



Retail Marketplace Profile Report

123 W. 9th St. Coffeyville, KS
Drive Time: 5 minute radius

Latitude: 37.0349
Longitude: -95.6160

Summary Demographics

2018 Population	5,077
2018 Households	1,952
2018 Median Disposable Income	\$25,874
2018 Per Capita Income	\$17,466

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	\$42,997,660	\$102,492,124	-\$59,494,464	-40.9	77
Total Retail Trade	44-45	\$39,121,866	\$89,888,130	-\$50,766,264	-39.4	56
Total Food & Drink	722	\$3,875,794	\$12,603,994	-\$8,728,200	-53.0	22

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,635,578	\$8,468,681	\$1,166,897	6.4	6
Automobile Dealers	4411	\$5,978,905	\$3,332,327	\$2,646,578	28.4	2
Other Motor Vehicle Dealers	4412	\$2,994,939	\$0	\$2,994,939	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$661,734	\$5,136,354	-\$4,474,620	-77.2	4
Furniture & Home Furnishings Stores	442	\$1,182,108	\$362,442	\$819,666	53.1	1
Furniture Stores	4421	\$833,740	\$362,442	\$471,298	39.4	1
Home Furnishings Stores	4422	\$348,369	\$0	\$348,369	100.0	0
Electronics & Appliance Stores	443	\$1,070,740	\$0	\$1,070,740	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,341,754	\$3,873,073	-\$1,531,319	-24.6	7
Bldg Material & Supplies Dealers	4441	\$2,127,775	\$3,532,590	-\$1,404,815	-24.8	5
Lawn & Garden Equip & Supply Stores	4442	\$213,979	\$340,483	-\$126,504	-22.8	1
Food & Beverage Stores	445	\$7,368,273	\$22,873,979	-\$15,505,706	-51.3	6
Grocery Stores	4451	\$6,512,068	\$20,180,580	-\$13,668,512	-51.2	3
Specialty Food Stores	4452	\$178,722	\$0	\$178,722	100.0	0
Beer, Wine & Liquor Stores	4453	\$677,484	\$2,693,398	-\$2,015,914	-59.8	3
Health & Personal Care Stores	446,4461	\$1,873,184	\$10,410,382	-\$8,537,198	-69.5	7
Gasoline Stations	447,4471	\$3,811,709	\$9,248,014	-\$5,436,305	-41.6	4
Clothing & Clothing Accessories Stores	448	\$1,430,503	\$2,368,635	-\$938,132	-24.7	8
Clothing Stores	4481	\$972,298	\$778,366	\$193,932	11.1	4
Shoe Stores	4482	\$179,230	\$597,260	-\$418,030	-53.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$278,975	\$993,009	-\$714,034	-56.1	3
Sporting Goods, Hobby, Book & Music Stores	451	\$898,479	\$913,230	-\$14,751	-0.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$742,526	\$913,230	-\$170,704	-10.3	2
Book, Periodical & Music Stores	4512	\$155,953	\$0	\$155,953	100.0	0
General Merchandise Stores	452	\$7,280,121	\$24,078,888	-\$16,798,767	-53.6	3
Department Stores Excluding Leased Depts.	4521	\$5,300,482	\$22,689,081	-\$17,388,599	-62.1	1
Other General Merchandise Stores	4529	\$1,979,638	\$1,389,807	\$589,831	17.5	2
Miscellaneous Store Retailers	453	\$1,592,157	\$5,364,007	-\$3,771,850	-54.2	11
Florists	4531	\$79,770	\$0	\$79,770	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$406,351	\$4,493,230	-\$4,086,879	-83.4	4
Used Merchandise Stores	4533	\$186,636	\$532,975	-\$346,339	-48.1	4
Other Miscellaneous Store Retailers	4539	\$919,401	\$337,802	\$581,599	46.3	2
Nonstore Retailers	454	\$637,259	\$1,926,800	-\$1,289,541	-50.3	2
Electronic Shopping & Mail-Order Houses	4541	\$430,404	\$0	\$430,404	100.0	0
Vending Machine Operators	4542	\$53,351	\$494,580	-\$441,229	-80.5	1
Direct Selling Establishments	4543	\$153,504	\$1,432,220	-\$1,278,716	-80.6	1
Food Services & Drinking Places	722	\$3,875,794	\$12,603,994	-\$8,728,200	-53.0	22
Special Food Services	7223	\$43,153	\$0	\$43,153	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$296,899	\$626,700	-\$329,801	-35.7	2
Restaurants/Other Eating Places	7225	\$3,535,741	\$11,977,294	-\$8,441,553	-54.4	20

