346,151	37.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,957,082	\$1,198,365	\$758,717	24.0	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,628,294	\$1,198,365	\$429,929	15.2	4
Book, Periodical & Music Stores	4512	\$328,787	\$0	\$328,787	100.0	0
General Merchandise Stores	452	\$15,750,580	\$19,903,335	-\$4,152,755	-11.6	4
Department Stores Excluding Leased Depts.	4521	\$11,530,312	\$18,765,803	-\$7,235,491	-23.9	1
Other General Merchandise Stores	4529	\$4,220,269	\$1,137,532	\$3,082,737	57.5	2
Miscellaneous Store Retailers	453	\$3,399,968	\$2,510,121	\$889,847	15.1	17
Florists	4531	\$187,856	\$391,697	-\$203,841	-35.2	3
Office Supplies, Stationery & Gift Stores	4532	\$896,085	\$978,345	-\$82,260	-4.4	5
Used Merchandise Stores	4533	\$396,839	\$740,360	-\$343,521	-30.2	5
Other Miscellaneous Store Retailers	4539	\$1,919,188	\$399,719	\$1,519,469	65.5	4
Nonstore Retailers	454	\$1,396,768	\$3,228,960	-\$1,832,192	-39.6	2
Electronic Shopping & Mail-Order Houses	4541	\$942,866	\$2,494,522	-\$1,551,656	-45.1	1
Vending Machine Operators	4542	\$113,145	\$0	\$113,145	100.0	0
Direct Selling Establishments	4543	\$340,757	\$734,438	-\$393,681	-36.6	1
Food Services & Drinking Places	722	\$8,490,636	\$12,853,045	-\$4,362,409	-20.4	24
Special Food Services	7223	\$92,946	\$0	\$92,946	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$676,162	\$261,045	\$415,117	44.3	2
Restaurants/Other Eating Places	7225	\$7,721,528	\$12,592,000	-\$4,870,472	-24.0	23

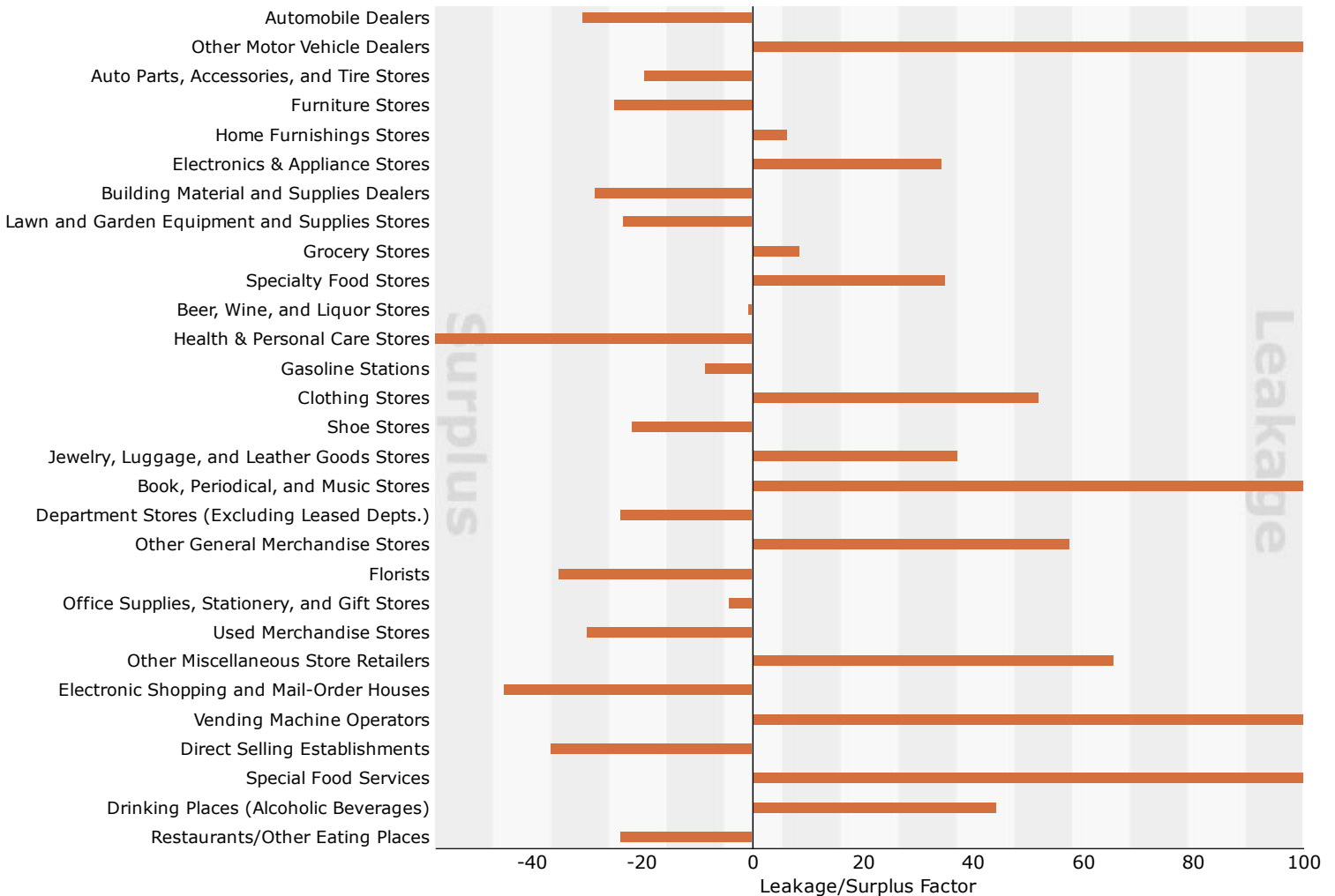
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 2018 Updated Demographics. Esri 2017 Retail Marketplace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