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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May 01, 2019

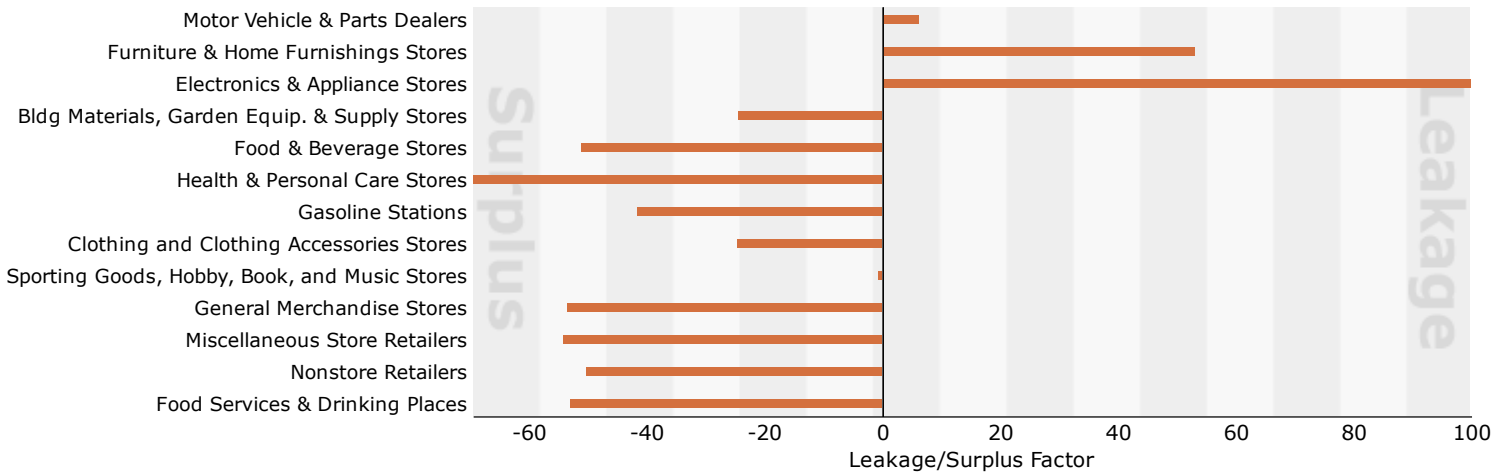


Retail Marketplace Profile Report

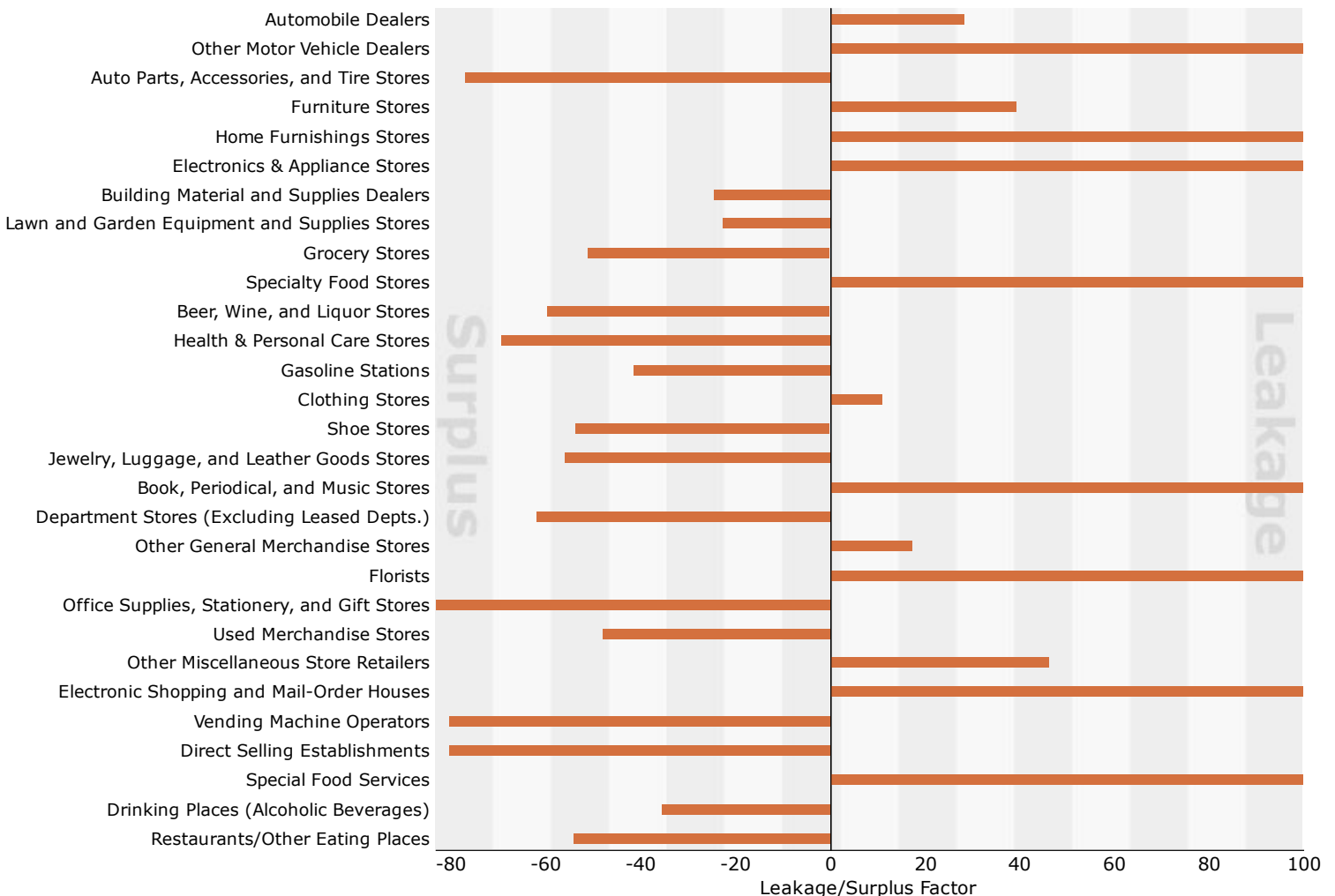
123 W. 9th St. Coffeyville, KS
 Drive Time: 5 minute radius

Latitude: 37.0349
 Longitude: -95.6160

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail Marketplace Profile Report

123 W. 9th St. Coffeyville, KS
 Drive Time: 15 minute radius

Latitude: 37.0349
 Longitude: -95.6160

Summary Demographics

2018 Population	14,154
2018 Households	5,750
2018 Median Disposable Income	\$35,093
2018 Per Capita Income	\$21,973

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	\$160,408,385	\$160,611,301	-\$202,916	-0.1	125
Total Retail Trade	44-45	\$146,527,001	\$144,773,769	\$1,753,232	0.6	95
Total Food & Drink	722	\$13,881,384	\$15,837,532	-\$1,956,148	-6.6	29