# Retail Marketplace Profile Report

Litwin's Building Independence , KS  
 Drive Time: 15 minute radius

Latitude: 37.2250  
 Longitude: -95.7066

## Summary Demographics

2018 Population	14,713
2018 Households	5,832
2018 Median Disposable Income	\$38,107
2018 Per Capita Income	\$23,637

## 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	\$179,897,331	\$206,443,820	-\$26,546,489	-6.9	156
Total Retail Trade	44-45	\$163,941,594	\$189,652,196	-\$25,710,602	-7.3	120
Total Food & Drink	722	\$15,955,737	\$16,791,624	-\$835,887	-2.6	36

## 2017 Industry Group

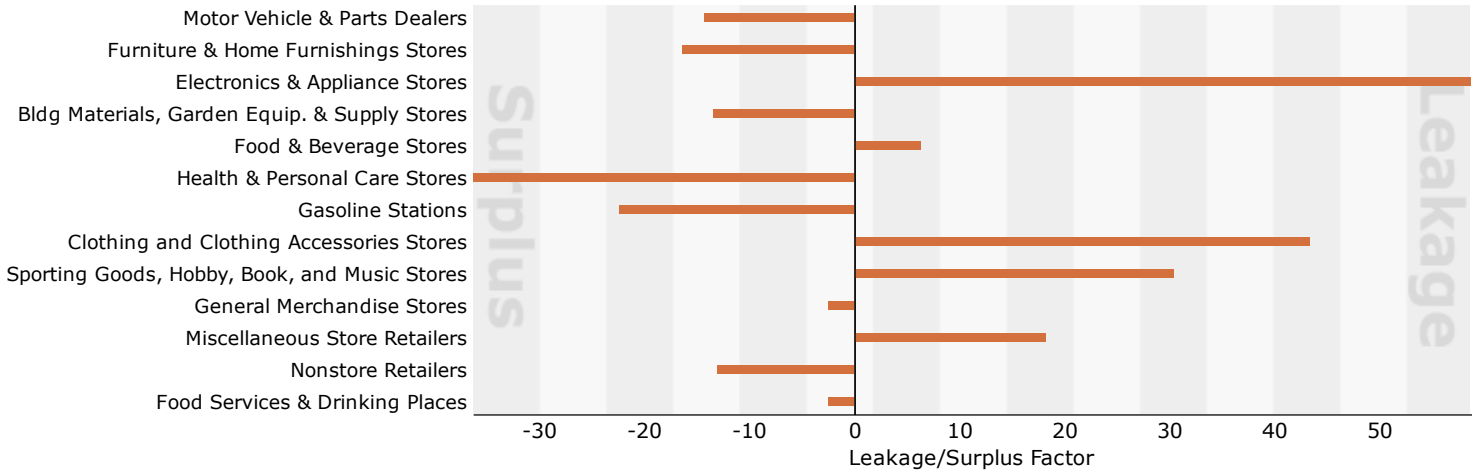
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$41,013,278	\$54,832,404	-\$13,819,126	-14.4	15
Automobile Dealers	4411	\$25,416,648	\$40,048,773	-\$14,632,125	-22.4	8
Other Motor Vehicle Dealers	4412	\$12,804,811	\$12,088,809	\$716,002	2.9	3
Auto Parts, Accessories & Tire Stores	4413	\$2,791,819	\$2,694,822	\$96,997	1.8	4
Furniture & Home Furnishings Stores	442	\$4,936,002	\$6,881,530	-\$1,945,528	-16.5	6
Furniture Stores	4421	\$3,425,351	\$6,122,405	-\$2,697,054	-28.2	5
Home Furnishings Stores	4422	\$1,510,651	\$759,126	\$751,525	33.1	2
Electronics & Appliance Stores	443	\$4,409,524	\$1,145,011	\$3,264,513	58.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,830,310	\$14,247,977	-\$3,417,667	-13.6	17
Bldg Material & Supplies Dealers	4441	\$9,855,914	\$12,085,012	-\$2,229,098	-10.2	13
Lawn & Garden Equip & Supply Stores	4442	\$974,396	\$2,162,965	-\$1,188,569	-37.9	5
Food & Beverage Stores	445	\$30,079,770	\$26,514,477	\$3,565,293	6.3	10
Grocery Stores	4451	\$26,530,131	\$24,017,906	\$2,512,225	5.0	6
Specialty Food Stores	4452	\$721,757	\$181,744	\$540,013	59.8	1
Beer, Wine & Liquor Stores	4453	\$2,827,883	\$2,314,827	\$513,056	10.0	3
Health & Personal Care Stores	446,4461	\$7,989,074	\$17,136,279	-\$9,147,205	-36.4	12