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$36,946,509	\$14,010,260	\$22,936,249	45.0	14
Automobile Dealers	4411	\$23,371,643	\$8,080,046	\$15,291,597	48.6	7
Other Motor Vehicle Dealers	4412	\$11,063,443	\$541,721	\$10,521,722	90.7	1
Auto Parts, Accessories & Tire Stores	4413	\$2,511,422	\$5,388,493	-\$2,877,071	-36.4	6
Furniture & Home Furnishings Stores	442	\$4,235,946	\$1,619,861	\$2,616,085	44.7	2
Furniture Stores	4421	\$2,925,889	\$1,619,861	\$1,306,028	28.7	2
Home Furnishings Stores	4422	\$1,310,057	\$0	\$1,310,057	100.0	0
Electronics & Appliance Stores	443	\$3,869,586	\$0	\$3,869,586	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,743,121	\$5,440,169	\$4,302,952	28.3	11
Bldg Material & Supplies Dealers	4441	\$8,877,111	\$4,861,895	\$4,015,216	29.2	8
Lawn & Garden Equip & Supply Stores	4442	\$866,010	\$578,274	\$287,736	19.9	2
Food & Beverage Stores	445	\$26,414,496	\$29,243,073	-\$2,828,577	-5.1	11
Grocery Stores	4451	\$23,426,461	\$24,836,803	-\$1,410,342	-2.9	5
Specialty Food Stores	4452	\$643,889	\$241,746	\$402,143	45.4	1
Beer, Wine & Liquor Stores	4453	\$2,344,146	\$4,164,524	-\$1,820,378	-28.0	5
Health & Personal Care Stores	446,4461	\$7,304,732	\$11,142,506	-\$3,837,774	-20.8	8
Gasoline Stations	447,4471	\$14,672,202	\$17,916,428	-\$3,244,226	-10.0	8
Clothing & Clothing Accessories Stores	448	\$5,035,995	\$2,967,759	\$2,068,236	25.8	9
Clothing Stores	4481	\$3,420,230	\$1,064,069	\$2,356,161	52.5	5
Shoe Stores	4482	\$639,377	\$659,045	-\$19,668	-1.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$976,388	\$1,244,645	-\$268,257	-12.1	4
Sporting Goods, Hobby, Book & Music Stores	451	\$3,422,717	\$1,472,759	\$1,949,958	39.8	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,882,214	\$1,472,759	\$1,409,455	32.4	5
Book, Periodical & Music Stores	4512	\$540,503	\$0	\$540,503	100.0	0
General Merchandise Stores	452	\$26,443,001	\$51,126,059	-\$24,683,058	-31.8	7
Department Stores Excluding Leased Depts.	4521	\$19,287,100	\$47,539,000	-\$28,251,900	-42.3	2
Other General Merchandise Stores	4529	\$7,155,901	\$3,587,059	\$3,568,842	33.2	5
Miscellaneous Store Retailers	453	\$6,083,853	\$7,856,932	-\$1,773,079	-12.7	17
Florists	4531	\$323,351	\$341,845	-\$18,494	-2.8	1
Office Supplies, Stationery & Gift Stores	4532	\$1,465,268	\$5,527,712	-\$4,062,444	-58.1	4
Used Merchandise Stores	4533	\$618,749	\$962,468	-\$343,719	-21.7	7
Other Miscellaneous Store Retailers	4539	\$3,676,485	\$1,024,907	\$2,651,578	56.4	5
Nonstore Retailers	454	\$2,354,844	\$1,977,963	\$376,881	8.7	2
Electronic Shopping & Mail-Order Houses	4541	\$1,487,859	\$0	\$1,487,859	100.0	0
Vending Machine Operators	4542	\$193,272	\$545,743	-\$352,471	-47.7	1
Direct Selling Establishments	4543	\$673,713	\$1,432,220	-\$758,507	-36.0	1
Food Services & Drinking Places	722	\$13,881,384	\$15,837,532	-\$1,956,148	-6.6	29
Special Food Services	7223	\$163,838	\$0	\$163,838	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$974,089	\$808,926	\$165,163	9.3	3
Restaurants/Other Eating Places	7225	\$12,743,457	\$15,028,606	-\$2,285,149	-8.2	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>

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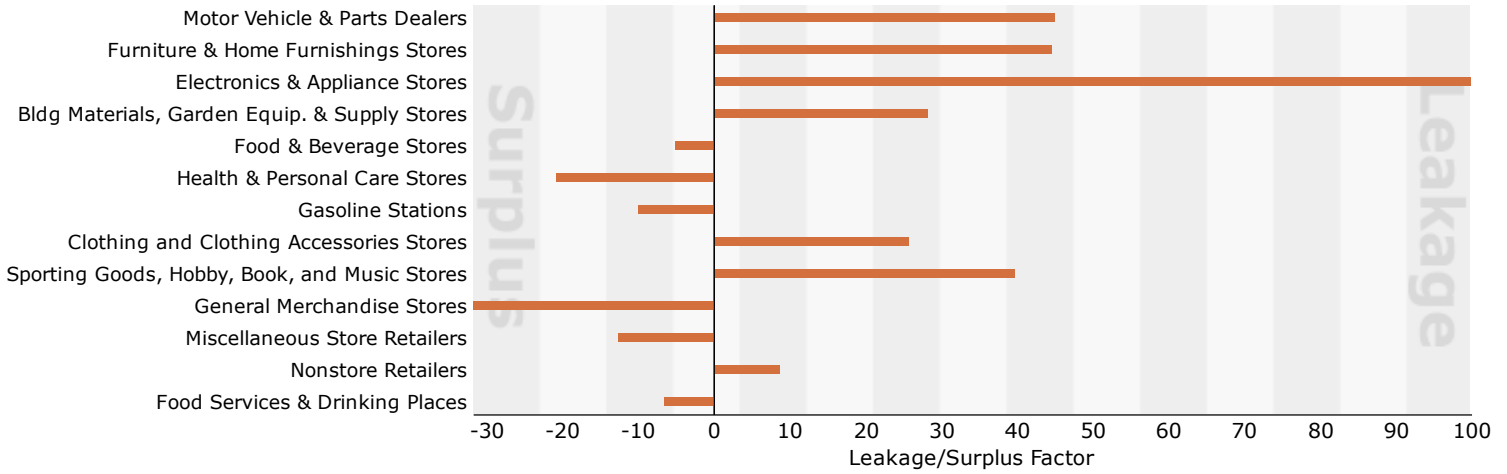


Retail Marketplace Profile Report

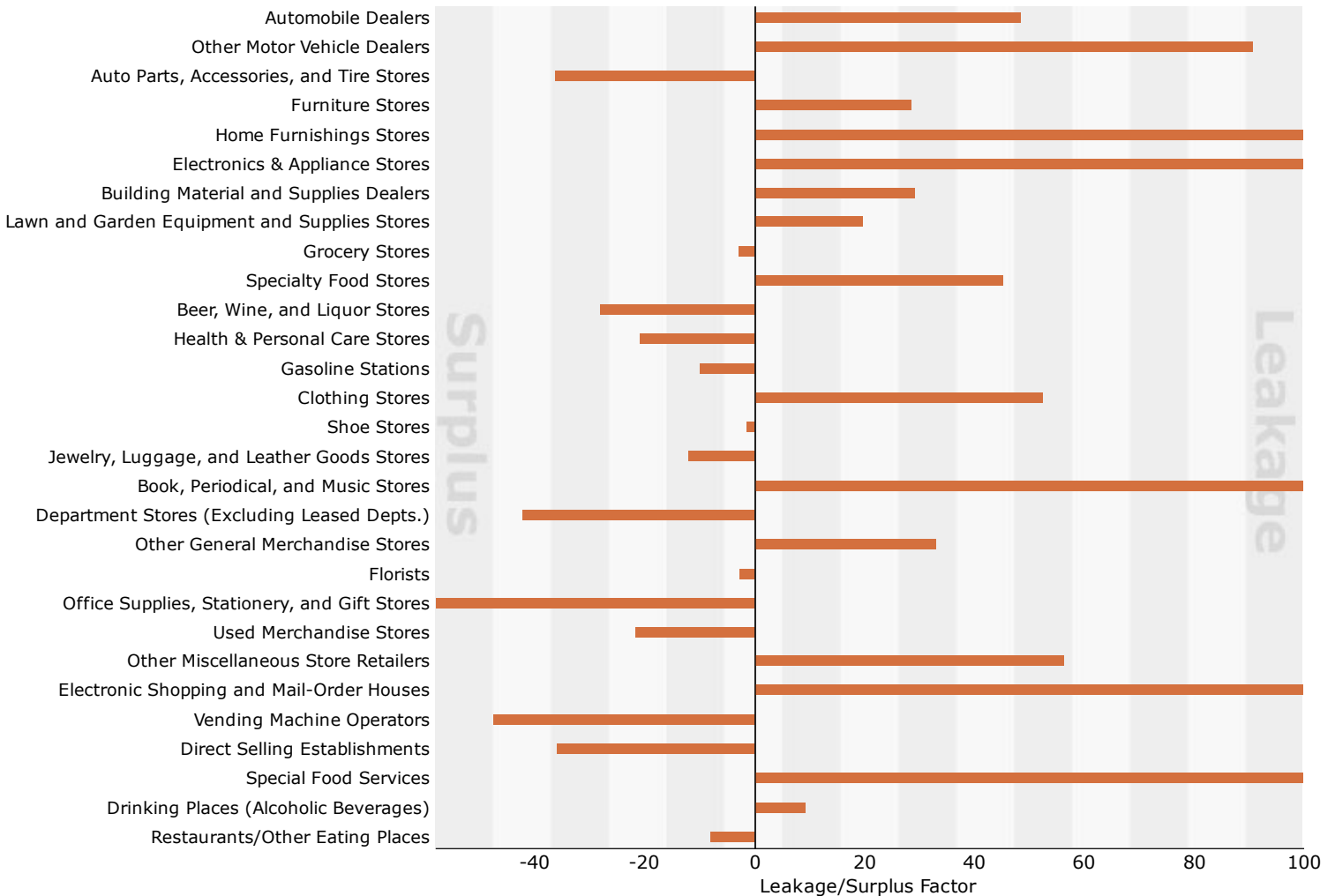
123 W. 9th St. Coffeyville, KS
 Drive Time: 15 minute radius