Gasoline Stations	447,4471	\$15,709,194	\$24,819,242	-\$9,110,048	-22.5	12
Clothing & Clothing Accessories Stores	448	\$5,889,112	\$2,321,999	\$3,567,113	43.4	6
Clothing Stores	4481	\$3,973,575	\$1,107,058	\$2,866,517	56.4	4
Shoe Stores	4482	\$733,626	\$923,276	-\$189,650	-11.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,181,911	\$291,665	\$890,246	60.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,725,269	\$1,985,823	\$1,739,446	30.5	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,118,479	\$1,985,823	\$1,132,656	22.2	8
Book, Periodical & Music Stores	4512	\$606,790	\$0	\$606,790	100.0	0
General Merchandise Stores	452	\$29,942,167	\$31,570,437	-\$1,628,270	-2.6	10
Department Stores Excluding Leased Depts.	4521	\$21,842,968	\$28,247,500	-\$6,404,532	-12.8	2
Other General Merchandise Stores	4529	\$8,099,199	\$3,322,937	\$4,776,262	41.8	8
Miscellaneous Store Retailers	453	\$6,657,757	\$4,596,972	\$2,060,785	18.3	21
Florists	4531	\$368,668	\$768,508	-\$399,840	-35.2	4
Office Supplies, Stationery & Gift Stores	4532	\$1,704,631	\$2,127,097	-\$422,466	-11.0	5
Used Merchandise Stores	4533	\$734,910	\$740,360	-\$5,450	-0.4	6
Other Miscellaneous Store Retailers	4539	\$3,849,548	\$961,007	\$2,888,541	60.0	7
Nonstore Retailers	454	\$2,760,135	\$3,600,045	-\$839,910	-13.2	2
Electronic Shopping & Mail-Order Houses	4541	\$1,825,641	\$2,494,522	-\$668,881	-15.5	1
Vending Machine Operators	4542	\$215,725	\$0	\$215,725	100.0	0
Direct Selling Establishments	4543	\$718,770	\$1,105,523	-\$386,753	-21.2	1
Food Services & Drinking Places	722	\$15,955,737	\$16,791,624	-\$835,887	-2.6	36
Special Food Services	7223	\$177,231	\$0	\$177,231	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,251,864	\$368,518	\$883,346	54.5	3
Restaurants/Other Eating Places	7225	\$14,526,642	\$16,423,106	-\$1,896,464	-6.1	33