Latitude: 37.0349
 Longitude: -95.6160

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail Marketplace Profile Report

123 W. 9th St. Coffeyville, KS
 Drive Time: 30 minute radius

Latitude: 37.0349
 Longitude: -95.6160

Summary Demographics

2018 Population	41,112
2018 Households	16,425
2018 Median Disposable Income	\$36,440
2018 Per Capita Income	\$22,248

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	\$480,635,740	\$444,520,712	\$36,115,028	3.9	369
Total Retail Trade	44-45	\$439,270,244	\$406,861,787	\$32,408,457	3.8	283
Total Food & Drink	722	\$41,365,495	\$37,658,926	\$3,706,569	4.7	86

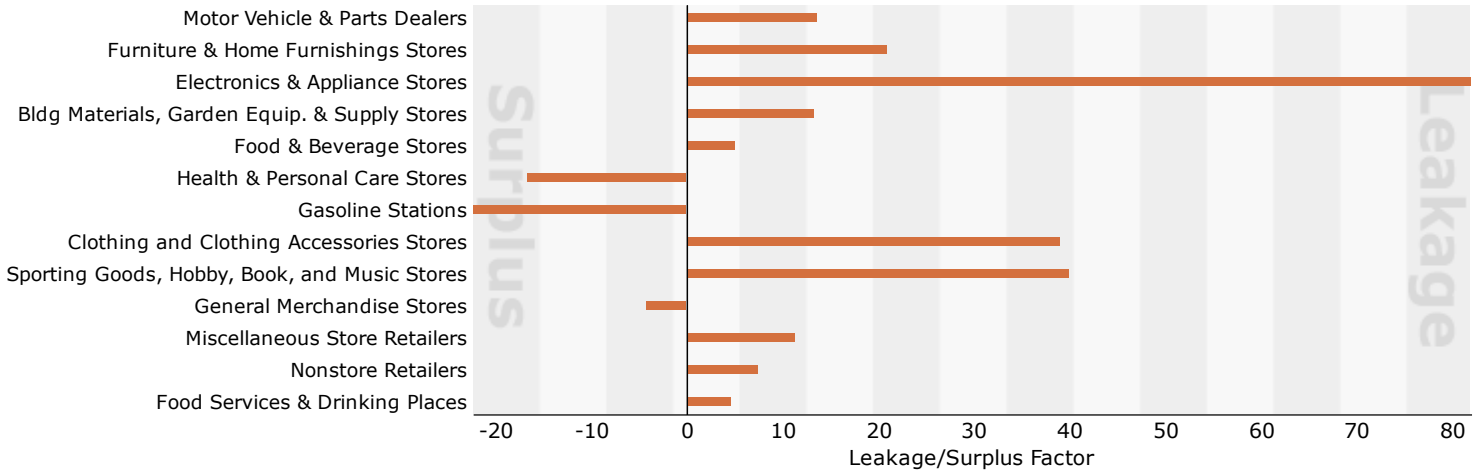
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$110,653,664	\$84,241,847	\$26,411,817	13.6	43
Automobile Dealers	4411	\$71,354,870	\$60,520,049	\$10,834,821	8.2	20
Other Motor Vehicle Dealers	4412	\$31,673,566	\$14,032,088	\$17,641,478	38.6	5
Auto Parts, Accessories & Tire Stores	4413	\$7,625,229	\$9,689,710	-\$2,064,481	-11.9	18
Furniture & Home Furnishings Stores	442	\$12,466,465	\$8,141,820	\$4,324,645	21.0	9
Furniture Stores	4421	\$8,541,236	\$7,340,169	\$1,201,067	7.6	7
Home Furnishings Stores	4422	\$3,925,230	\$801,651	\$3,123,579	66.1	2
Electronics & Appliance Stores	443	\$11,593,774	\$1,145,011	\$10,448,763	82.0	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,749,179	\$22,697,389	\$7,051,790	13.4	34
Bldg Material & Supplies Dealers	4441	\$27,190,312	\$19,831,846	\$7,358,466	15.6	27
Lawn & Garden Equip & Supply Stores	4442	\$2,558,867	\$2,865,543	-\$306,676	-5.7	7
Food & Beverage Stores	445	\$77,498,566	\$69,941,003	\$7,557,563	5.1	34
Grocery Stores	4451	\$68,860,953	\$61,044,432	\$7,816,521	6.0	19
Specialty Food Stores	4452	\$1,912,656	\$708,358	\$1,204,298	45.9	4
Beer, Wine & Liquor Stores	4453	\$6,724,956	\$8,188,214	-\$1,463,258	-9.8	12
Health & Personal Care Stores	446,4461	\$22,377,628	\$31,431,343	-\$9,053,715	-16.8	23