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>

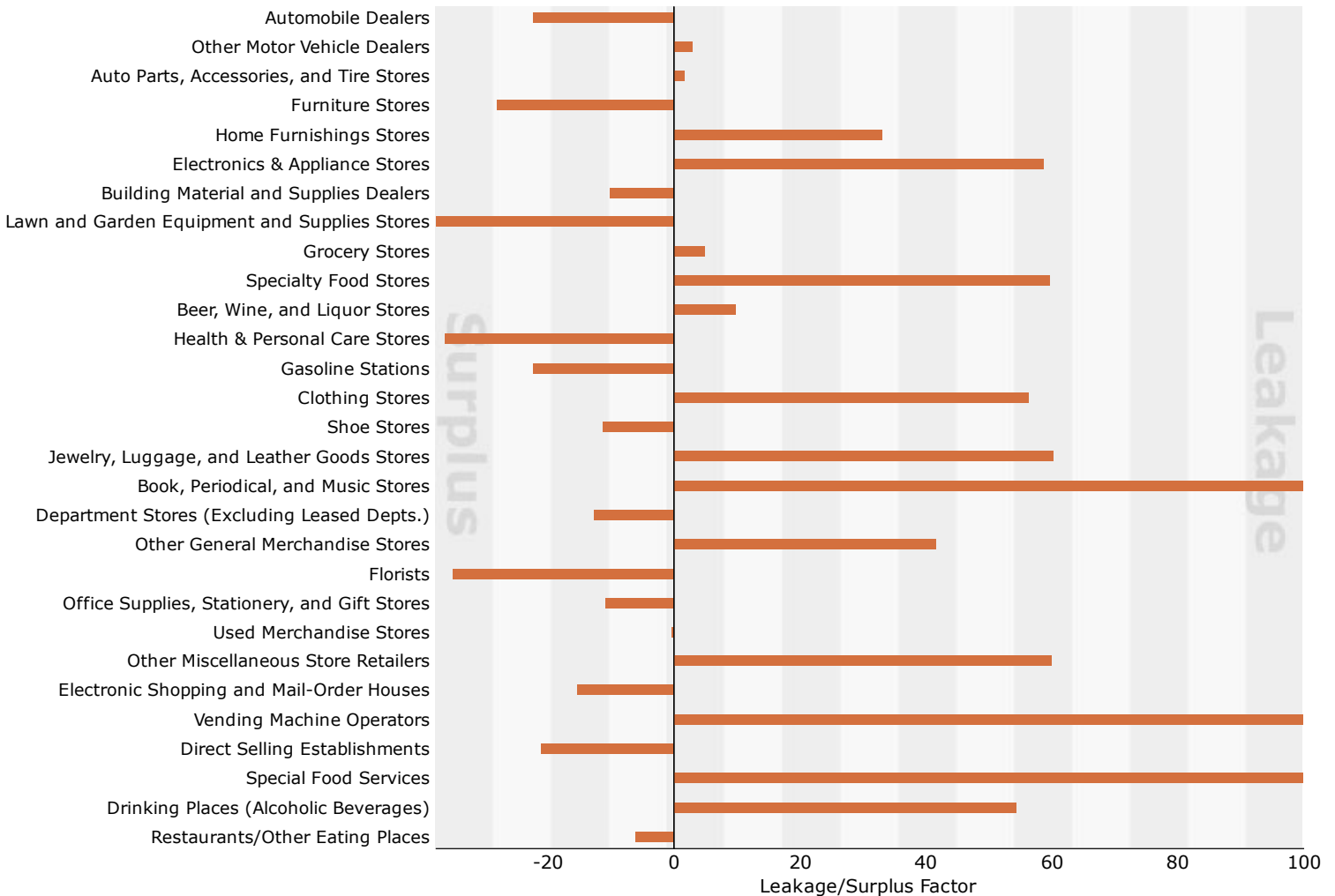
Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail Marketplace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