Gasoline Stations	447,4471	\$45,483,400	\$71,810,712	-\$26,327,312	-22.4	31
Clothing & Clothing Accessories Stores	448	\$14,872,812	\$6,533,600	\$8,339,212	39.0	18
Clothing Stores	4481	\$10,104,382	\$2,470,460	\$7,633,922	60.7	10
Shoe Stores	4482	\$1,916,546	\$1,582,321	\$334,225	9.6	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,851,884	\$2,480,819	\$371,065	7.0	6
Sporting Goods, Hobby, Book & Music Stores	451	\$10,629,260	\$4,554,122	\$6,075,138	40.0	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,009,706	\$4,554,122	\$4,455,584	32.8	19
Book, Periodical & Music Stores	4512	\$1,619,554	\$0	\$1,619,554	100.0	0
General Merchandise Stores	452	\$78,884,569	\$85,962,651	-\$7,078,082	-4.3	20
Department Stores Excluding Leased Depts.	4521	\$57,803,516	\$75,786,500	-\$17,982,984	-13.5	4
Other General Merchandise Stores	4529	\$21,081,053	\$10,176,151	\$10,904,902	34.9	16
Miscellaneous Store Retailers	453	\$18,392,131	\$14,654,593	\$3,737,538	11.3	44
Florists	4531	\$978,132	\$1,502,017	-\$523,885	-21.1	9
Office Supplies, Stationery & Gift Stores	4532	\$4,296,891	\$7,643,985	-\$3,347,094	-28.0	10
Used Merchandise Stores	4533	\$1,760,305	\$1,775,467	-\$15,162	-0.4	13
Other Miscellaneous Store Retailers	4539	\$11,356,804	\$3,733,124	\$7,623,680	50.5	13
Nonstore Retailers	454	\$6,668,796	\$5,747,694	\$921,102	7.4	5
Electronic Shopping & Mail-Order Houses	4541	\$4,050,272	\$2,494,522	\$1,555,750	23.8	1
Vending Machine Operators	4542	\$577,043	\$715,429	-\$138,386	-10.7	2
Direct Selling Establishments	4543	\$2,041,481	\$2,537,743	-\$496,262	-10.8	2
Food Services & Drinking Places	722	\$41,365,495	\$37,658,926	\$3,706,569	4.7	86
Special Food Services	7223	\$506,902	\$0	\$506,902	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,667,841	\$1,304,623	\$1,363,218	34.3	8
Restaurants/Other Eating Places	7225	\$38,190,753	\$36,354,303	\$1,836,450	2.5	78

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