May 01, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





# Retail Marketplace Profile Report

Litwin's Building Independence , KS  
 Drive Time: 30 minute radius

Latitude: 37.2250  
 Longitude: -95.7066

## Summary Demographics

2018 Population	45,433
2018 Households	18,174
2018 Median Disposable Income	\$37,124
2018 Per Capita Income	\$22,692

## 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	\$546,543,894	\$439,182,986	\$107,360,908	10.9	381
Total Retail Trade	44-45	\$499,946,275	\$400,918,499	\$99,027,776	11.0	293
Total Food & Drink	722	\$46,597,619	\$38,264,488	\$8,333,131	9.8	88

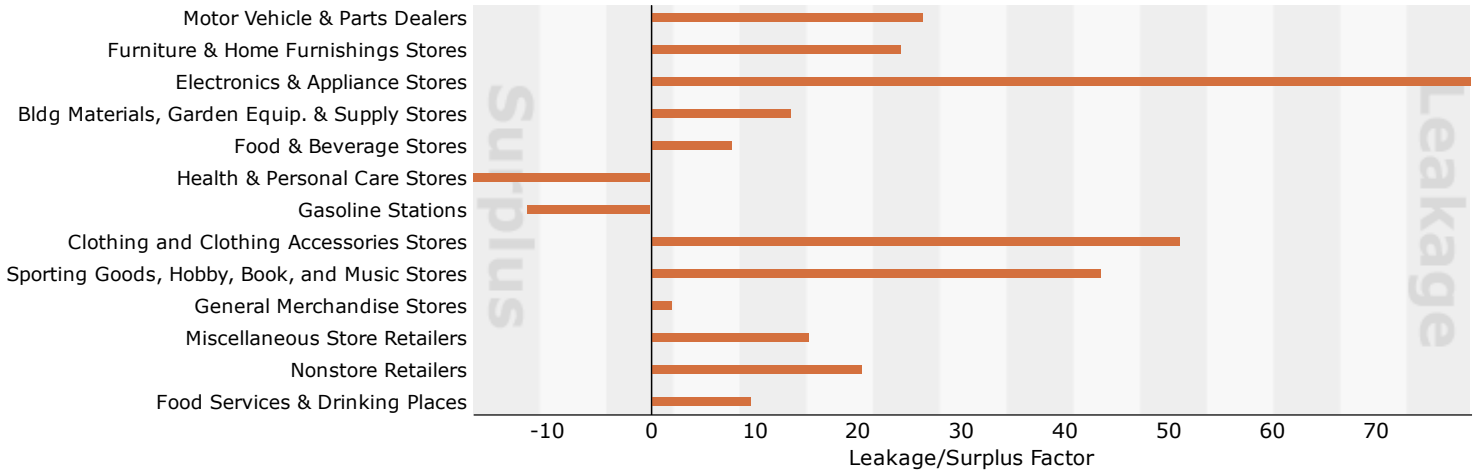
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$127,722,877	\$74,428,543	\$53,294,334	26.4	41
Automobile Dealers	4411	\$79,756,221	\$49,937,956	\$29,818,265	23.0	18
Other Motor Vehicle Dealers	4412	\$39,491,713	\$14,923,265	\$24,568,448	45.2	6
Auto Parts, Accessories & Tire Stores	4413	\$8,474,942	\$9,567,322	-\$1,092,380	-6.1	16
Furniture & Home Furnishings Stores	442	\$14,383,192	\$8,761,071	\$5,622,121	24.3	10
Furniture Stores	4421	\$9,941,342	\$7,959,420	\$1,981,922	11.1	8
Home Furnishings Stores	4422	\$4,441,850	\$801,651	\$3,640,199	69.4	2
Electronics & Appliance Stores	443	\$12,935,087	\$1,498,993	\$11,436,094	79.2	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$33,850,355	\$25,736,548	\$8,113,807	13.6	39
Bldg Material & Supplies Dealers	4441	\$30,772,743	\$22,400,322	\$8,372,421	15.7	30
Lawn & Garden Equip & Supply Stores	4442	\$3,077,612	\$3,336,226	-\$258,614	-4.0	9
Food & Beverage Stores	445	\$90,653,146	\$77,261,989	\$13,391,157	8.0	37
Grocery Stores	4451	\$80,418,682	\$66,728,984	\$13,689,698	9.3	20
Specialty Food Stores	4452	\$2,187,204	\$731,754	\$1,455,450	49.9	4
Beer, Wine & Liquor Stores	4453	\$8,047,261	\$9,801,251	-\$1,753,990	-9.8	14
Health & Personal Care Stores	446,4461	\$24,617,198	\$34,804,927	-\$10,187,729	-17.1	26
Gasoline Stations	447,4471	\$48,960,030	\$62,141,180	-\$13,181,150	-11.9	27
Clothing & Clothing Accessories Stores	448	\$16,906,049	\$5,457,977	\$11,448,072	51.2	16
Clothing Stores	4481	\$11,501,303	\$2,171,127	\$9,330,176	68.2	9
Shoe Stores	4482	\$2,137,207	\$1,582,321	\$554,886	14.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$3,267,539	\$1,704,529	\$1,563,010	31.4	5
Sporting Goods, Hobby, Book & Music Stores	451	\$11,254,862	\$4,429,207	\$6,825,655	43.5	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,481,560	\$4,429,207	\$5,052,353	36.3	19
Book, Periodical & Music Stores	4512	\$1,773,303	\$0	\$1,773,303	100.0	0
General Merchandise Stores	452	\$89,439,888	\$85,576,567	\$3,863,321	2.2	21
Department Stores Excluding Leased Depts.	4521	\$64,882,813	\$75,972,120	-\$11,089,307	-7.9	5
Other General Merchandise Stores	4529	\$24,557,075	\$9,604,448	\$14,952,627	43.8	17
Miscellaneous Store Retailers	453	\$20,780,898	\$15,243,488	\$5,537,410	15.4	49
Florists	4531	\$1,107,456	\$1,531,888	-\$424,432	-16.1	8
Office Supplies, Stationery & Gift Stores	4532	\$5,011,696	\$7,713,354	-\$2,701,658	-21.2	11
Used Merchandise Stores	4533	\$2,113,310	\$2,308,642	-\$195,332	-4.4	14
Other Miscellaneous Store Retailers	4539	\$12,548,436	\$3,689,604	\$8,858,832	54.6	17
Nonstore Retailers	454	\$8,442,691	\$5,578,008	\$2,864,683	20.4	4
Electronic Shopping & Mail-Order Houses	4541	\$5,395,611	\$2,494,522	\$2,901,089	36.8	1
Vending Machine Operators	4542	\$653,249	\$545,743	\$107,506	9.0	1
Direct Selling Establishments	4543	\$2,393,831	\$2,537,743	-\$143,912	-2.9	2
Food Services & Drinking Places	722	\$46,597,619	\$38,264,488	\$8,333,131	9.8	88
Special Food Services	7223	\$541,809	\$0	\$541,809	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$3,413,595	\$1,688,927	\$1,724,668	33.8	10
Restaurants/Other Eating Places	7225	\$42,642,214	\$36,575,561	\$6,066,653	7.7	79

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 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group

